



MARCH 28-30, 2023  
DONALD E. STEPHENS  
CONVENTION CENTER  
ROSEMONT, IL

# SPONSORSHIP AND ADVERTISING OPPORTUNITIES

The professionals you want and need to do business with, found at North America's premier plastics processing trade event.



PRESENTED BY



[PTXPO.com](http://PTXPO.com)

# PTXPO'S ONLINE EXHIBITOR DIRECTORY

## PRO TIP:

Exhibitors who upgrade their basic enhanced listing package to the Gold or Platinum level receive on average up to **5X more views** and **7X more additions** to attendees' agendas in their MyShow Planners.

*Data provided by Map Your Show*

## VISITS

## SHOWROOM VIEWS



The Online Exhibitor Directory is the ***premier digital resource*** to promote your PTXPO participation and **elevate awareness** of and **generate interest** in your equipment, products and services to thousands of plastics processing professionals who attend.

Beyond the basic benefits you receive as part of your booth space purchase, we offer several additional advertising options to boost your ROI and maximize your impact.

# ENHANCED LISTING PACKAGES

	PLATINUM \$600	BEST VALUE! GOLD \$400	SILVER \$200	BASIC INCLUDED WITH YOUR BOOTH
<b>Your Package Includes:</b>	↓	↓	↓	↓
Premium Placement in Search Results	✓			
Highlighted Booth Corner Peel on Showfloor Map	✓			
Exhibitor Product Spotlight	✓			
Featured Exhibitor Listing	✓	✓		
Logo	✓	✓	✓	
Online Directory Leads (includes people who opt to share their information)	✓	✓	✓	
Contact Information	✓	✓	✓	✓
Link to Booth	✓	✓	✓	✓
Link to Website	✓	✓	✓	✓
Product Categories	✓	✓	✓	✓
Company Description	✓	✓	✓	✓
Scheduled Meetings	✓	✓	✓	✓
Showcase with Video	4			
Showcase with Images and Descriptions	6	4		
Business Cards	5	3	1	
Show Specials	5	3	1	
Special Events	5	3	1	
Downloadable Promotional Material (e.g., press releases, brochures, white papers, catalogs, case studies, etc.)	6	4	2	

# DIGITAL RESOURCE FEATURES

## Best Practice & Tutorials

Learn how to best setup your online directory profile with the step-by-step guide and video tutorial.

### PREMIUM PLACEMENT IN SEARCH RESULTS

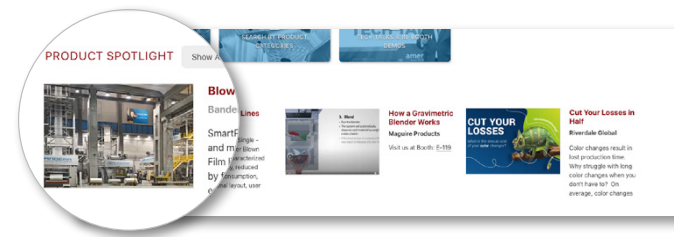
[VIEW EXAMPLE](#)



When an attendee uses the search bar, your listing is pulled to the top of search results.  
*Available exclusively with the Platinum enhanced listing package.*

### EXHIBITOR PRODUCT SPOTLIGHT

[VIEW EXAMPLE](#)



Showcase your brand's image or video on the Exhibitor Directory home page. The live link directs attendees to your company's listing.  
*Available exclusively with the Platinum enhanced listing package.*

### HIGHLIGHTED BOOTH CORNER PEEL ON SHOWFLOOR MAP

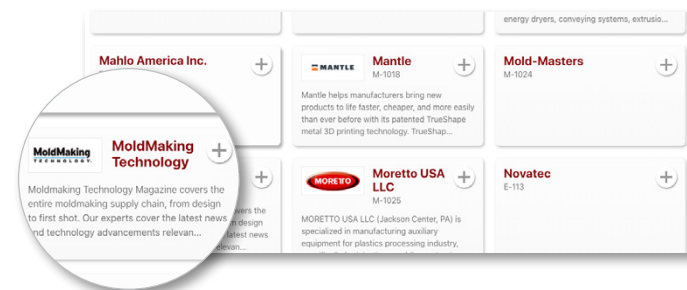
[VIEW EXAMPLE](#)



Shine above hundreds of exhibitors on the interactive floor plan with a corner peel call out.  
*Available exclusively with the Platinum enhanced listing package.*

