

VENDOR PROMOTIONAL OPPORTUNITIES

2022

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2022 PROMOTION OPPORTUNITIES

YOUR PTN TEAM

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ALEXIS GILCHRIST, Vendor Account Specialist
KELSEY PHARR, Senior Vendor Relations Specialist
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DINERO, Mascot

OVERVIEW

ProTradeNet® was founded by Neighborly® in 2005. Through our preferred vendor program, we provide a complete supply-chain solution to our members while providing our vendors with exclusive access to thousands of growing businesses.

There are many opportunities to generate exposure for your organization to PTN's members.

AMONG THE OPPORTUNITIES ARE:

- ProTradeNet Vendor Directory advertising
- Rebate advertising
- Reunion Sponsorships (inclusive and brand-specific)
- Business Training Week sponsorships (opportunities communicated as they arise)
- Conferences & regional meetings (opportunities communicated as they arise)

START PLANNING FOR 2022!

This guide will outline these opportunities in more detail, and additional opportunities will be communicated as they arise via PTN's monthly vendor newsletter and the vendor home page on ProTradeNet.com. To learn more, please contact our Vendor Relations Team at vendor@protradenet.com.



protradenet.com

PRINT ADVERTISING OPTIONS

REBATE PAYOUT INSERT

ENGAGE WITH A CAPTIVE AUDIENCE

Put your message directly into the hands of franchise owners during the most anticipated times of the year! This is an exclusive opportunity to gain exposure with our engaged members. Distributed during our semi-annual payouts, inserts are included in every envelope PTN delivers to franchise owners.

- Insert ads are one-sided and full color
- Pricing is per brand per payout



Cost: \$1,500*

INSERT ARTWORK SPECIFICATIONS

- Acceptable file formats: PDF, EPS, TIFF, or JPEG at 300 DPI. (If providing EPS, outline all text or include fonts.) We do not accept Word, Publisher, PowerPoint, or Excel files.
- Art should include a full bleed (where artwork extends to the edge of the file, with no white border unless a white border actually needs to print).
- Be sure no text or important graphics is within 1/4" of edge/trim line or else there is the risk it will be cut off when printed.
- Please do not include crop or bleed marks.
- Vendor participation is at the sole discretion of PTN.

REBATE INSERT	FINAL TRIM SIZE	BLEED REQUIRED	TOTAL ARTWORK SIZE
Insert Ad	8.5" W x 3.75" H	.125" all sides of ad	8.75" W x 4 "H

DEADLINES FOR ADVERTISING

ADVERTISEMENT	ORDER, PAYMENT & ARTWORK
Rebate Insert – Spring	March 4, 2022
Rebate Insert – Reunion	August 5, 2022

PROTRADE NET VENDOR DIRECTORY

The PTN Directory is a valuable resource for our members!

The directory is printed annually and mailed to franchise owners in the first quarter. All PTN preferred vendors receive a basic listing in the directory at no cost, but you can increase your exposure by purchasing ad space or a logo listing.



EXECUTIVE

- Full page ad in the PTN Directory
- Logo added to basic listing in the PTN Directory
- Vendor Spotlight in ProTradeNet newsletter (150 word count)

Cost: \$2,500

SIGNATURE

- Half page ad in the PTN Directory
- Logo added to basic listing in the PTN Directory

Cost: \$1,500

FEATURED

- Logo added to basic listing in the PTN Directory

Cost: \$500

DIRECTORY ARTWORK SPECIFICATIONS

- Acceptable file formats: PDF, EPS, TIFF, or JPEG at 300 DPI. *(If providing EPS, please outline all text or include fonts.)* We do not accept Word, Publisher, PowerPoint, or Excel files.
- Art should include a full bleed (where artwork extends to the edge of the file, with no white border unless a white border actually needs to print).
- Be sure no text or important graphics is within 1/4" of edge/trim line or else there is the risk it will be cut off when printed.
- Please do not include crop or bleed marks.
- Placement of advertisements is at the sole discretion of PTN.
- Vendor participation is at the sole discretion of PTN.

AD SIZES	FINAL TRIM SIZE	BLEED REQUIRED	TOTAL ARTWORK SIZE
Full Page	8.5" W x 11" H	.125" all sides of ad	8.75" W x 11.25" H
Half Page	8.5" W x 5.5" H	.125" all sides of ad	8.75" W x 5.75" H

DEADLINES FOR ADVERTISING

ADVERTISEMENT	ORDER, PAYMENT & ARTWORK
ProTadeNet Vendor Directory	January 28, 2022



"PTN provides an easy, seamless way to better service our customers. We know the growing business opportunities and long-term success we've had wouldn't be possible without them in our corner!"

