

Dear GCA Associates,

The 2018 Greeting Card Association Convention will be held September 26-29, at the Metropolitan at the 9 in Cleveland, OH. This year’s convention theme is “Opportunity Rocks!” Each year, we encourage the Associate Members to be involved, attend the convention, and promote and inform the publishers of their products and services as well as what’s new in products or services from their company.

At the request of our Associate Members, we instituted a program to help get more of this information into the hands of Publishers. As a result, there are now three excellent opportunities for you and your company to gain exposure at the convention. Attendance at the convention is not required to participate in these opportunities, but we strongly urge you to attend and exchange ideas with your fellow Associates and Publishers.

**1. TABLETOP DISPLAY**

A complimentary tabletop display can be made available to promote your company for the duration of the convention. This option is only available to current GCA Associate members.

All displays will be in a high-traffic area, which will allow for your company’s information and message to be visible and in front of the Publisher members of the GCA for the duration of the Convention. We anticipate approximately 100 leaders and business owners at this year’s Convention.

See the attached form and guidelines for details, and please note the following deadlines for confirming your participation:

* **August 24 Deadline to confirm your participation in the tabletop displays**
* **Sept. 20-24 Date for your display and/or materials to arrive at the Metropolitan at the 9**

**2. PRE-CONVENTION MATERIALS AND PRODUCTS FOR THE WELCOME BAG**

Again this year, Associates have the opportunity to produce some of the pre-convention materials, gift items and products for the Welcome Bag. All items will be considered **donations**. You may include the following benefit line on any item you donate (or similar): “This product manufactured by...” and/or your logo.

To give you even more visibility, you will be listed as a donor in the registration pack provided to each attendee

There are some guidelines, and **all Welcome Bag items must be approved by the Annual Convention Committee prior to manufacturing.**

* 100 of each item are needed.
* Item should be useful and tasteful.
* Item should be donated by your company.
* Item may contain your company name/logo.

Following are several suggested items. You are welcome to suggest other items.

1. Note Pads | Sponsored by TBD
2. Room Key Wallets | Sponsored by TBD
3. Gum/Business Card Holder | Sponsored by TBD
4. Lanyards | Sponsored by TBD
5. Luggage Tags | Sponsored by TBD
6. Pens | Sponsored by TBD
7. Cocktail napkins for reception events | Sponsored by TBD
8. Coasters for meetings | Sponsored by TBD
9. Chocolates | Sponsored by TBD
10. Hand sanitizers | Sponsored by TBD
11. Water Bottles | Sponsored by TBD
12. USB storage devices | Sponsored by TBD

Please use the attached form to also indicate your interest in participating in the Welcome Bag and **return it, along with a copy or description of your item, to Maggie McDonnell by Friday, August 24 at** **maggie@greetingcard.org****. Please also copy GCA Associates Chair Phil St. Germain at** **philst@jsmccarthy.com****.**

* **August 24: Deadline to submit your participation form indicating which item(s) you’d like to donate so that we can properly add your name to our sponsorship recognition information.** You will receive confirmation that you’ve been approved to provide the selected item within ten business days following the submission of your form. Items are reserved on a first-come, first-served basis.
* **August 31: Deadline to provide Phil St. Germain and Maggie McDonnell with proof of your item for review and approval**
* **August 31: Deadline to email your logo, both in a high resolution jpeg and eps format,**

 **to maggie@greetingcard.org**

* **Sept. 20-24: Date for your Welcome Bag item(s) to arrive at the Metropolitan at the 9**

**3. ASSOCIATE RECEPTION**

This year we will be holding an Associate Reception on Friday, September 28 from 6:00pm – 7:15pm (prior to the closing banquet dinner). This will be a great opportunity for attendees to mingle and learn more about the Associate companies while viewing their displays.

Sponsorship of the Associate Reception is available for a cost of $250 for members who are attending and $100 for members that are not attending.

If interested in this opportunity, please email your logo **both** in a high resolution jpeg and eps format to maggie@greetingcard.org no later than Friday, August 24

**SHIPPING FOR DISPLAY**

Items must be received at the convention site **no later than Monday, September 24, but no earlier than Thursday, September 20, 2018.**

Please ship your display items separate from any Welcome Bag items, as they need to be easily separated upon arrival at the Metropolitan at the 9. Please note the different labels needed:

|  |
| --- |
| **Display Board and Materials** |
| ATTN: Maggie Schwede “Name of person from your company who will be on-site setting up the display” 2017 East 9th St. Cleveland, OH 44115Ph: 216.331.6307 c/o GCA Convention Associates Display |

Please provide Maggie McDonnell (maggie@greetingcard.org) with the number of boxes you are shipping and their corresponding tracking numbers so that we can help the hotel anticipate their arrival.

**SHIPPING FOR WELCOME PACK/GOODIE BAG MATERIALS**

Items must be received at the convention site **no later than Monday, September 24, but no earlier than Thursday, September 20, 2018** in order to be included in the Welcome Pack**.**

Please ship your Welcome Pack items separately from your display items, noting the different labels needed below:

|  |
| --- |
| **Welcome Pack/Goodie Bags** |
| ATTN: Maggie Schwede Julie Elfand-GCA Annual Convention Sept. 26-292017 East 9th St. Cleveland, OH 44115Ph: 216.331.6307 c/o GCA Welcome Pack/Goodie Bags |

Please provide Maggie McDonnell (maggie@greetingcard.org) with the number of boxes you are shipping and their corresponding tracking numbers so that we can help the hotel anticipate their arrival.

Thank you for your interest and continued support of the GCA. We look forward to seeing you in October.

Sincerely,

Phil St. Germain

J.S. McCarthy Printers

Regional Business Manager, VP Stationery Products

philst@jsmccarthy.com