

ADVERTISING SPECS & SCHEDULES

Video/Commercial

- Any standard video formats – FLV (Flash Video), AVI (Audio Video Interleave), MOV (Apple's QuickTime), or PowerPoint
- Video maximum duration: 60 – 120 seconds
- Sponsor must provide video as a downloadable file or provide video on flash drive or DVD.
 - Entire video must be approved by GII's marketing and public relations departments.
 - Video must not show any Goodwill logo or infer a relationship to any Goodwill organization unless approved by GII's marketing and public relations department.
 - To accommodate multiple GII approvals and subsequent revisions, videos must be submitted by January 15, 2017.

Digital Plasma Ad Slide

- One to two (1-2) PowerPoint horizontal slides (or) 1024px w x 768px h JPG or PNG file

Logos

- In vector format – EPS format preferred (and)
- In other format such as JPG or PNG.

Hotel Key Card

- Key cards are created by PLI Cards for all hotel venues – Ad specifications will be provided prior to events.

COE, Spring, DA and GILPS Program Booklet Ads

- Full: 4" w x 10.5" h PDF
- Half: 4" w x 5.25" h PDF

Summer Program and Tradeshow Booklet Ads

- Full: 8" w x 10" h PDF
- Half: 8" w x 5" h PDF
- Quarter: 4" w x 5" h PDF

Member Marketplace Online Ads

- Site: 184px w x 325px h
- Newsletter: 728px w x 90px h

EVENT SPONSORSHIP DESCRIPTIONS

1. Tradeshow-Only Program Booklet Ads

Advertise to every event attendee via an ad in the program booklet during the conference.

- Full page (8" w x 10" h) – \$1,000
- Half page (8"w x 5" h) – \$750
- Quarter Page (4"w x 5" h) – \$500

2. One-Minute Video at Conference General Session – \$2,500

Advertise to attendees via a one-minute video played during any of the conference's general sessions.

3. 30-Minute WebExpress Series Sponsorship – \$1,000

Introduce your company to Goodwill staff and pique their interest to visit your table or contact you via a WebExpress, which will be marketed to all Goodwill organizations.

4. One-Year Member Marketplace Subscription – \$500

Enjoy post-conference benefits of being listed on Goodwill's virtual vendor database for a full year. Discounted offer only for all exhibitors. Regular price is \$1,200. Membership includes a listing and weekly promotion exposure.

5. Meeting Room – \$2,500

Do you prefer a meeting room format to conduct meetings with 15 or less of your existing or new clients? No problem. Afford your team with the option to meet with your self-selected and invited guests. Food, beverage and audio visuals are extra costs.

6. Vendor-Hosted Reception – \$2,500

Network informally with attendees by hosting a reception. Food and beverage are extra costs.

7. Dine-Around Sponsorship – \$2,500

Connect strategically over dinner with your core target during the conference. Benefits also include mention in the event mobile app and ability to leave dinner participants with a promotional item/gift.

8. Affinity Group Sponsorship – \$3,500

Connect strategically over dinner with a target audience that provides sector skills training and placement in health care, hospitality, information technology, manufacturing/advanced manufacturing, retail, or transportation and logistics during the conference. Benefits also include mention in the event mobile app and ability to leave dinner participants with a promotional item/gift.

9. Hotel Key Card – \$2,500

Advertise to attendees via your company logo and key message on the hotel room key cards.

Goodwill Industries International (GII) provides sponsorship, partnership, vendor and tradeshow opportunities to organizations that have goods and services that may benefit Goodwill member organizations. Each Goodwill organization operates independently and makes its own purchasing decisions. An company's affiliation as a sponsor, partner, vendor or tradeshow exhibitor with GII does not imply that GII favors one company over another. Goodwill® and Goodwill Industries® are registered trademarks of Goodwill Industries International, Inc. Other product and company names mentioned herein may be the trademarks of their respective owners.