



Will we EVER find more qualified
painting contractors to sell our
products to *Mystic Siren*?!?!
Our world is almost BARREN...
So FEW opportunities...

I'm getting an intergalactic
transmission *Captain Cosmos!!!*
An encrypted **TOP SECRET**
MESSAGE, but we must act now!
IT'S OUR ONLY HOPE!!!

*Can Our Heroes Solve Their Marketing Problems?
Can They Make It? Before Their Arch Enemy Does?
Find Out Inside...*

Meanwhile, On Planet Gluttur, Evil Business-Villain *Sly Steeler* Discovers His Chance to Capture More **Qualified Painting Contractors** In One Weekend Than Our Heroes Can Save All Year On Their Home Planet...



Yesss... this **Secret Sponsor Packet** means THE END for that heroic marketing duo...

If we sponsor the **Painting Profits Summit** before they do, Sly-Corp Products will be the only ones these painters will ever buy! Elmira, call this **Brandon Lewis**... *whoever he is*... and **DESTROY THIS PACKET** before that *pathetic pair* discover our plot...

You got it Sly-baby... By the time those do-gooders find out about this opportunity, the **SPONSORSHIP DEADLINE** it will be **LONG GONE!**...



SECRET TRANSMISSION FROM R. BRANDON LEWIS

PAINTER'S WEEKLY



Founder, **THE ACADEMY** for PROFESSIONAL PAINTING CONTRACTORS
Publisher, **PAINTER'S WEEKLY**

***ATTENTION! MARKETERS OF PAINTING PRODUCTS AND SERVICES!
ARE YOU FRUSTRATED WITH THE LIMITED NUMBER OF LIVE-EVENT
MARKETING OPPORTUNITIES OUR INDUSTRY OFFERS YOU?***



***DELIVER YOUR MESSAGES IN-PERSON TO HIGHLY-MOTIVATED
CONTRACTORS WHO WOULD CRAWL OVER BROKEN GLASS TO
DISCOVER JUST ONE MORE WAY TO GROW THEIR PAINTING BUSINESS!
AND ESCAPE TO SUNNY FORT LAUDERDALE, FLORIDA IN WINTER!***

My Dear, Desperate Colleague,

Since no one is here to spy on us (except maybe Sly Steeler) let's be frank with one another: Do you feel like you would have to have SUPER POWERS or X-RAY VISION to find a genuinely NEW avenue for marketing your painting products and services? It's ok, you can answer honestly... I feel your pain myself. Maybe I can buy you a beer at the *Painting Profits Summit* and we can cry about it... together.... (NEXT PAGE PLEASE)

If you want to market your painting products and services, you have a few choices (*and I mean very few*)...

1. Same-old predictable, handful of events
2. Same-old predictable, handful of publications
3. Same-old predictable, handful of websites
4. Same-old predictable, handful of mailing lists

Don't get me wrong: I like for things to be boringly predictable for certain aspects of my marketing plan, but I also like searching for new, cutting edge opportunities to achieve business growth.

Would you like to discover a NEW way to reach new painting contractors – especially if that medium boasts a pattern of growth and not a pattern of stagnation? If so, read on... and consider joining us at the...



2018 PAINTING PROFITS SUMMIT!

SUPER-POWERING YOUR BUSINESS!

JANUARY 25-27 FORT LAUDERDALE, FL

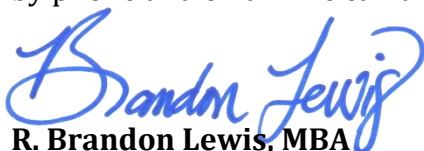
BIGGER... BETTER... MORE SPEAKERS... MORE FUN!

At this event, you'll find a large group of owners who have one thought on their minds: *How do I discover new ways to increase sales and profits in my painting business?* That means every prospect in the room is open to new ideas, new products, and new services – *yours!*

Not only that, they've flown half-way across the country to attend (*and they don't even have super powers*) – so you know they are very, very qualified based on their behavior. They are willing to spend time and money to consider new, innovative alternatives for super-powering their painting businesses. **When you sponsor the Painting Profits Summit, you become their HERO!**

On the following page, you'll discover a **Q & A Sheet** about this year's Painting Profits Summit. It provides essential information to help you decide if this event is right for you.

In the coming days, you'll receive another "secret message" from us by phone and email. We can't wait to speak with you!



R. Brandon Lewis, MBA

Founder, *The Academy for Professional Painting Contractors*
Publisher, *Painter's Weekly*



Q & A SHEET: 2018 PAINTING PROFITS SUMMIT!

Can you tell me more about Painter's Weekly (PW) and The Academy for Professional Painting Contractors (APPC)? PW is a digital publication delivered by email and text specifically designed to empower painting contractors to become successful entrepreneurs. The APPC is an organization exclusively devoted to helping repaint contractors grow their businesses through innovative sales, marketing, and management solutions. Learn more at www.PaintersWeekly.com and www.PaintersAcademy.com

How many painting contractors will be invited to the Painting Profits Summit (PPS)? Over **3,000 owners** who are already **100% opt-in subscribers** and/or members of Painter's Weekly (PW) and The Academy for Professional Painting Contractors (APPC). Additionally, we will also be reaching out to non-subscribers through various mediums in the thousands.

How will PPS be marketed? We will mail, email, text message, phone, and using social media to encourage all subscribers to attend. Sponsors will have an opportunity to gain exposure through all mediums. We will not be cheap in our efforts to drive attendance.



Is there a limited number of sponsorship opportunities? Yes. We only have a **specific number of sponsorship opportunities** available in each category due to the constraints of the agenda and conference space. Opportunities are first-come, first-served.

