

# 2017

## **VENDOR** **PROMOTION** OPPORTUNITIES



# ProTradeNet<sup>®</sup> is a **DEDICATED TEAM, PASSIONATE ABOUT BUSINESSES, RELATIONSHIPS, AND TRANSFORMING THE FRANCHISE INDUSTRY.**

## OVERVIEW

*ProTradeNet* was founded by Dwyer Group<sup>®</sup> in 2005 and serves as the company's vendor relations division. PTN enhances its members' ability to construct and preserve successful relationships with elite vendors through a preferred vendor program.

*ProTradeNet* strives to continuously provide members exclusive business opportunities with vendors by improving communications, leveraging buying power and providing promotions, rebates, and special pricing.

In 2017, there are many opportunities to generate exposure for your organization to PTN's members.

### **Among the Opportunities are:**

- *ProTradeNet* Vendor Directory advertising
- Brand-specific publication & rebate check advertising
- Brand-specific conferences and regional meetings (opportunities will be communicated by PTN as they arise)
- Reunion sponsorships (inclusive and brand-specific)

Start planning for 2017! This guide will outline these opportunities in more detail. To learn more, contact our Director of Vendor and Franchise Relationships, Brandi Haslam, at [brandi.haslam@protradenet.com](mailto:brandi.haslam@protradenet.com) or (254) 745-2594.

## ARTWORK SPECIFICATIONS

All ads are four color. File formats we accept are: PDF, EPS (vector art), TIFF, or JPEG at 300 dpi (print resolution). If providing EPS, please outline all text or include fonts. We do not accept Microsoft Word, Publisher, PowerPoint, or Excel documents for ads.

- Advertisements will be included based on the date of payment.
- Placement of advertisements is at the sole discretion of PTN.
- Brands may limit the number and/or size of advertisements in their publications.
- Vendor participation in any publication is at the sole discretion of the brand.

AD SIZES	TRIM SIZE	BLEED
Full Page	8.5" W x 11" H	¼" all sides of ad
Half Page	8.5" W x 5.5" H	¼" all sides of ad
Quarter Page	4.25" W x 5.5" H	¼" all sides of ad
REBATE CHECK INSERT	TRIM SIZE	BLEED
Insertion Ad	8.5" W x 3.5" H	¼" all sides of ad

## DEADLINES FOR PUBLICATION

PUBLICATION	ORDER, PAYMENT & ARTWORK
<i>ProTradeNet</i> Vendor Directory	February 15, 2017
Brand-Specific Edition 1	February 15, 2017
Brand-Specific Edition 2	March 31, 2017



PTN goes above & beyond to support our team.

—ReachLocal



## PACKAGES

Maximize your exposure by considering the following packages, which combine advertising in the PTN Directory with advertising in the brand publications and special recognition on the PTN website and newsletter. *\*Ad space is limited.*

## EXECUTIVE

- Full page ad in the PTN Directory
- Logo added to basic listing in the PTN Directory
- Full page ad in brand publications
- Vendor Spotlight in *ProTradeNet* newsletter (150 word count)
- Special recognition on the PTN website homepage

### COST:

All Brands	\$15,000
One Brand	\$3,500
Each Additional Brand	\$2,800 (20% discount)



Vendor Spotlight in  
*ProTradeNet* Newsletter



Special Recognition on the  
PTN website



Full Page Ad



Full Page Ad



## PACKAGES (cont.)

### SIGNATURE

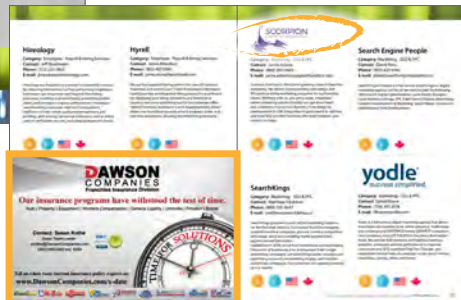
- Half page ad in the PTN Directory
- Logo added to basic listing in the PTN Directory
- Half page ad in brand publications
- Vendor Spotlight in *ProTradeNet* newsletter (150 word count)
- Special recognition on the PTN website homepage

### COST:

All Brands	\$10,000
One Brand	\$2,500
Each Additional Brand	\$2,000 (20% discount)



Logo Listing



Half Page Ad



Vendor Spotlight in  
*ProTradeNet* Newsletter



Special Recognition on the  
PTN website



Half Page Ad

## PACKAGES (cont.)

### FEATURED

- Logo added to basic listing in the PTN Directory
- Quarter page ad in brand publications
- Vendor Spotlight in *ProTradeNet* newsletter (150 word count)
- Special recognition on the PTN website homepage

#### COST:

All Brands	\$6,500
One Brand	\$1,500
Each Additional Brand	\$1,200 (20% discount)



Logo Listing



Vendor Spotlight in *ProTradeNet* Newsletter



Special Recognition on the PTN website



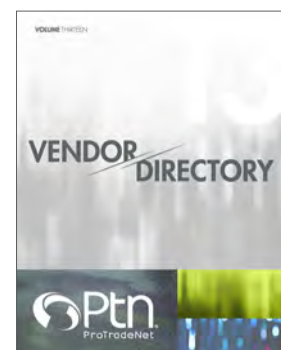
Quarter Page Ad

## ProTradeNet Vendor Directory

The PTN Directory is printed once a year in the first quarter. It is a valuable resource for our members. PTN preferred vendors receive a basic listing at no cost.