### FEATURED EXHIBITOR LISTING

[VIEW EXAMPLE](#)



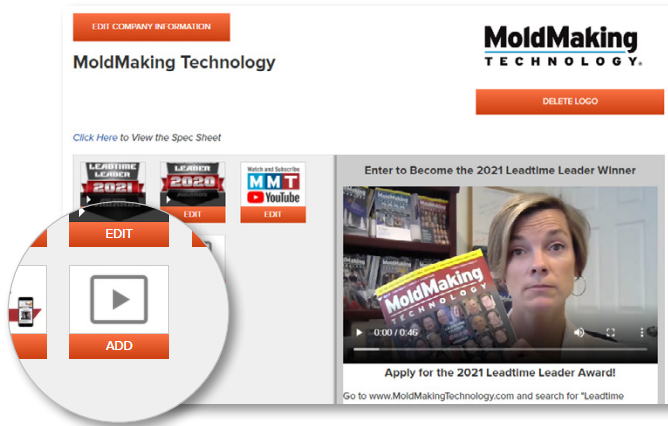
Featured exhibitors are included in a quick link tile at the top of the home page of the online Exhibitor Directory.



# DIGITAL RESOURCE FEATURES

## SHOWCASE WITH VIDEO, IMAGES AND DESCRIPTIONS

[VIEW EXAMPLE](#)

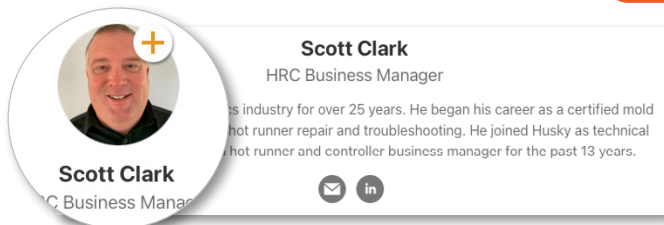


The Exhibitor Showcase allows you to feature product images, descriptions and videos.

*Videos are available exclusively with the Platinum enhanced listing package.*

## BUSINESS CARDS

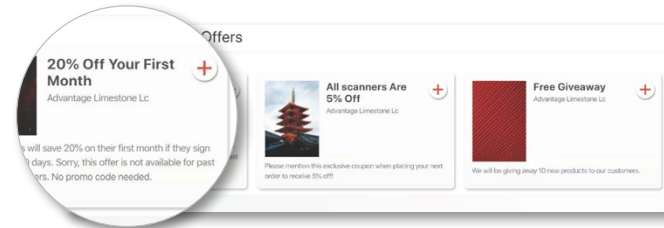
[VIEW EXAMPLE](#)



Upload your contact information, headshot, social media links and more to create your virtual business card and simplify networking. Attendees can save your business card to their personal agenda planner for easy access.

## SHOW SPECIALS

[VIEW EXAMPLE](#)



Attract more buyers to your listing and draw them to your booth to check out your special show offers and discounts.

## SPECIAL EVENTS

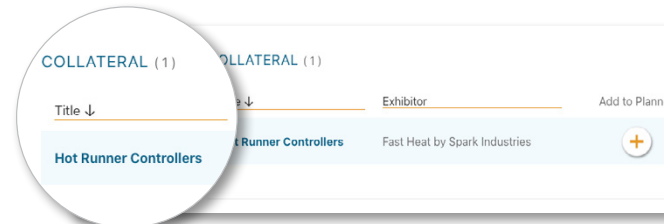
[VIEW EXAMPLE](#)



Draw attention to your listing by promoting the educational sessions and content provided by your team, a special networking event you are hosting or a booth contest or giveaway.

## DOWNLOADABLE PROMOTIONAL MATERIAL

[VIEW EXAMPLE](#)



Upload a variety of attendee resources through your exhibitor portal such as press releases, brochures, white papers, sell sheets, videos and more. To provide more value, consider upgrading your listing package to include more uploads.

# ENHANCED LISTING BANNERS

## More Exposure. More Visits. More LEADS.

Upgrade to a Platinum package and become eligible to take advantage of even MORE digital promotional opportunities with a special banner ad placement.



### DIRECTORY BANNER

EXCLUSIVE

Your Directory Banner appears on the home page ahead of the main navigation. Buyers will see your message first every time before they dive into PTXPO planning.

