

So The Conference Is Moving Online...



We've got a few ideas to help you maximize brand impact
during virtual events & create visibility!

SWAG IN A BAG

PROforma
Federal



Virtual conferences are the “new normal” – keyword being “new!”

If you are new to the trend too, you might be wondering how you can create visibility for your brand...Introducing SWAG IN A BAG!

Why you don't want to miss out on this opportunity:

The major advantage of participating in the Swag In A Bag promo is the lead generation and analytics opportunities that come with this kind of promotion. The promotional items in the swag bag take attendees directly to your virtual booth, which brings attendees directly to the point of purchase with an offer – there's nothing more compelling! Each time an attendee visits your booth and clicks on the offer, they will enter their email address and contact information. This means event exhibitors will have access to this information to better connect with guests both during and after the event!

- 1. Visit Our Exclusive Online Site:** Shop for your custom giveaways at <https://ProFedFBC.brandedpromotions.com>
- 2. Place Your Order Directly Online:** A representative from Proforma Federal will be in touch with you to confirm all the details.
- 3. Pre-Show Marketing is Included!** Once your company is registered in the Swag In A Bag program, your information will be included in all marketing leading up to the event. That means that sponsors and attendees will learn about you even before they log in for their first seminar!
- 4. After the Event:** Your custom branded item will arrive carefully packaged with your information included so your company continues to stand out.

(240) 565-5541 | tricia@fbcinc.com | ProFedFBC.brandedpromotions.com

TERMS & CONDITIONS

PARTICIPATING IN THE FBC VIRTUAL EVENT SWAG IN BAG PROGRAM IS EASY!

TO PLACE AN ORDER:

Visit Proforma Federal's custom Swag In A Bag online store:
<https://ProFedFBC.brandedpromotions.com/>

Choose from hundreds of high-quality items that will drive traffic to your booth and allow you to be remembered long after the event.

Create a wish list of products you are interested in and a representative will reach out to you to get your order started.

You can also place an order directly by contacting Tricia Snyder at tricia.snyder@proforma.com or (240) 565-5541.

MINIMUMS AND ORDER DEADLINES:

Order minimums are set per event. Participants must order the designated number of promotional items to allow for 1 item per delivered kit. *Example:* 250 Swag In A Bag Kits = 250 Promotional Items.

Extra items will be returned/shipped to the participating company. Freight costs will be billed.

Orders will be accepted up to 3 days prior to each event.

All Swag In A Bag kits will be mailed within 7-10 days of each event.

FEES:

- Cost of the custom-branded promotional item ordered through Proforma Federal
- Applicable set-up fees, taxes and shipping fees to the fulfillment center.
- Drop Shipment costs (for 250 mailings: \$1,000. For 500 mailings: \$2,000)

Additional Marketing Inserts can also be provided by the customer: \$1/each. Companies must send print ready files to FBC for printing this piece.

HAVE YOUR OWN PROMOTIONAL ITEMS?

See Terms & Conditions Below.

Email the following information to tricia.snyder@proforma.com:

- Photo of item(s)
- Product name/number

Companies must supply 1 promo item for each box.

Companies must receive prior approval before sending item(s) that will be used for the Swag In A Bag kits.

FEES:

- Shipping of Pre-Approved Products to Fulfillment Center
- \$5 Insertion Fee Per Item/Bag
- Drop Shipment costs (for 250 mailings: \$1,000. For 500 mailings: \$2,000)

ARTWORK REQUIREMENTS

Artwork should be submitted in vector format with all fonts converted to outlines. When emailing artwork, the body of the email must always contain contact information and any additional information which will help process the art quickly and accurately. Note: Artwork will be sized to maximum available imprint area unless otherwise specified on Purchase Order.

Acceptable File Size: Up to 5.0 MB in size

Acceptable Formats: Illustrator (CC or earlier), vector-based AI, EPS or PDF files. For full color applications such as VibraTecSM 4-Color Process Printing and 4-Color Process Digital Labels, non-vectorized art can be accepted as Photoshop (CC and earlier, 300 dpi at 100% size only) and TIFF (high res, b/w only) files that are saved as 8-bit CMYK or grayscale.

Note: We do not accept either Word files or CorelDraw files for art submission. Zip files are also not accepted.

QR Codes: Vectoring and ink bleed can slightly alter the QR Codes and therefore, the factory cannot guarantee readability. Not recommended.

Art Charges: Should your art require improvements that incur a charge, you will be contacted with an estimate before any work is done. Art charges are billed at \$50 per hour. \$15 minimum billed.

CANCELLATIONS

All orders are considered firm. Cancellations will be accepted only if merchandise has not been decorated. Cancellations must be made in writing and received by email only to tricia.snyder@proforma.com. Phone cancellations are not acceptable.