



gift & home
TRADE ASSOCIATION

CONNECT. LEARN. CONTRIBUTE.

2017
SPONSORSHIP
PACKET

To learn more and to get involved as a sponsor, please contact:
GHTA 2017 Sponsorship Chair, Kelly Shiley
630-980-5100 | kshiley@marysquare.com | www.giftandhome.org



THE GIFT AND HOME TRADE ASSOCIATION (GHTA)

was formed in 2000, as the gift and home industry's non-profit professional trade association. The Association was designed to help and encourage vendors, sales agencies, industry affiliates, and retailers to work together, improving relationships and making business better by providing members with the opportunity to exchange ideas and network with industry leaders. Essentially, the GHTA is a place for members to connect, to learn, and to contribute.

OUR MISSION IS TO

support + lead + unify

THE GIFT AND HOME
INDUSTRY, FOCUSING ON ITS
long-term success.

our MEMBERS



vendors & manufacturers

COMPANIES THAT DESIGN, MARKET, AND
DISTRIBUTE PRODUCTS NATIONALLY,
AND OFTEN INTERNATIONALLY



sales agencies

MANAGES THE SALES OF PRODUCTS TO
RETAIL BUSINESSES THROUGH SALES
REPRESENTATIVES AND TRADE SHOWS.



allied providers

INDUSTRY SERVICE PROVIDERS, SUCH AS:
THIRD PARTY FULFILLMENT, TECHNOLOGY,
FINANCE ALTERNATIVES, MARKETING,
WEB DEVELOPMENT, ETC.



the media

THIS SEGMENT INCLUDES ALL MEMBERS
THAT PRODUCE A PUBLICATION
SPECIALIZED IN THE GIFT AND
HOME INDUSTRY.

How GHTA BENEFITS ITS MEMBERS



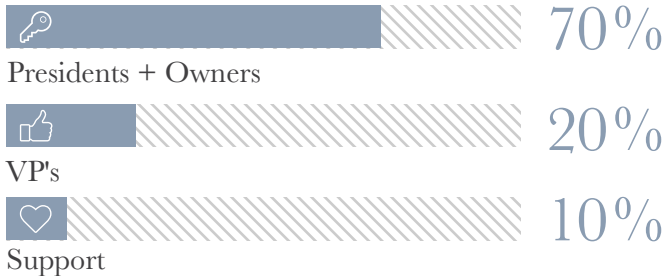
- 51% suppliers & wholesalers
- 26% agencies
- 16% allied sponsors
- 4% media
- 4% retailers

CONNECT

In order to make our industry stronger, we need to be able to work with one another and share best practices. Being part of the GHTA provides such opportunities, including:

- The ability to interact with the executive team and decision makers of many leading vendors, sales agencies, and service providers in the gift and home industry.
- Opportunity to connect with our more than 300 members via social media platforms -- post inquiries, share advice, and more.
- Utilize the GHTA App to interact with other members in real time, by posting current happenings, photos, comments, and more.

OVER 200 ORGANIZATIONS PARTICIPATE:



70,000+ independent retailers served in the U.S.

\$1+ billion of gift & home products supplied annually

LEARN

The dynamics of the association offer a variety of perspectives and ideas to members. Given the ever-changing markets, it is imperative that we all work closely together to grow retail distribution opportunities. Information is learned and exchanged primarily through three venues:

CONFERENCE

The association hosts an annual two-and-a-half-day conference that allows all members to simultaneously engage in networking and education. The diversity of ideas and subjects enable members to be exposed to new ideas, understand alternative perspectives, be informed to changing rules and regulations, and identify new processes. The event includes various elements, such as:

- Networking Events
- Renowned Keynote Speakers
- Philanthropic Give Back Events
- Moderator Led Panel Discussions
- Breakout Sessions/Discussions on Industry Topics

SHOW NETWORKING & EDUCATIONAL EVENTS

These events are held twice a year at the following major markets: Atlanta, Dallas, and Las Vegas. The receptions enable members to network and receive brief updates regarding GHTA initiatives.

SOCIAL PLATFORMS

For educational information, members have access to the following 24/7:

- Website
- Newsletters
- Email Campaigns
- White Papers
- Mobile App
- Social Media



[/giftandhometradeassociation](https://www.facebook.com/giftandhometradeassociation)



[@gifthomeassoc](https://twitter.com/gifthomeassoc)



[/gift-and-home-trade-association](https://www.linkedin.com/company/gift-and-home-trade-association)

Perks of SPONSORING GHТА

As a sponsor of the GHТА, your company has the opportunity to be recognized as an active supporter of the industry and our members' businesses. Additionally, our sponsors have the opportunity to grow their own businesses and receive industry exposure throughout the year via a myriad of avenues facilitated by the GHТА.

BRAND RECOGNITION

Increase your visibility and reach by having your logo/information featured on print and e-marketing materials at Association events throughout the year, including the Annual Conference. Several sponsorship levels also include branding on the GHТА website, social media platforms, and more!

LEAD GENERATION

Depending on your chosen level of sponsorship, lead generation opportunities include drafting white papers for distribution, publishing blog posts on relevant topics, leading webinars to educate our members, hosting breakout workshops at the annual GHТА conference, and even setting up a booth to exhibit at the conference. All of these opportunities allow the sponsor to acquire leads by presenting themselves as thought leaders in their fields of expertise.

INDUSTRY EXPERT

Position yourself as an industry expert for GHТА members by providing blog entries and/or leading a webinar that offers new solutions and exhibiting at and hosting a breakout workshop during the GHТА Annual Conference, plus additional opportunities.

NETWORKING

Build relationships with company presidents and owners with whom you may not traditionally have an opportunity to interact, and learn first-hand from those executives about concerns and opportunities.

PHILANTHROPY

In addition to supporting our non-profit association, donations from our sponsors directly support our annual GHТА Give Back Event. This event, which takes place during the GHТА Annual Conference, has previously included constructing bikes for children, restoring homes after Hurricane Katrina, and putting together holiday gifts for ailing children in the hospital.

Levels of SPONSORSHIP



GHTA SPONSORSHIP BENEFITS

Membership Level:	Affiliate	Bronze	Silver	Gold	Platinum	Diamond
Logo placement on GHTA website	✓	✓	✓	✓	✓	✓
Logo displayed at GHTA Conference	✓	✓	✓	✓	✓	✓
Sponsorship recognition at GHTA Conference	✓	✓	✓	✓	✓	✓
Right to feature GHTA logo on affiliate corporate website	✓	✓	✓	✓	✓	✓
Listed as a GHTA resource for your specialty	✓	✓	✓	✓	✓	✓
Exhibit at GHTA Conference	additional \$500	✓	✓	✓	✓	✓
Opportunity to include company information in attendee packet		✓	✓	✓	✓	✓
Educational article on GHTA website		✓	✓	✓	✓✓	✓✓
White paper feature on GHTA website		✓	✓	✓	✓	✓
White paper feature in GHTA newsletter + email blast			✓	✓	✓	✓
Approved educational content in GHTA newsletter			✓	✓	✓	✓✓
Company bio and logo on GHTA website with click-through link			✓	✓	✓	✓
Opportunity to lead 1 webinar in a given year			✓	✓	✓	✓
Social media feature			✓	✓	✓	✓✓
Quarter-page ad in GHTA conference program				✓	✓	✓
Opportunity to facilitate 1 (approved) breakout session				✓	✓	✓
Featured blog post				✓	✓	✓✓
Recognition at all venues					✓	✓
Recognition on national ads					✓	✓
Opportunity to conduct research with GHTA approval					✓	✓
Free 1-year GHTA membership						✓