- Includes full Platinum enhanced listing package
- Banner links to your online PTXPO exhibitor profile
- Size: 1940 x 180 px (dynamically displays at 600 x 500 px on mobile or tablets)

INVESTMENT: **\$3,500**



### FLOORPLAN BANNER

EXCLUSIVE

Your Floorplan Banner stands out prominently on the footer of the interactive digital floor plan and stays visible as hundreds of buyers explore the show space daily.

- Includes full Platinum enhanced listing package
- Size: 728 x 90 px

INVESTMENT: **\$3,500**



### PRODUCT CATEGORY BANNER

MULTIPLE AVAILABLE

PTXPO buyers look for the equipment and products they need by category in our easy-to-navigate directory. Outshine your competition with an eye-catching graphic that promotes your solutions directly on the page as they search.

- Includes full Platinum enhanced listing package
- Size: 640 x 100 px (displays onscreen at 320 x 50 px)
- Position: Choose up to two categories (first come, first served)
- Bonus: Purchase additional Product Category Banners for \$250 each

INVESTMENT: **\$1,000**

*Enhanced Listing Banner purchases do not include standard sponsor promotion mentions.*

## Rise above the crowd with an amped up presence at PTXPO!

Sponsorship opportunities ensure that your brand enjoys extra exposure to decision makers and stays top of mind long after the show ends.

### REGISTRATION SPONSOR

EXCLUSIVE

Our Registration Sponsor receives a robust promotional bundle that touches both digital and traditional advertising and enjoys wide and deep attention.

#### You'll receive:

- Your company name and logo displayed on attendee registration-related emails
  - Attendee registration confirmation and thank you
  - Event check-in confirmation
  - Exhibit Track post-event follow up
- Your banner ad on registration portals (728 x 90 px)
  - Registration website pages
  - Attendee registration resource center
  - Onsite check-in and self-registration screens
  - Customized workstation screensavers
- Your company name and logo vividly displayed on event signage
- The Gold enhanced listing package
- All standard sponsor promotion mentions

**INVESTMENT: \$12,000** Registration Sponsorship Only

**\$22,000** with Lanyard Sponsorship

### All Classic Sponsorship Packages Include:

- The Gold enhanced listing package (valued at \$400)
- Standard sponsor promotion mentions in:
  - PTXPO.com – the official event website
  - The PTXPO registration brochure
  - All PTXPO email promotions
  - The PTXPO printed show directory sponsor thank you ad
- Coverage in *Plastics Technology* and *MoldMaking Technology* magazine show issues

*Note:* Secure your sponsorship early to take advantage of all the above opportunities! Subject to project deadlines associated with each.

### LEVEL UP!

Bundle the Registration and Lanyard Sponsorships for only **\$10,000** more!

Valued at **\$15,000**

### LANYARD SPONSOR

EXCLUSIVE

Become a part of each attendee's wardrobe every day when you sponsor the official event badge lanyard. Branded lanyards are walking billboards and our lanyard sponsor experiences maximum visibility into every corner of the event.

#### You'll receive:

- Your company name and logo displayed on participant badge lanyards
- A supply of lanyards to distribute from your booth
- The Gold enhanced listing package
- All standard sponsor promotion mentions

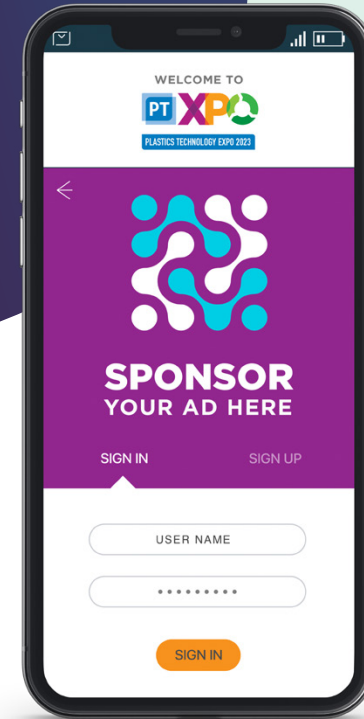
**INVESTMENT: \$15,000** Lanyard Sponsorship Only

**\$22,000** with Registration Sponsorship

**SOLD**



# CLASSIC EVENT SPONSORSHIPS



## TOTE BAG SPONSOR

EXCLUSIVE

Our buyers come to the PTXPO show floor eager to collect data sheets and information they can take home with them to research and study. Your logo displayed boldly on the bag each attendee carries ensures your brand stays chief in their mind at the show, at the hotel and at their shop.

