



**Diamond**

**RETAILER**

**SUMMIT 2021**

**ONLINE**

SEPTEMBER 26-27

**Sponsorship  
Packages**

# Connect Directly with the Comic Book Specialty Market!



*Take advantage of this highly-anticipated event*

Comic book specialty market decision makers from across North America and around the world come together at the **Diamond Retailer Summit.**

Don't miss retailers eager to:

- Learn about your new initiatives, upcoming titles and soon-to-be released merchandise
- Connect with hundreds of their peers and industry contacts
- Experience industry-leading educational workshops
- Discuss best practices

## The Diamond Retailer Summit delivers attendees with **BUYING POWER**

**82%** of the Retailer Summit attendees viewed a publisher more positively based on their time spent with them at the Summit.

**74%** of attendees found new products and/or services which they immediately reordered or preordered for their shop.

**87%** of the attendees are the main buying influence for the titles and product in their shops

\* Source: Post-summit event attendee surveys

**Over \$40 million in buying power was present at the 2019 Retailer Summit!**

***Where else can you find such a high concentration of your customers, partners, and new prospects under one roof?***

# Sponsorship Details

## Gold Sponsor

- Presentation: 15-minute pre-recorded video that will play at a designated time during the meeting w/5-minute Q&A
  - Virtual Exhibit Booth: Upload a Pre-Recorded Video of 3-5 minutes
    - ✦ Offer a Raffle, Coupon or Special
    - ✦ Upload Handouts & Photos
    - ✦ Chat with Retailers
- 10 Minute Roundtable
  - Free **PREVIEWS** Full Page Ad (a \$2600 value)
  - Digital Ad on Diamond Consumer Websites for 1 week (a \$250 value)
  - Acknowledgement & Logo on Summit Website
  - Acknowledgement in Summit Articles and PR
  - Diamond will create Show Special order forms from your provided list of items for your Show Special Sales

## Silver Sponsor

- Presentation: 10-minute pre-recorded video that will play at a designated time during the meeting w/5-minute Q&A
  - Virtual Exhibit Booth: Upload a Pre-Recorded Video of 3-5 minutes
    - ✦ Offer a Raffle, Coupon or Special
    - ✦ Upload Handouts & Photos
    - ✦ Chat with Retailers
- 10 Minute Roundtable
  - Free **PREVIEWS** Full Page Ad (a \$2600 value)
  - Digital Ad on Diamond Consumer Websites for 1 week (a \$250 value)
  - Acknowledgement & Logo on Summit Website
  - Acknowledgement in Summit Articles and PR
  - Diamond will create Show Special order forms from your provided list of items for your Show Special Sales

## Bronze Sponsor

- Presentation: 5-minute pre-recorded video that will play at a designated time during the meeting w/5-minute Q&A
  - Virtual Exhibit Booth: Upload a Pre-Recorded Video of 3-5 minutes
    - ✦ Offer a Raffle, Coupon or Special
    - ✦ Upload Handouts & Photos
    - ✦ Chat with Retailers
- 10 Minute Roundtable (Limited - first come availability)
  - Free **PREVIEWS** Half Page Ad (a \$1500 value)
  - Digital Ad on Diamond Retailer Website for 1 week (a \$250 value)
  - Acknowledgement & Logo on Summit Website
  - Acknowledgement in Summit Articles and PR
  - Diamond will create Show Special order forms from your provided list of items for your Show Special Sales

## Exhibitor

- Virtual Exhibit Booth: Upload a Pre-Recorded Video of 3-5 minutes
    - ✦ Offer a Raffle, Coupon or Special
    - ✦ Upload Handouts & Photos
    - ✦ Chat with Retailers
- Digital Ad on Diamond Retailer Website for 1 week (a \$250 value)
  - Acknowledgement & Logo on Summit Website
  - Diamond will create Show Special order forms from your provided list of items for your Show Special Sales

**Please review the enclosed information for details on how your company can participate.**

**Sign up by August 13, 2021.**

Contact **Maryanne Marlowe** for more information and pricing at [mmary@diamondcomics.com](mailto:mmary@diamondcomics.com) or 443-318-8364

