

# START HERE ACADEMY @

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# GPX



**START HERE Academy (SHA)** debuted at GPX Charlotte in September 2022, bringing hundreds of enthusiastic attendees. Response was overwhelmingly positive: 82% said they would attend another SHA; 91% indicated they were more inclined to make a purchase at GPX.

Individual feedback we received from attendees let us know that SHA is providing a forum they can truly use to improve their products, processes and acumen as a businessperson: “Engaging and real.” – “Info I can use immediately.” – “Relatable and genuine.” – “Very informative for business owners at every level.”

In 2023, SHA will take place at GPX Indianapolis on June 14 from 4-8 p.m. (doors open at 3). The program provides valuable start-up resources for makers and crafters looking to turn their hobby into a business, and for those already in the business looking at expanding into new markets with new products and processes.

Exhibiting sponsors will be given an opportunity to address the crowd with educational information on their products and those products’ applications and potential markets. They will also have a table to showcase their samples, meet with attendees, give away prizes, and include items in a powerful attendee “Swag Bag of Possibilities”. This is a unique opportunity to develop new and lifelong customers who will always appreciate your support of their endeavors.



## GRAPHICS|PRO EXPO

Indianapolis, IN  
June 14, 2023  
4-8 p.m.

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## START HERE Academy Price List

Level of Sponsorship		Title	Table	Bag
<b>Your Price</b>		\$4,000	\$3,000	\$1,000
	Retail Value	\$7,120	\$3,900	\$2,600
<b>Package includes:</b>	<b>Value</b>			
Attendee Registration List	PRICELESS!	X	X	X
Sample in the START HERE Attendee Swag Bag	\$200	X	X	X
Highlighted Inclusion in the Show Preview	\$250	X	X	X
Designation in the Show Directory	\$100	X	X	X
Logo on all Digital Marketing Material for the Event	\$1,000	X	X	X
Logo on Registration Area Banner Stand	\$50	X	X	X
Flag Banner at GRAPHICS PRO EXPO to Highlight your Presence	\$1,000	X	X	X
Inclusion in Post-Show Recap in GRAPHICS PRO Magazine	\$500	X	X	X
(Skirted) Exhibit Table at the Event	\$300	X	X	
5 Minute Presentation & Giveaway	\$500	X	X	
Social Media Influencer Spotlight (Shared)	\$250	X		
1/4 page Inclusion in the Show Preview for GRAPHICS PRO magazine	\$2,320	X		
Shared Post-Event Intro Deal eBlast	\$650	X		
<b>Package Requirements:</b>	<b>Price</b>			
At Least a 10x10 Booth at GPX	\$3,300			
<b>Co-op Discounts Available</b>	<b>Amount</b>			
Mailing List Share	(\$2,000)			
Co-Branded Marketing	(\$1,000)			
Social Media Promos (Monthly)	(\$500)			



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