### You'll receive:

- Your company logo/artwork imprinted on all attendee tote bags
- Consultation with the PTXPO team on design and layout
- A supply of tote bags to display and distribute from your booth
- The Gold enhanced listing package
- All standard sponsor promotion mentions

INVESTMENT: **\$12,000**

## WI-FI SPONSOR

EXCLUSIVE

Keep business moving smoothly for every PTXPO participant. The unsung hero of every event, our Wi-Fi sponsor provides a speed of 3 mbps, connection for an unlimited number of devices and 24-hour availability from show move-in through move-out.

### You'll receive:

- Your company logo on the splash page
- A custom SSID and password up to 32 total characters
- Additional Wi-Fi sponsor recognition in the PTXPOasis Club
- One URL redirect after login
- The Gold enhanced listing package
- All standard sponsor promotion mentions

INVESTMENT: **\$7,000**

**SOLD**



# CLASSIC EVENT SPONSORSHIPS



## HOTEL KEY CARDS SPONSOR

EXCLUSIVE

Receive brand exposure well beyond the boundaries of the Convention Center when you put your company's message directly on to a custom-designed hotel key card.

### You'll receive:

- Your company logo/artwork imprinted on official show hotel key cards
- Consultation with the PTXPO team on design and layout
- Special signage in each official show hotel lobby
- The Gold enhanced listing package
- All standard sponsor promotion mentions

INVESTMENT: **\$8,000**



## OFFICIAL SHOW MOBILE APP SPONSOR

EXCLUSIVE

Buyers plan their daily agendas, look for breaking show news and connect with colleagues on the PTXPO Mobile App. Your sole sponsorship guarantees high visibility and instant name recognition in the show resource always found in the palm of our attendees' hands.

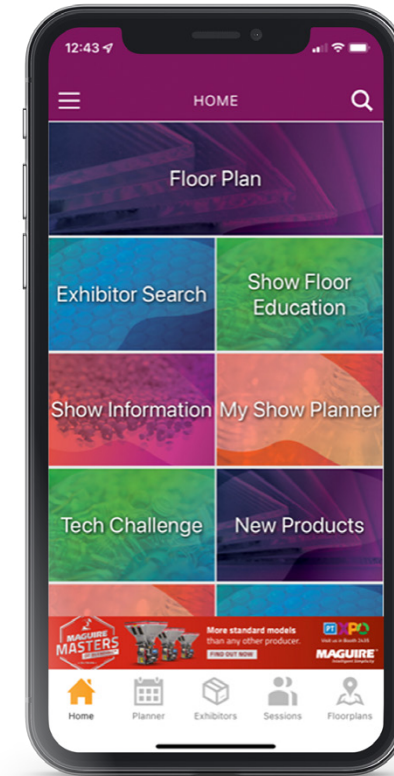
### You'll receive:

- Custom loading screen
  - The loading screen on the app's home screen
  - The loading screen on the app's main content page
  - Size: 2436 x 195 px
- One static banner ad at the bottom of main content pages
  - Banners link to your online exhibitor listing
  - Size: 1242 x 195 px
- The Gold enhanced listing package
- Your company logo on PTXPO Mobile App promotions

INVESTMENT: **\$6,500**

**SOLD**

# A LA CARTE OPPORTUNITIES



## DIGITAL BACKPACK

3 AVAILABLE

After PTXPO, we send each participant a personalized thank you email that provides a list of exhibitors who scanned their badge during the event and helps them track which suppliers they spoke with.

### You'll receive:

- Your banner ad featured at the top of the email (320 x 105 px)

*Note: Banner ads will be placed in order received. This opportunity does not include standard sponsor promotion mentions.*

INVESTMENT: **\$800**

## ONSITE TECHNOLOGY CHALLENGE

10 AVAILABLE

Draw attendees to your booth with our PTXPO Tech Challenge, which features planned destinations throughout the show floor to highlight areas of interest including YOUR booth! Attendees enter in special codes found at each area of interest in the Mobile App for a chance to win a grand prize.

### You'll receive:

- Tabletop booth signage to promote your stop and display your unique Challenge code
- The Gold enhanced listing package

*Note: This opportunity does not include standard sponsor promotion mentions.*

INVESTMENT: **\$2,800**



## Want to increase your brand's footprint at PTXPO?

We have several on-site custom signage opportunities available to purchase in the lobby and throughout the halls starting as low as \$2,500.