Is there a sponsorship deadline? Yes. Because we want all sponsors to receive maximum exposure to the list and because we plan on marketing the event very early and assertively, **we have a sponsorship deadline of October 15th, 2018.**

Is this the first PPS? No, this is the 2nd annual PPS. 2017 was a blast and a tremendous success. **Last year, we did not offer any official sponsorship opportunities**, although one company kindly and generously offered to sponsor and we gratefully accepted.

How QUALIFIED are the owners who attend PPS? Three things make our attendees some of the best prospects in the industry assembled in one space: 1) Because our content is exclusively geared to business growth, **there will not be any technicians in the room** that can't influence real buying decisions. 2) Based on 700+ business assessments, our owners have **sales revenue numbers in the TOP 20% of painting businesses.** 3) When owners spend large amounts of money and time to learn, **they have already demonstrated their proclivity for buying new products and services.**

How many attendees do you expect to be at PPS? We expect well over 100 attendees for our second year for these reasons: 1) We already have pre-registrants from last year's PPS. 2) Our subscriber list is three times the size of last year. 3) We have completely changed the pricing structure for non-members by not requiring them to join the APPC to attend.

What's the format for the PPS? The day starts off with **speakers on various business growth topics**, largely peer-driven. **The latter part of the day is broken into "hot seats" segmented by sales revenue.** This is an opportunity for each company to "own the spotlight", presenting their "best kept secrets" to the group and sharing their toughest challenges to get critical feedback from peers for improvement.

SO, IS FORT LAUDERDALE, FLORIDA NICE??? **YOUR "WINTER ESCAPE" ACCOMMODATIONS...**



FUN THINGS TO DO IN FT. LAUDERDALE, FL!



YOUR TAX-DEDUCTIBLE WINTER GETAWAY!

2018 PAINTING PROFITS SUMMIT SPONSORSHIPS!

✓ \$4,950 Platinum Reception Sponsorship (Only 2 Available)

1. Largest Logo Prominence in All Promotional and Event Materials
2. **Sole Sponsorship of and Opportunity to Address Attendees for Ten Minutes At the A) Welcome Reception or B) Academy Awards Banquet**
3. Signage Placement In A) Welcome Reception or B) Academy Awards Banquet
4. Logo and Link on the Painting Profits Summit Attendee Registration Website
5. Logo and Link in All Promotional Emails
6. Logo In All Promotional USPS Mailers
7. Two Attendee Registrations Included for PPS
8. One Sponsor's Table for Display and Networking
9. Promotional Literature for PPS Registration Bags
10. Access to Attendee Registration List

✓ \$2,450 Gold Lunch Sponsorship (Only 2 Available)

1. 2nd Largest Logo Prominence In All Promotional and Event Materials
2. **Sole Sponsorship of and Opportunity to Address Attendees for Five Minutes At the A) Friday Luncheon or B) Saturday Luncheon**
3. Logo and Link on the Painting Profits Summit Attendee Registration Website
4. Logo and Link in All Promotional Emails
5. Logo In All Promotional USPS Mailers
6. One Attendee Registrations Included for PPS
7. One Sponsor's Table for Display and Networking
8. Promotional Literature for PPS Registration Bags
9. Access to Attendee Registration List

✓ \$1,195 Silver Refreshment Sponsorship (Only 5 Available)

1. **Name and Logo On Refreshment Table Signage & Verbal Recognition**
2. Company Name Text In All Promotional and Event Materials
3. Company Name Text On Painting Profits Summit Attendee Registration Website
4. Company Name Text In All Promotional Emails
5. Company Name Text In All Promotional USPS Mailers
6. One Attendee Registrations Included for PPS
7. One Sponsors Table for Display and Networking
8. Promotional Literature for PPS Registration Bags
9. Access to Attendee Registration List

✓ \$725 Bronze Sponsorship (Only 10 Available)

1. Company Name Text In All Promotional and Event Materials
2. Company Name Text On Painting Profits Summit Attendee Registration Website
3. Company Name Text In All Promotional Emails
4. Company Name Text In All Promotional USPS Mailers
5. One Attendee Registrations Included for PPS
6. One Sponsors Table for Display and Networking

2018 PAINTING PROFITS SUMMIT SPONSORSHIP FORM!



First Name _____ Last Name _____

Organization _____

Select Your Sponsorship Level

- \$4,950 Platinum Reception Sponsorship** *(Only 2 Available)*
- \$2,450 Gold Lunch Sponsorship** *(Only 2 Available)*
- \$1,195 Silver Refreshment Sponsorship** *(Only 5 Available)*
- \$725 Bronze Sponsorship** *(Only 10 Available)*



Email Address _____

Phone _____

Billing Address _____

City _____ ST _____ Zipcode _____

\$397 Per Additional Guest Registration *Name(s)* _____

Please Select Your Payment Method

Please Find My Check Enclosed, or... Please Use the Credit Card Information Below

Please Indicate the Type of Credit Card: Visa Mastercard AMEX Discover

Card # _____

Expiration Date ____/____ Security Code of Back of Card _____

I authorize you to charge my card in the amount of \$ _____

Signature _____ *Date* _____

Securing Your Sponsorship Level – Read Carefully

Because there are only a LIMITED number of sponsorships and because they are first-come, first-served, please consider CALLING OUR OFFICES to secure your place and make a payment via credit card over the phone if you are concerned your desired level of sponsorship might be taken in the meantime!!!!

- 1) Call our offices at 423-800-0520 and ask for Jennifer Berger to place an **expedited phone order.**
- 2) Fax this completed Sponsor Form to 800-410-3595
- 3) Mail your check and completed form to: APPC, 1523 E. 27th Street, Chattanooga, TN 37404

Sponsorship DEADLINE October 15th, 2017!