- Full page ad and logo added to basic listing
- Half page ad and logo added to basic listing
- Logo added to basic listing

- Cost: \$1,000
- Cost: \$600
- Cost: \$200



## Brand Publications

Each brand produces publications for its franchisees. This is a great place for targeted advertising. *\*Ad space is limited.*

Advertising rates per edition by brand:

Full page ad	Cost: \$1,000
Half page ad	Cost: \$600
Quarter page ad	Cost: \$300



## Rebate Check Promo



**Put your message right into the hands of our members during the most anticipated time of the year!** Our newest advertising opportunity is an insertion ad, which is included in rebate check envelopes distributed by PTN. Contact PTN regarding semi-annual impression opportunities for select brands. *\*Pricing is per brand per payout and is limited to one vendor per brand per payout.*



Cost: \$1,500

**GREAT EXPOSURE,  
GREAT VALUE!**

# REUNION SPONSORSHIP OPPORTUNITIES

**Reunion 2017 will be September 24-26 in Orlando, Florida.** Don't miss the event of the year! Franchisees from all *Dwyer Group* brands come together for one large conference in one location. One of the highlights of Reunion is the *ProTradeNet* Vendor Show where preferred vendors have the opportunity to purchase exhibit space and interact with our members. In addition to your booth, there are various sponsorship opportunities available to maximize your company's exposure. Sponsorships are available on a first come, first serve basis.



## DIAMOND Mobile App & Website Sponsor \*One available

Dwyer Group's Reunion mobile app & website are the go-to place for all things Reunion. Franchisees refer to their event app for session details, speaker bios, survey responses, and much more. Your company will get exposure every time franchisees visit the website prior to the event to learn important details and after the event to reminisce and see photos.

- Company logo displayed on Reunion Mobile App platform
- Company logo featured on every page of Reunion website
- Acknowledgment of sponsorship level on Reunion website
- Company logo displayed on screen(s) at Opening Ceremony
- Company logo displayed on each brand's Schedule-at-a-Glance
- Acknowledgment of sponsorship on signage at the *ProTradeNet* Vendor Show
- Two tickets for the Awards Banquet
- Company logo on the back of the Reunion t-shirt (1 color)
- Prime booth space location



Cost: \$10,000



## Reunion Sponsorship Opportunities (cont.)

### PLATINUM – Badge Holder Sponsor \*One available

- Company logo (1 color) prominently printed on badge holders used by Reunion attendees
- Acknowledgment of sponsorship level on Reunion website
- Company logo displayed on screen(s) at Opening Ceremony
- Company logo displayed on each brand's Schedule-at-a-Glance
- Acknowledgment of sponsorship on signage at the *ProTradeNet* Vendor Show
- Two tickets for the Awards Banquet
- Company logo on the back of the Reunion t-shirt (1 color)
- Prime booth space location



Cost: \$7,500

### PLATINUM – Hotel Key Card Sponsor \*One available

- Company logo printed on hotel key cards used by Reunion attendees
- Acknowledgment of sponsorship level on Reunion website
- Company logo displayed on screen(s) at Opening Ceremony
- Company logo displayed on each brand's Schedule-at-a-Glance
- Acknowledgment of sponsorship on signage at the *ProTradeNet* Vendor Show
- Two tickets for the Awards Banquet
- Company logo on the back of the Reunion t-shirt (1 color)
- Prime booth space location



Cost: \$7,500

“It's always great when you KNOW you've spent your money well and that you get so much out of it. In terms of ROI, this show has proven to top them all!”

—HammerHead Trenchless Equipment

## Reunion Sponsorship Opportunities (cont.)

### PLATINUM – Registration Gift Sponsor \*One available

- Company logo printed on a registration gift given to Reunion attendees
- Acknowledgment of sponsorship level on Reunion website
- Company logo displayed on screen(s) at Opening Ceremony
- Company logo displayed on each brand's Schedule-at-a-Glance
- Acknowledgment of sponsorship on signage at the *ProTradeNet* Vendor Show
- Two tickets for the Awards Banquet
- Company logo on the back of the Reunion t-shirt (1-color)
- Prime booth space location



Cost: \$7,500

### GOLD – Activity Sponsors \*Four available

Sponsor an activity to draw high traffic to your booth during the highly anticipated opening night of the *ProTradeNet* Vendor Show, which kicks off Reunion and sets the tone for a week of excitement and development. Activity is located within the vendor's booth space.

