

Additional Marketing & Sponsorship Opportunities

Effective January 1, 2018 Rate Card #56



1958 – 2018 Celebrating 60 YEARS of serving Canada's Supply Chain Community!

Whether it's office supplies, manufacturing equipment, business technology or services like data management, Canada's purchasers and supply chain professionals enable Canadian business by sourcing and purchasing these and other products. By commemorating **June 14** as **National Purchaser Day**, companies and institutions—both private and public—can pay tribute to the men and women of purchasing who bring such value for their organizations. **#NationalPurchaserDay**

The 60th anniversary celebrations will give readers and suppliers the chance to connect and get involved through photo contests, social media campaigns, a June Anniversary issue, and more!

This is a great time for your business to reach out to the purchasing and supply chain community and say **"I Love My Purchaser!"**

Contact us today to discuss how you can get involved through sponsorship, editorial contributions, and special marketing initiatives!

THOUGHT LEADERSHIP ROUNDTABLES

PurchasingB2B offers client-sponsored roundtable editorial sessions. These events form the basis for a feature editorial article in *PurchasingB2B* and offer you a unique opportunity to demonstrate your company's thought leadership to the Canadian procurement community.

- Option to sponsor a seat at the roundtable or the entire session
- Editorial article is featured in print and online and promoted in two consecutive *PurchasingB2B* eNewsletters
- Complete turn-key services provided



CONTENT MARKETING

PurchasingB2B provides you with the opportunity to deliver your message in YOUR words through advertorial content in print and online. An effective option to deliver case studies, product information and more!

Content marketing options include:

- Advertorial supplements
- Sponsored editorial features or supplements
- Advertorial pages used to promote products, services, or case studies
- Sponsored articles in eNewsletters and featured online
- Sponsorship of Niche TV, *PurchasingB2B*'s weekly video update series

EVENTS



CALL FOR SPONSORS & EXHIBITORS!

Showcase your procurement technology solutions to an engaged audience of procurement professionals at **ProcureTech Canada, September 10-11, 2018, Toronto.**

Contact the publisher to discuss how you can get involved in this hosted-buyer event.
ProcureTechCanada.com

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