



February 22-26, 2021

ProGreen EXPERIENCE ...reimagined just for 2021

ProGreen is Going Online for 2021

The ProGreen EXPO in 2021 will be delivered as an online/virtual event due to capacity guidelines currently in place by the State of Colorado, as a result of the Covid pandemic.

Our Mission Remains the Same

The ProGreen community gathers each year to learn, identify business opportunities and network. We are committed to continuing this tradition, and need the support of organizations who normally exhibit to make the 2021 event a success.

As a company currently registered to exhibit at ProGreen 2021, please continue your support of the event, as we transition to the new format.

Not a Virtual Exhibit Hall

We were lucky to be able to hold our 2020 EXPO before the onset of the pandemic.

Since March, we've watched other meetings in our industry try to recreate an exhibit experience in an online format, with varied success.

Rather than try to create a separate virtual exhibit hall as we've seen with other shows, ProGreen 2021 knows that there are ways to create a richer experience for supporting companies.

Here's how:

1. **Showcase you as a Sponsor of the event.** This includes logo placement prominently in the places that attendees go for event essentials: the agenda and educational resources.
2. **Make you part of those educational resources** that attendees are looking for in the online experience. Options include sponsoring a session, presenting a session, providing a video demo to include on the agenda. See the full list, below.
3. **Add marketing options**, such as ads, branded emails and social media call-outs.
4. **Provide a Resource Listing** where attendees can easily find your company profile, which includes essential contact and website/document links.

Note on Dates

We're shifting a little later in February – mark your calendars for the week of **February 22-26, 2021**. As soon as we finalize education programming, we'll determine the exact length and dates of the event.

PLEASE JOIN US FOR A STRONG START TO 2021

Most of our exhibiting companies have been coming to ProGreen for over 25 years. We want to maintain this momentum, and keep you in front of the ProGreen community, this year and for years to come. ProGreen needs your support to make the 2021 experience a success.

[Click here to get started!](#)

Questions: Allison Kinsley | 303.887.6168 | progreen@kinsleymeetings.com

FROM EXHIBITOR TO SPONSOR

Any organization that has purchased a booth for ProGreen EXPO 2021 will be moved to ProGreen 2021 as a Sponsor. Your sponsorship level and benefits are based on the number of booths you reserved for 2021.

LEVEL	Number of Booths	Select quantity of Sponsor Enhancements
Supporting Sponsor	1	1
	2-3	2
Silver Sponsor	4	3
Gold Sponsor	6	4
Platinum Sponsor	8+	5
Presenting Sponsor	20+	On request

Sponsor Benefits

ALL Sponsors receive:

- ✓ Listing on ProGreen 2021 Website (included, all levels)
- ✓ Listing in the online Resource Guide (available for 8 months), (included, all levels)
 - a. Contact information
 - b. Logo
 - c. Website link
 - d. Link to document highlighting show offers, special products, etc
- ✓ Continued accumulation of priority booth selection points for use in 2022 booth placement.

Sponsor Enhancement Options

In addition, *select from these options* to enhance your involvement with ProGreen 2021. Based on your sponsor level, as detailed above, you have a choice of how your organization will be showcased. (Note: we can customize involvement if you have other ideas not on this list. Call us to discuss.) *Please note deadlines below each option.*

EDUCATION

- Sponsor an education session – your 30-second “sponsored by” video shown before the introduction of the session speaker, and your logo on the agenda
ProGreen to provide list of available sessions by December 15. Intro video to be uploaded by January 25, 2021
- Present an education session – showcase your subject matter expertise and provide a speaker to present a topic in a 20-, 30-, or 60-minute session. Logo on the agenda
ProGreen will contact to arrange details. Topic/title submitted for approval by December 1
- Post a demo – your video will be a logoed click-to from the online agenda
Video to be uploaded by January 25, 2021
- Host a Roundtable – facilitate discussion around a hot topic. Logo appears on agenda
ProGreen will contact to arrange details. Topic/title submitted for approval by December 1

MARKETING / ADVERTISING

- Attendee email – ProGreen will send a branded email on your behalf, promoting your involvement in the event
Provide content by January 8 for scheduled distribution in January/February
- Website ad – to reach attendees in advance of the event
Provide ad by December 15
- Online platform ad (limited availability) to reach attendees during event days
Provide ad by January 25
- Social media recognition across multiple social channels
Provide messaging by January 8 for scheduled distribution in January/February

COMMUNITY

- Sponsor event games and activities (i.e. Ten O’clock Trivia – sponsored by your company)
ProGreen will contact to arrange details
- Sponsor a contest (i.e. virtual potting challenge)
ProGreen will contact to arrange details
- Provide a give-away for a drawing (scheduled throughout the event)
Provide give-away details by January 25

Should you wish to change your sponsorship level, you have a few options:

- Increase your level – and options – based on the chart below
- Reducing sponsorship level (i.e. from Gold to Silver), with fees paid above the selected level refunded or credited to 2022 EXPO. Pricing in the chart applies to reduction of level.
- Cancellation of commitment, with loss of booth selection priority status for 2022. Deposits can be refunded or credited to 2022 EXPO.
- If Sponsor Enhancement options are not benefits your company can use, but you want to keep the core benefits (website and Resource listing, retention of priority points), we can offer a Basic Support level – see chart, below.

LEVEL	Options	Level Change and New Sponsor Pricing	
		Member	Non-Member
Basic Sponsor	0	\$ 500	\$ 900
Supporting Sponsor	1	\$ 1,200	\$ 2,000
	2	\$ 2,500	\$ 3,500
Silver Sponsor	3	\$ 4,500	\$ 5,500
Gold Sponsor	4	\$ 5,900	\$ 7,000
Platinum Sponsor	5	\$ 7,900	\$ 9,000
Presenting Sponsor	On request		

Ready to get started? [Click here](#) to let us know how you’ll support ProGreen 2021!