—Qiigo



REUNION SPONSORSHIPS

Reunion 2022 will be October 15-17, 2022 in Nashville, TN. Franchise owners from every brand 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 – App & Website Sponsor *One available

The Reunion mobile app & website are the go-to place for all things Reunion. Franchise owners refer to the event app for session details, speaker bios, survey responses, and much more. Your company will get exposure every time franchise owners 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
- Two tickets for the Awards Banquet
- Company logo on the back of the Reunion t-shirt (1 color)
- Acknowledgment of sponsorship on signage at the ProTradeNet Vendor Show
- Prime booth space location
- Sponsorship recognition on name badge ribbon



Cost: \$25,000

REUNION SPONSORSHIPS (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
- Two tickets for the Awards Banquet
- Company logo on the back of the Reunion t-shirt (1 color)
- Acknowledgment of sponsorship on signage at the ProTradeNet Vendor Show
- Prime booth space location
- Sponsorship recognition on name badge ribbon



Cost: \$15,000

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
- Two tickets for the Awards Banquet
- Company logo on the back of the Reunion t-shirt (1 color)
- Acknowledgment of sponsorship on signage at the ProTradeNet Vendor Show
- Prime booth space location
- Sponsorship recognition on name badge ribbon



Cost: \$15,000



It's been a winning relationship since day one!

—Marccone



REUNION SPONSORSHIPS (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
- Two tickets for the Awards Banquet
- Company logo on the back of the Reunion t-shirt (1 color)
- Acknowledgment of sponsorship on signage at the ProTradeNet Vendor Show
- Prime booth space location
- Sponsorship recognition on name badge ribbon



Cost: \$15,000

PLATINUM – Wristband Sponsor *One available

- Company logo (1-color) printed on wristbands used by Reunion attendees
- Acknowledgment of sponsorship level on Reunion website
- Company logo displayed on screen(s) at Opening Ceremony
- Two tickets for the Awards Banquet
- Company logo on the back of the Reunion t-shirt (1 color)
- Acknowledgment of sponsorship on signage at the ProTradeNet Vendor Show
- Prime booth space location
- Sponsorship recognition on name badge ribbon



Cost: \$15,000



PTN is a powerhouse and laser focused. Their professionalism shines through across the board!

—Broadly



REUNION SPONSORSHIPS (CONT.)

PLATINUM – Souvenir Drinkware Sponsor *One available

- Company logo printed on a drinkware gift given to Reunion attendees
- Acknowledgment of sponsorship level on Reunion website
- Company logo displayed on screen(s) at Opening Ceremony
- Two tickets for the Awards Banquet
- Company logo on the back of the Reunion t-shirt (1 color)
- Acknowledgment of sponsorship on signage at the ProTradeNet Vendor Show
- Prime booth space location
- Sponsorship recognition on name badge ribbon



Cost: \$15,000

GOLD – Activity Sponsors *Six 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.

- Acknowledgment of sponsorship level on Reunion website
- Acknowledgment of sponsorship on signage at the ProTradeNet Vendor Show
- Two tickets for the Awards Banquet
- Prime booth space location
- Sponsorship recognition on name badge ribbon



Cost: \$7,500

KEEPSAKE PEN Sponsor *One available

- Company logo on a commemorative Reunion pen distributed in registration to Reunion attendees



REUNION SPONSORSHIPS (CONT.)

FELLOWSHIP BREAKFAST Sponsor *Four available

- 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 Sponsor *8 available per brand

Draw traffic to your booth at the PTN Vendor Show! Each brand has an opportunity for eight vendors to participate in their brand-specific vendor card. Franchise owners will visit each vendor's booth listed on their brand-specific vendor card during the Vendor Show. Once the franchise owner has collected all eight 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: \$2,000



ProTradeNet is one of the most professional organizations I work with. They're customer-focused and continually add value to franchise owners!

—General Motors



“HAVING FUN IN THE PROCESS” Sponsor

Each year at Reunion, the brands gather together for a fun event night. This tradition presents a great opportunity for your company to network with franchise owners and the brands’ corporate teams. Attendance is restricted to elite and premier sponsors. 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
- Logo displayed on screens during breakout sessions
- Logo displayed on brand intranet homepage
- Sponsorship recognition in brand e-newsletter
- Sponsorship recognition on name badge ribbon

Cost: \$5,000

Premier Package

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

Cost: \$2,500

SPONSORSHIP: \$1,500

**price is per brand per payout*

Company: _____ Contact: _____

Phone: _____ Email: _____

Rebate Insert Promo | Choose which brand(s) and which payout(s) you would like to sponsor:

Brand(s):	Payout Period:	Brand(s):	Payout Period:
<input type="checkbox"/> Aire Serv®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall	<input type="checkbox"/> Mr. Electric®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall
<input type="checkbox"/> Dryer Vent Wizard®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall	<input type="checkbox"/> Mr. Handyman®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall
<input type="checkbox"/> Five Star Painting/ProTect Painters®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall	<input type="checkbox"/> Mr. Rooter®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall
<input type="checkbox"/> Glass Doctor®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall	<input type="checkbox"/> Precision Door Service®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall
<input type="checkbox"/> The Grounds Guys®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall	<input type="checkbox"/> Rainbow International®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall
<input type="checkbox"/> HouseMaster®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall	<input type="checkbox"/> Real Property Management®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall
<input type="checkbox"/> Molly Maid®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall	<input type="checkbox"/> ShelfGenie®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall
<input type="checkbox"/> Mosquito Joe®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall	<input type="checkbox"/> Window Genie®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall
<input type="checkbox"/> Mr. Appliance®	<input type="checkbox"/> Spring <input type="checkbox"/> Fall		

Payment Method:

☐

CHECK

☐

CREDIT CARD

☐

INVOICE

Total Amount Due: \$ _____

Signature: _____

Date: _____

MAKE CHECKS PAYABLE TO:

ProTradeNet, LLC

1010 N University Parks Drive | Waco, Texas 76707

SEND COMPLETED ORDER FORM TO :

vendor@protradenet.com | 254-745-5084 (f)

STEP 1:

Please complete the information for use in the PTN Directory. ***Contact should be the point of contact for FRANCHISE OWNERS interested in purchasing your products & services – NOT your marketing associates.**

Company: _____ Contact: _____

Phone: _____ Email: _____

Include a 50-word description of the company's benefits & services:

STEP 2:

PTN Vendor Directory | Select from the following options:

<input type="radio"/> Executive Package: \$2,500	<input type="radio"/> Signature Package: \$1,500	<input type="radio"/> Featured Package: \$500	<input type="radio"/> Basic Listing: Free
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STEP 3:

Payment Method:

☐**CHECK**☐**CREDIT CARD**☐**INVOICE**

Total Amount Due: \$ _____

Signature: _____

Date: _____

MAKE CHECKS PAYABLE TO:
ProTradeNet, LLC
1010 N University Parks Drive | Waco, Texas 76707

SEND COMPLETED ORDER FORM TO :
vendor@protradenet.com | 254-745-5084 (f)

Company: _____ Contact: _____
Phone: _____ Email: _____

REUNION SPONSORSHIP PACKAGES		
<input type="checkbox"/> Diamond (\$25,000)	<input type="checkbox"/> Platinum (\$15,000) Badge Holder	<input type="checkbox"/> Platinum (\$15,000) Key Card
<input type="checkbox"/> Platinum (\$15,000) Souvenir Drinkware	<input type="checkbox"/> Platinum (\$15,000) Registration Gift	<input type="checkbox"/> Platinum (\$15,000) Wristband
<input type="checkbox"/> Gold (\$7,500) Show Activity	<input type="checkbox"/> Keepsake Pen (\$5,000)	<input type="checkbox"/> Fellowship Breakfast (\$1,000)

BRAND-SPECIFIC SPONSORSHIPS			
Vendor Card (\$2,000/per brand) Select brand(s):	Fun in the Process (Elite: \$5,000/per brand Premier: \$2,500/per brand) Select brand(s) & package(s):		
<input type="checkbox"/> Aire Serv®	<input type="checkbox"/> Aire Serv®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Dryer Vent Wizard®	<input type="checkbox"/> Dryer Vent Wizard®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Five Star Painting®	<input type="checkbox"/> Five Star Painting®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Glass Doctor®	<input type="checkbox"/> Glass Doctor®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> The Grounds Guys®	<input type="checkbox"/> The Grounds Guys®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> HouseMaster®	<input type="checkbox"/> HouseMaster®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Molly Maid®	<input type="checkbox"/> Molly Maid®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Mosquito Joe®	<input type="checkbox"/> Mosquito Joe®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Mr. Appliance®	<input type="checkbox"/> Mr. Appliance®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Mr. Electric®	<input type="checkbox"/> Mr. Electric®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Mr. Handyman®	<input type="checkbox"/> Mr. Handyman®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Mr. Rooter®	<input type="checkbox"/> Mr. Rooter®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Precision Door Service®	<input type="checkbox"/> Precision Door Service®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Rainbow International®	<input type="checkbox"/> Rainbow International®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Real Property Management®	<input type="checkbox"/> Real Property Management®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> ShelfGenie®	<input type="checkbox"/> ShelfGenie®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier
<input type="checkbox"/> Window Genie®	<input type="checkbox"/> Window Genie®	<input type="checkbox"/> Elite	<input type="checkbox"/> Premier

Payment Method:

☐ **CHECK** ☐ **CREDIT CARD** ☐ **INVOICE**

Total Amount Due: \$ _____

Signature: _____

Date: _____

MAKE CHECKS PAYABLE TO:
ProTradeNet, LLC
1010 N University Parks Drive | Waco, Texas 76707

SEND COMPLETED ORDER FORM TO :
vendor@protradenet.com | 254-745-5084 (f)

CONNECT WITH PTN.

vendor@protradenet.com
protradenet.com