- Acknowledgment of sponsorship level on Reunion website
- Company logo displayed on screen(s) at Opening Ceremony
- Two tickets for the Awards Banquet
- Prime booth space location

Cost: \$4,500

### SILVER – Lifestyle Enhancement Series \*One available

Lifestyle Enhancement Series is an event where franchisees learn to teach *Dwyer Group* principles and systems of professional and personal success so everyone they touch can live happier, more successful lives.

- Logo displayed on signage at special event

Cost: \$1,500

## Reunion Sponsorship Opportunities (cont.)

### SILVER – Notepad Sponsor \*One available

- Company logo on a notepad distributed in registration packets

Cost: \$1,500

### SILVER – Pen Sponsor \*One available

- Company logo on a pen distributed in registration packets

Cost: \$1,500

### SILVER – Fellowship Breakfast Sponsors \*Four available

- Acknowledgment of sponsorship level on Reunion website
- Company logo on the Fellowship Breakfast promotional signs throughout Reunion
- Logo displayed on signage at special event

Cost: \$1,000

## Brand-Specific Reunion Sponsorships

At Reunion, various sponsorships allow your company to target individual brands. The following packages vary in networking opportunities and are priced per brand.

### Vendor Card Sponsors \*10 available per brand

Each brand has an opportunity for 10 vendors to participate in their brand-specific vendor card. Franchisees will visit each vendor's booth listed on their brand-specific vendor card during the Vendor Show. Once the franchisee has collected all 10 signatures, they will be entered into a drawing for a chance to win an exciting door prize\*!

- Logo displayed on brand-specific vendor card

\*Door prizes will be announced by PTN. Each brand will have a winner that receives a door prize. Door prize will be determined by PTN and communicated closer to the event.

Cost: \$1,000

## Brand-Specific Reunion Sponsorships

### “Having Fun In The Process” Sponsors

At Reunion, each brand plans a fun activity for its franchisees. It may be a casino night, a live band, an offsite excursion, etc. Your company can sponsor this highly anticipated evening for either a single brand or multiple. Packages below are priced per brand.

#### ELITE PACKAGE

- Invitation to special event
- Sponsorship recognition at special event
- Logo displayed on signage at special event
- Prominent logo placement on promotional event materials
- Logo displayed on screens during breakout sessions
- Logo displayed on brand intranet homepage
- Vendor card listing
- Sponsorship recognition in brand e-newsletter

Cost: \$4,500

#### PREMIER PACKAGE

- Invitation to special event
- Sponsorship recognition at special event
- Logo displayed on signage at special event
- Logo placement on promotional event materials
- Logo displayed on screens during breakout sessions

Cost: \$1,500

#### SUPPORTING PACKAGE

- Sponsorship recognition at special event
- Logo displayed on signage at special event

Cost: \$500



## STEP 1:

Please complete the information below for use in the PTN Directory. Contact information should be the best point of contact for members interested in your products & services.

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Include a 70-word description of the company's benefits & services:

## STEP 2:

Select from the following options:

Executive Package	Signature Package	Featured Package	A la Carte
<input type="radio"/> All Brands \$15,000	<input type="radio"/> All Brands \$10,000	<input type="radio"/> All Brands \$6,500	<input type="radio"/> Brand-Specific Advertisement
<input type="radio"/> 1 Brand \$3,500	<input type="radio"/> 1 Brand \$2,500	<input type="radio"/> 1 Brand \$1,500	<input type="radio"/> ProTradeNet® Directory Advertisement
<input type="radio"/> Each Additional \$2,800	<input type="radio"/> Each Additional \$2,000	<input type="radio"/> Each Additional \$1,200	<input type="radio"/> Rebate Check Sponsorship

Choose which publication(s) you would like to advertise in (Disregard if you chose "All Brands" package.):

Brand(s):	A la Carte: Brand-Specific Advertisement	A la Carte: ProTradeNet Vendor Directory
<input type="checkbox"/> Aire Serv® <input type="checkbox"/> Glass Doctor® <input type="checkbox"/> Rainbow Intl.® <input type="checkbox"/> Mr. Rooter® <input type="checkbox"/> Mr. Electric® <input type="checkbox"/> Mr. Appliance® <input type="checkbox"/> The Grounds Guys®	<input type="checkbox"/> Full Page \$1,000 <input type="checkbox"/> Half Page \$600 <input type="checkbox"/> Quarter Page \$300  <input type="checkbox"/> 1st Edition <input type="checkbox"/> 2nd Edition	<input type="checkbox"/> Full Page (includes logo listing) \$1,000 <input type="checkbox"/> Half Page (includes logo listing) \$600 <input type="checkbox"/> Logo Listing \$200 <input type="checkbox"/> Basic Listing FREE

## STEP 3:

Payment Method (Sorry, we do not accept American Express):

☐

CHECK

☐

☐

☐


Cardholder's Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Exp Date (MM/YY): \_\_\_\_\_ CCV Code: \_\_\_\_\_ Zip: \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_ Signature: \_\_\_\_\_

MAKE CHECKS PAYABLE TO:

ProTradeNet, LLC

1010 N University Parks Drive Waco, Texas 76707

Send completed order form to brandi.haslam@protradenet.com

FAX: 254-745-2594