Pestworld 2020
October 13-15

YOUR CONNECTED VIRTUAL EXPERIENCE AWAITS
EXHIBITOR & SPONSOR INFORMATIONAL PROSPECTUS

Program & Registration at www.pestworld2020.org
THE CONVENTION YOU KNOW.  
IN A FORMAT YOU WON’T FORGET.

- Action-packed Tradeshow with dedicated PrimeTime & Extended Visitor Hours
- Trackable Booth Metrics & Attendee Engagement KPIs
- Precision Networking
- Live Interactive Roundtables
- Newsworthy Keynote Presentations
- Notable Entertainment Interludes
- Expert Educational Sessions & State CEUs
- Evening Collaboration Events
- Ability to Purchase Virtual Suites for Hosting Customers
Discover Innovation in a Virtual Marketplace
Hosted on a State of the Art Tradeshow Platform
6Connex Technology Capabilities

- Gamification: Attendees earn points for time spent in the tradeshow, visiting booths and scavenger hunts throughout the hall.
- Exhibitors have access to all PestWorld events, including live and on-demand education, keynote sessions and more!
- **As an exhibitor you can see who is currently on the platform and engage with them both on and off the tradeshow floor.**
Your booth is open to attendees 24/7 during Virtual PestWorld and for 2 weeks following.

Dedicated exhibit times will take place per the schedule below (EST):

- October 13: 12:30pm – 2pm
- October 14: 9am – 11:30am
- October 15: 9am – 11:30am
your virtual booth comes to life at PestWorld 2020
Your booth setup can be accomplished at no charge from the comfort of your home or office.

You have the power to decide what you display:
- Product sales
- Company Flyer’s
- Marketing Collateral
- Videos
- Links to your website

NPMA Staff will be assigned to assist you with uploading collateral, resources, videos, flyer and more to promote your products at your virtual booth.
your customers at your fingertips like never before
Attendee Engagement Opportunities

- Entry and exit alerts as attendees enter your booth
- Ability to view all attendees in real-time
- Rep Chat – allows reps to chat privately w/ each other
- 1 on 1 chat and live video w/ attendees is available through your organization’s Zoom Account
- Group messaging to booth visitors
- Chat History – ability to monitor and download all chat text
- Rep Checklist – Tab that can be populated by booth admin to help sales team w/ talking points.
All Location Entries – Report includes the total number of entries & unique entries into your booth. Detail report includes each attendee who entered your booth.

All Content Views – Summary report of the number of view per content item (video, PDF, HTML, window, content link). Includes the total number of view and unique views.

Click Actions by Location – Summary report of the number of clicks per clickable item. Includes the total number of views and unique views. Detail reports per click action include each attendee who clicked that item.

Content Sharing – Summary report noting each content item and the number of times, if any, the item was shared via Facebook, LinkedIn, Twitter or Email. Detail reports per method include each attendee who shared by that method.
Meet with new owners that otherwise wouldn’t be able to attend PestWorld 2020 face to face.

Expand your connections with technical directors, technicians, branch manager and others that don’t visit the tradeshow each year.
New Challenges, New Innovations, New Platform

Your Virtual Exhibitor Journey Begins Here!
Step #1: Pick Your Booth Package

THE INDUSTRY LOOKS TO YOU, HELP LEADERS THRIVE AT PESTWORLD
This exhibitor tier equates to what would be considered a 20x50 booth at the onsite event. It includes:

- 25 staff passes for company employees to log into your booth (includes FULL access to the convention program, including educational sessions)
- 25 exhibit hall passes you can give to your customers so they can have access to the virtual hall during our event dates
- Your booth will receive premium positioning on the exhibit hall floor or other exhibit hall entry points.
- This booth boasts the maximum amount of booth space allowed and gives you many opportunities to post the important content you want the attendees to see
- Content posting opportunities include: 2 areas for company logo, 5 screens, 2 standing posters, and 1 scrolling message bar for your choice of marketing materials (videos, PDFs, etc…)
- Access to your own customized data portal
- Company information included in e-pestworld under PestWorld Exhibitor Spotlight
- Company information included on npmapestworld.org website
- One (1) complimentary spot in the New Products Showcase area
- Allows your company to provide one (1) video, recorded on your own, that will be played during one of the scheduled commercial breaks.
- One broadcast announcement during the conference (push notification that goes to all attendees on the platform)
Gold Exhibitor Package

Member: $15,350
Non-Member: $20,000

➢ This exhibitor tier equates to what would be considered a 20x30 or 20x40 booth at the onsite event. It includes:

➢ 15 staff passes for company employee to log into your booth (includes FULL access to the convention program, including educational sessions)
➢ 15 exhibit hall passes you can give to your customers so they can have access to the virtual hall during our event dates
➢ A larger booth layout than the previous two booth options which allows for even more content, including content posting opportunities include: 1 area for company logo, 5 screens, 1 longer (portrait) screen, & 1 standing poster for your choice of marketing materials (videos, PDFs, etc…)
➢ Access to your own customized data portal
➢ Company information included in e-pestworld under PestWorld Exhibitor Spotlight
➢ Company information included on npmapestworld.org website
➢ One (1) complimentary spot in the New Products Showcase area.
Silver Exhibitor Package

