



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 in the green industry, we invite you to support 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.

Sponsor Benefits

ALL Sponsors receive:

- Listing on ProGreen 2021 Website
- Listing in the online Resource Guide during the event (and available through May 2021) to include:
 - Contact information
 - Logo
 - Website link
 - Link to document highlighting show offers, special products, etc.
- Your choice of Sponsor Enhancement options from the list below

Sponsor Enhancements Options

In addition to the benefits above, select from these options to enhance your involvement with ProGreen 2021. Based on your sponsor level, you have a choice of how your organization will be showcased.

Please select your desired enhancements from the below sections:

- Basic Sponsor: no additional enhancements
- Supporting Sponsor 1: Please CHOOSE **ONE (1)** OPTION from the below list
- Supporting Sponsor 2: Please CHOOSE **TWO (2)** OPTIONS from the below list
- Silver Sponsor: Please CHOOSE **THREE (3)** OPTIONS from the below list
- Gold Sponsor: Please CHOOSE **FOUR (4)** OPTIONS from the below list
- Platinum Sponsor: Please CHOOSE **FIVE (5)** OPTIONS from the below list

EDUCATION

- Sponsor an education session – your 30-second “sponsored by” video will be shown before the introduction of the session speaker, and your logo will be displayed on the agenda
 - Available sessions are [here](#)
 - Video due by January 25, 2021 in MP4 format
- Post a demo – your video will be a logoed click-to from the online agenda
 - Topic/title submitted for approval by January 23, 2021
 - Final video (Vimeo or YouTube link) due by February 5, 2021
- Host a Roundtable – facilitate discussion around a hot topic. Logo displayed on agenda
 - Topic/title submitted for approval by January 23, 2021

MARKETING / ADVERTISING

- Attendee email – ProGreen will send a branded email on your behalf, promoting your involvement in the event
 - Provide content by January 23, 2021 for scheduled distribution in January/February
- Website ad – to reach attendees in advance of the event
 - Provide ad by January 23, 2021
- Online platform ad (limited availability) to reach attendees during event days
 - Provide ad by January 23, 2021
- Social media recognition across multiple social channels (twice before event begins)
 - Provide messaging by January 23, 2021 for scheduled distribution in January/February. Please include a photo (PNG or JPG file) with 180-character description

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 item details by January 23, 2021

[Purchase your sponsorship today!](#)

For questions, please email or call Scott Verue – scott@kinsleymeetings.com or 303-798-3664.