



October 23-26, 2022  
Chicago, Illinois USA

# Sponsored Session & Video Marketing Package



## 20-minute Live Session

Sessions can cover any reuse-related topic in the format of your choice:

- ✓ Interviews
- ✓ Panels
- ✓ Presentations
- ✓ Product Demos

Select one 30-minute slot in the RPA Learning Center's studio format stage during peak show hours: Monday and Tuesday, October 24-25, from 10:00 am to 3:00/4:00pm.



**REUSABLE  
PACKAGING**  
LEARNING CENTER



## Branded Video Marketing

Sponsors will receive a professionally recorded and edited video of your session, complete with your logo, for use in your digital marketing programs. Videos will also be featured in the Educational Library on the RPA's website for continuous promotion.



## Pre-show and On-site Promotion

Both the RPA and PMMI will promote your session via websites and social media, before, during, and after the show.

**\$2,500** per session

### Why video?

**59%** of B2B decision-makers prefer video over text content

**70%** of B2B marketers say video is the most effective lead generator

Videos increase organic traffic from search results by **157%**

### Contact Tim Debus

tdebus@reusables.org  
+1 (813) 777-2367

+1 (813) 358-5327

www.reusables.org