Member: $9,500
Non-Member: $12,600

This exhibitor tier equates to what would be considered a 20x20 booth at the onsite event. It includes:

- 10 staff passes for company employees to log into your booth (includes FULL access to the convention program, including educational sessions)
- 10 exhibit hall passes you can give to your customers so they can have access to the virtual hall during our event dates.
- A larger booth layout which allows for more content including: 1 area for company logo, 5 screens & 1 standing poster for your choice of marketing materials (videos, PDFs, etc…)
- Access to your own customized data portal
- Company information included in e-pestworld under PestWorld Exhibitor Spotlight
- Company information included on npmapestworld.org website
- Ability to purchase spot in New Product Showcase (only open to participating exhibitors)
This exhibitor tier equates to what would be considered a 10x10 booth at the onsite event. It includes:

- 5 staff passes for company employees to log into your booth (includes FULL access to the convention program, including educational sessions)
- 5 exhibit hall passes you can give to your customers so they can have access to the virtual hall during our event dates.
- Content posting opportunities include: 1 screen for company logo, 2 screens & 1 standing poster for your choice of marketing materials (videos, PDFs, etc.).
- Attendee List
- Access to your own customized data portal
- Company information included in e-pestworld under PestWorld Exhibitor Spotlight
- Ability to purchase spot in New Product Showcase (only open to participating exhibitors)
Step 2: Select a High Impact Sponsorship Opportunity
These 30 minutes breaks between events will feature live music, stretching and other fun, interactive interludes.

- Take up to 5 minutes at the start of the break to promote your company via video.
- NPMA assisted recording of company representative or submission off post-production video to include.

Commercial Breaks 8 Available, 4 REMAINING $5,000 each - Perfect for high profile recognition.
New Product Showcase - $1,000 per company (limited availability)

- New product Zone dedicated space to all new products
- Can only be purchased by PestWorld exhibitors
- Information from New Product Zone also available on the NPMA App
- Product launch each day in show daily highlighting a group of participating companies
Hosted Roundtable Discussions $2500 each (limited availability)

- Ability to moderate with an introduction of your company
- Participation in the roundtable discussion
- Company logo included in program, website and any promotions related to the roundtables.
- Attendee list from the hosted roundtable provided
Content Marketing - CEU/On-Demand Session Sponsors - $1,000 each (Full Day Packages Available)

- A chance to moderate the session or include an intro video before the session begins.
- Logo added to all promotions including program, website and on platform
- List of each session attendees
- CEU Content available to attendees through the end of 2020!
A chance to moderate the session or include an intro video before the session begins.

Logo added to all promotions including program, website and on platform

List of each session attendees

A chance to moderate the live post-session discussion
Attending a virtual conference leaves many attendees needing a break for some fun. Sponsoring the Fun Zone which will include links to different activities, fun interactive games attendees can engage and have some fun provided by you as the sponsor, providing attendees a break and chance to recharge.

For more exposure, include a sponsored item in the Attendee Packet to heighten their awareness to this fun space.
Be a part of the robust package received by each pre-registered attendee before the convention starts.

The packet will include helpful information for attendees to create the most rewarding virtual experience. Part of the packet will include items related to other sponsor packages, but there’s room for more!

If you have an idea for a logo branded item to include, we want to hear about it.

Contact us for more information and pricing as we finalize all possibilities for gifts to include.
Personal Hand Sanitizer  $7,500
Let us help your brand squeeze out a convenient handout for your customers with this 1 oz. hand sanitizer! This handy product is lightly scented 62% ethyl alcohol and meets FDA requirements. Customize with a four-color process imprint of your company name and logo to increase brand visibility on a product that will promote cleanliness.
Branded Coffee Mug and Local Nashville Coffee
$15,000

Give people a taste of your business with this amazing mug! How many of your logoed mugs will you spot during virtual PestWorld and long after?

Included with the mug is local Nashville coffee.
It's a great way of getting around without engaging with the germs of a public place. With this, you can easily open doors, press elevator or crosswalk buttons, and more without coming into direct contact with your hands. Add your company name or logo and generate a ton of interest in your business. Get customers to see the value in your brand!
Branded Mask $10,000

Enhance your marketing campaign with a great product like this cotton reusable mask! Why deal with germs when you don't have to? Wearing this is a great way to limit the spread of harmful bacteria whether from you to others or vice-versa. You can give this out as a highly useful gift to customers and employees to let everyone know that you care about their well-being. Add your company name or logo for maximum visibility. Make your business more recognizable!
Lanyard for Masks  $10,000

Gone are the days of worrying where you can safely set your mask down only to have it be contaminated. Secure your mask conveniently around your neck with the 1/2" Polyester Mask Keeper. Two bulldog clips ensure that your face mask stays safe and within reach. Customize with your screen printed logo for instant marketing and select from an impressive catalogue of colors for an extra bit of flavor. (mask not included)
Register Today at
www.pestworld2020.org