Contact [Exhibits@PTXPO.com](mailto:Exhibits@PTXPO.com) for more information!

### CHARGING LOCKERS

2 AVAILABLE

Take charge when your brand is featured on one or both PTXPO show floor device charging lockers! Conveniently located in the show registration area and in the PTXPOasis, users can safely stash their portable device to recharge while they visit with exhibitors and carry on with business.

#### You'll receive:

- A custom branded message displayed on the 19-inch touchscreen, where users create their private PIN number to access the locker
- The Gold enhanced listing package
- All standard sponsor promotion mentions

*Note: This opportunity does not include standard sponsor promotion mentions.*

**INVESTMENT:** **\$5,500** One charging locker  
**\$8,500** Both charging lockers





# TECH TALK THEATER SESSIONS

## WANTED: THOUGHT-LEADERS

Located throughout the show floor, PTXPO's Tech Talk Theaters feature free-to-attend educational sessions led by industry experts. Position your brand as a knowledge expert alongside this valuable information.

## TECH TALK THEATER A LA CARTE SESSIONS

**20 TOTAL AVAILABLE**  
(10 PER THEATER)

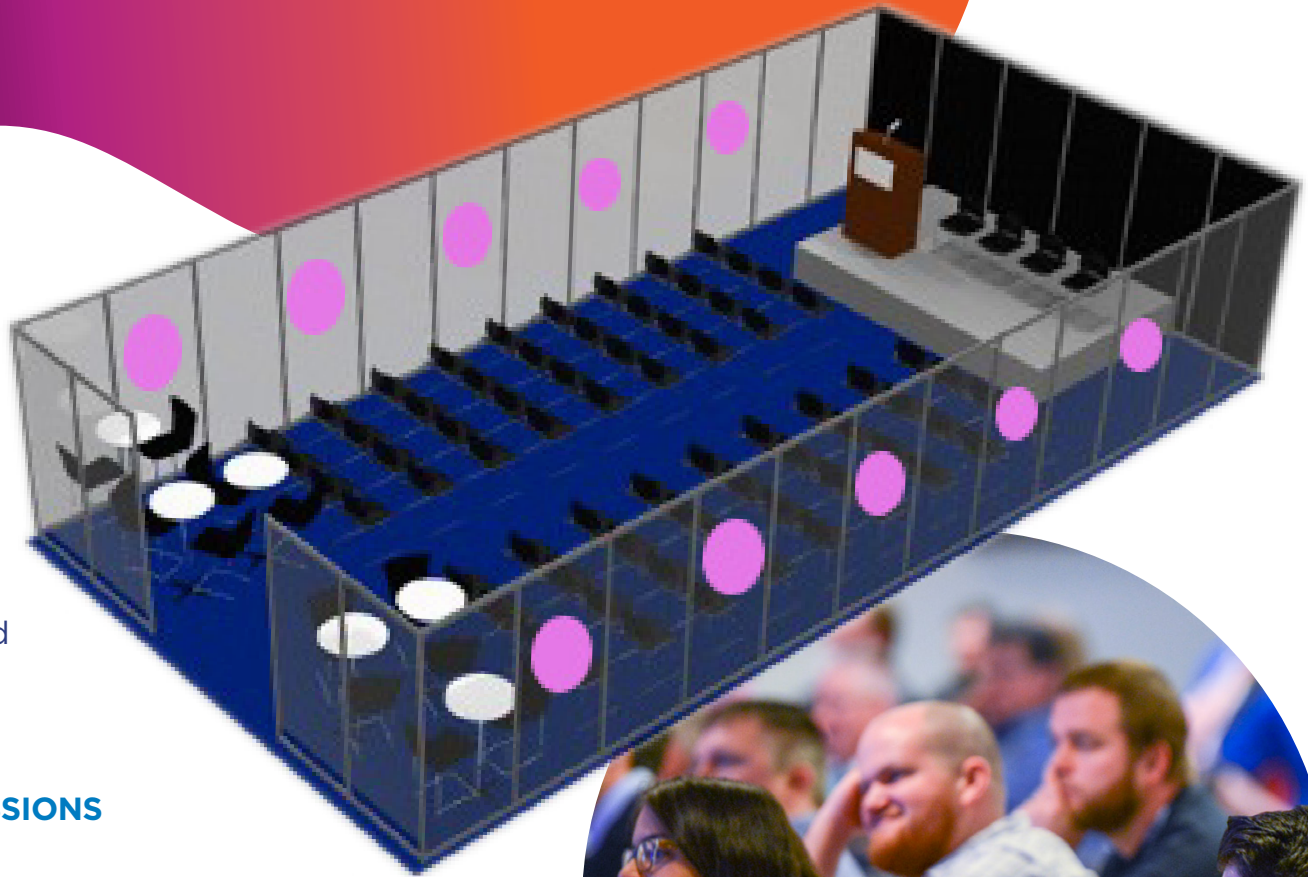
PTXPO offers educational sessions on Tuesday and Wednesday in both the MoldMaking Theater and in the Plastics Processing Theater. Exhibitors who would like to purchase an a la carte session will consult with a PTXPO team member to develop relevant and approved content.

