

# 2020

# WhatTheyThink

## Technology Week

WhatTheyThink is hosting a Virtual Technology Outlook Week to educate the industry on new technology, products, software, and services being made available by industry suppliers. Coverage of the Technology Outlook Week will be featured on WhatTheyThink.com and PrintingNews.com during the week of May 18 and in the WhatTheyThink magazine June edition. This week will act as a virtual platform in 5 key technology areas for suppliers to the industry to get their messages out and for producers to more easily stay up-to-date with the latest technology announcements as they plan for the future of their businesses.

### TECHNOLOGY AREAS

- Production Inkjet
- Software & Workflow
- Labels & Packaging
- Wide-Format & Signage
- Print Finishing

### PREFERRED PARTNER BUNDLE (5 Available) - \$10,500

Our preferred partner bundle enables you to participate in every area of our 2020 Technology Outlook. Preferred partners receive everything listed in the detailed descriptions below.

- LunchNLearn Webinar
- Product Spotlight Video
- Product Showcase Email
- 1/2 page print ad in June Issue Technology Outlook

Closing Date for Print Ad: May 1

Other Closing Dates Listed Below

### **LUNCH & LEARN WEBINARS (3 Available/webinar) - \$3,000**

- Production Inkjet - Mon, May 18th - Elizabeth Gooding in Partnership with Inkjet Insight
- Software & Workflow - Tue, May 19th - Pat McGrew
- Labels & Packaging - Wed, May 20th - David Zwang
- Wide-Format & Signage - Thurs, May 21st - Richard Romano
- Print Finishing - Fri, May 22nd - Trish Witkowski

#### **Sponsors Receive:**

- Special mention during webinar and one promotional slide
- Webinar registration and attendee lists for lead follow up
- Logo on registration page
- Logo in marketing email

Closing Date for Promotional Slide: May 11

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### **PRODUCT SPOTLIGHT VIDEOS (4 Available/Technology Area) - \$3,000**

#### **Sponsors Receive:**

- Finished Video
- Video published on WhatTheyThink.com and PrintingNews.com
- Video published within Product Showcase Email within technology area

#### **Sponsor Resources Needed:**

- Product video - running
- B-roll - close ups, etc
- Still images
- Voiceover audio or text

Closing Date: April 15

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### **PRODUCT SPOTLIGHT ARTICLES (8 Available) - \$1,000/\$2,500**

A feature article within the Technology Outlook page online. Included in Technology Outlook Email Newsletter.

\$1,000 - Sponsor provided content

Closing Date: May 15

\$2,500 - WhatTheyThink produced content

Closing Date: April 15

## **PRODUCT SHOWCASE WITHIN EMAIL NEWSLETTER (3 Available/Tech Area) - \$1,500**

Two emails per Technology Area (May & June)

### **Sponsors Receive:**

- Product image (hi-res image in a 16:9 ratio)
- Company logo (hi-res image in a 16:9 ratio)
- Headline text (up to 40 chars)
- Description text (up to 400 chars, single paragraph, no bullets, no hyperlinks)
- “More Info” Click Through URL

Closing Date: May 11

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## **PRINT EDITORIAL COVERAGE (June 2020 Issue)**

The June issue of WhatTheyThink magazine will include a dedicated *Technology Outlook Section* covering the 5 focus areas. Our editorial focus will be on educating the audience about emerging technologies and critical trends.

### **Full Page Package - \$6,000**

- Full page 4 color ad in our June magazine “Technology Outlook” section (Printing News & Wide Format & Signage editions).
  - 4 Color Product Release in our May *Technology Outlook Section*
  - Product Showcase Ad in our Technology Outlook Email Newsletter (Two emails per Technology Area).
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## **FEATURED TECHNOLOGY PARTNER (10 Available) - \$500**

Included on the Technology Outlook page online. Included in Technology Outlook Email Newsletter.

### **Sponsors Receive:**

- Product image (hi-res image in a 16:9 ratio) / Company logo (hi-res image in a 16:9 ratio)
- Headline text (up to 40 chars)
- Description text (up to 400 chars, single paragraph, no bullets, no hyperlinks)
- “More Info” Click Through URL

Closing Date: May 11

We look forward to bringing this important event to the industry and sharing key product and technology information to the industry at large. As you plan your mid-year marketing plans for 2020, we hope you will consider this unique platform in your spend!

Please contact one of us below to get details on becoming a sponsor:

**Contact:** Eric Vessels | (740) 417-3333 | [eric@whattheythink.com](mailto:eric@whattheythink.com)

**Contact:** Kelley Holmes | (772) 579-7360 | [kelley@whattheythink.com](mailto:kelley@whattheythink.com)

**Contact:** Paul Zimmerman | (973) 727-1376 | [paul@whattheythink.com](mailto:paul@whattheythink.com)

[Full 2020 Media Planner](#)