### You'll receive:

- Your choice of theater, day (Tuesday or Wednesday) and session time
- The Gold enhanced listing package
- Promotion of your session on PTXPO.com and in the Show Directory

*Note: Speaking sessions are assigned first come, first served. This opportunity does not include standard sponsor promotion mentions.*

**INVESTMENT: \$1,250 per 30 Minute Session**



### TUESDAY AND WEDNESDAY SCHEDULE

10:00 am - 10:30 am

10:45 am - 11:15 am

11:30 am - 12:00 pm

2:00 pm - 2:30 pm

2:45 pm - 3:15 pm

# SHOW DIRECTORY PRINT ADVERTISING



The premier tool used by buyers to research purchases and plan their time at PTXPO.

Illuminate your company and give your products and services an edge over the competition with full color advertising in the PTXPO Show Directory.

Please contact your sales representative to discuss options for inserts, premium positions and other custom placements. You must be a PTXPO exhibitor to purchase Show Directory advertising.

4-COLOR PRINT RATES			
Full Page	Trim	7.875" x 10.5"	\$2,500
	Bleed	8.375" x 11"	
Half Page Horizontal		6.875" x 4.375"	\$1,750

4-COLOR COVER RATES			
Back Cover			\$4,000
Inside Front Cover	Trim	7.875" x 10.5"	\$3,500
	Bleed	8.375" x 11"	
Inside Back Cover			\$3,000

\*Rates are gross.



# Participate in Plastics Technology Expo 2023



Connecting Buyers  
and Sellers Across  
North America and  
Beyond

	Plastics Technology Reach	MoldMaking Technology Reach	Additive Manufacturing Reach
<b>Magazine</b> <i>Monthly Subscribers</i>	<b>33,900+</b>	<b>18,200+</b>	<b>20,000+</b>
<b>Email</b> <i>Opt-in Subscribers</i>	<b>24,500+</b>	<b>13,500+</b>	<b>35,000+</b>
<b>Online</b> <i>Monthly Page Views</i>	<b>83,250+</b>	<b>67,300+</b>	<b>54,700+</b>

## Interested in becoming a PTXPO Exhibitor or Sponsor?

Contact [sales@ptxpo.com](mailto:sales@ptxpo.com) or your Gardner Business Media Sales Rep to get involved.

PRESENTED BY:



Scan here for booth space  
application or visit  
[PTXPO23.exh.mapyourshow.com/boothsales](https://PTXPO23.exh.mapyourshow.com/boothsales)

### PLASTICS TECHNOLOGY SALES

**Dale Jackman**  
djackman@ptonline.com

**Jackie Dalzell**  
jdalzell@ptonline.com

**Lou Guarracino**  
loug@ptonline.com

**Madeline Kline**  
madeline@ptonline.com

### METALWORKING SALES

**Anthony Pavlik**  
apavlik@gardnerweb.com

**Brian Wertheimer**  
bwertheimer@gardnerweb.com

**Joe Campise**  
jcampise@gardnerweb.com

**John Campos**  
jcampos@gardnerweb.com

**Maalik Bomar**  
mbomar@gardnerweb.com

**Ben Barnes**  
bbarnes@gardnerweb.com

**Rachael Wallis**  
rwallis@gardnerweb.com

### EVENT SALES SPECIALISTS

**Bob Huff**  
bhuff@gardnerweb.com

**Rachel Freking**  
rfreking@gardnerweb.com

### INTERNATIONAL SALES

**Ryan Delahanty**  
ryand@gardnerweb.com

[PTXPO.COM](https://PTXPO.COM)