



PESTWORLD 2015

October 20-23

Gaylord Opryland Resort & Convention Center
Nashville, Tennessee

DEMOGRAPHICS: Attended mostly by owners and managers of pest control companies, PestWorld is the largest gathering of pest management professionals held each year.



TYPE OF CONFERENCE:
Annual Convention



PMP ATTENDEES:
2,500
(approx. 500 international)



TRADESHOW?
YES



EXHIBITING COMPANIES:
175

NPMA's strength exists in our ability to bring together all of the key players in pest management every year at PestWorld. As the largest pest management industry event in the world there is simply no better platform for you to launch new services and products and promote awareness of your brand to your target audience.

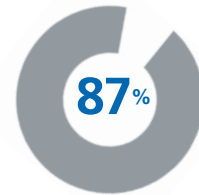
PestWorld attracts top level decision-makers from the pest management industry. Over a span of four days, you'll meet thousands of pest management professionals from around the world, including over 500 international delegates representing 60 countries. This means you'll be talking to the right people in the right place at the right time.



92% of PestWorld attendees make the purchasing decisions for their company or are involved in the selection process.



91% of previous PestWorld attendees rated their return on investment as excellent.



87% of the top 100 pest management companies* send employees to PestWorld.

* According to PCT Magazine's Top 100 List (August, 2013)

EXHIBITOR BENEFITS

- Network and conduct business with the anticipated attendance of 3,500+
- Exhibit Hall traffic generating activities such as lunches, food stations, bars, entertainment, raffles, and more encourage maximum floor traffic during open hours
- Promotional opportunities with pre and post-show attendee mailing lists
- NPMA logos for your convention marketing collateral
- Company listing in the On-Site Program and NPMA Web site for conference registrants and prospective attendees to search by company or category

- Access to keynote presentations, educational sessions and closing night banquet - ideal opportunities to meet potential buyers (1 pass per 10'x10' booth – a \$415 value)
- Two exhibitor personnel per 10'x10 booth (\$250 value)
- Discounted PestWorld 2015 registrations for additional personnel
- Hospitality suite privileges

AVAILABLE SPONSORSHIPS

On average, over 90 percent of those attending PestWorld have buying influence. How often do you have a captive audience of that size, with that many decision makers looking to buy your products?

Maximize the return on your investment at PestWorld 2015 and put your company name in front of thousands of show attendees by securing one of our sponsorship opportunities.

Amplify your message, boost your visibility, and focus PestWorld attendees on what your company can do for them in today's competitive market.

EXCLUSIVE OPPORTUNITIES

OPENING CEREMONY AND WELCOME RECEPTION - \$37,500

Two events for the price of one — these highly attended events have always been among the most exciting and popular events at PestWorld.



MAP YOUR SHOW

With 94 percent of PestWorld attendees visiting the official convention site in advance of the show, there is simply no better way to promote your participation than by advertising on the interactive floor plan.

As you know, leads are only as good as the end result. In a recent survey, 70% of respondents stated that they purchased from an exhibitor they had added to their May Your Show (MYS) planner. And, they aren't just buying from current vendors; MYS research indicates that almost 86% of those attendees that buy purchase from one or more new suppliers.

Position yourself as one of the must-see companies at PestWorld - purchase an enhanced listing today.

Banner Ad – rotating banner sponsorships are noticed by everyone! As a banner sponsor you will receive a 360 x 45 pixel piece of real estate at the footer of the floor plan window, ensuring that everyone sees your brand. Included in this sponsorship is the Diamond Level Package with the ability to upload video and graphic images, viewable each time someone clicks on your banner ad. Banner sponsorships are limited, so don't wait!

- Meet and greet attendees at the Opening Ceremony and Welcome Reception entrances
- Distribute sales literature or a memento to attendees at the Opening Ceremony entrance or as a chair drop
- Company logo projected on large screens at the Opening Ceremony
- Company representative to introduce the Opening Ceremony entertainment
- Recognition from the Master of Ceremonies during the events
- Company name/logo printed on the Welcome Reception and cocktail napkins
- Exclusive privilege to host social events outside of official convention activities

OPENING GENERAL SESSION - \$37,500

A highlight of the convention, this General Session traditionally attracts one of the largest audiences of any PestWorld event.

- Meet and greet attendees at the event entrance
- Distribute sales literature or a memento to attendees at the door or as a chair drop
- Company logo projected on the room's large screens
- Company representative to introduce the keynote speaker
- Recognition from the Master of Ceremonies during the event
- Private photo opportunity for corporate representatives with keynote speaker, providing the contract allows

- Exclusive privilege to host social events outside of official convention activities

GENERAL SESSION - \$32,500

The second General Session of PestWorld is another highlight of the convention and attracts one of the largest audiences of the week.

- Meet and greet attendees at the event entrance
- Distribute sales literature or a memento to attendees at the door or as a chair drop
- Company logo projected on the room's large screens
- Company representative to introduce the keynote speaker
- Recognition from the Master of Ceremonies during the event

PestWorld Mobile – this new feature is a mobile-friendly website displaying many of the same features you receive online. It provides attendees access to their agenda planner on their web enabled cell phone. Any advertising done on the online floor plan (Gold, Platinum & Diamond Levels) is also seen on the mobile version, giving you targeted visibility in two key digital marketing platforms. There are also exclusive banner ad opportunities solely for mobile. Interested? Contact Alexis Wirtz at awirtz@pestworld.org for details.

Gold Level Package (\$249) – want visibility but on a tight budget? The Gold Level package allows you to brand your booth by adding pertinent company information such

as your logo, active URL and e-mail links, press releases, company description and product categories. Advertisers at this level are included in the Featured Exhibitor search and have access to valuable sales leads and statistics generated through the MyShow Agenda Planner.

Platinum Level Package (\$1,449) – this package includes all of the features of the Gold Level plus one additional product display panel, so you can give attendees a sneak-peek at what you're bringing to the show through an image and text description. Platinum exhibitors also receive priority placement in the search results with a second icon next to their company listing and also have the benefit of a "corner peel" graphic

highlighting your booth on the on-line floor plan.

Diamond Level Package (\$949) – this package includes all the features of the Platinum Level plus, one additional panel to be used for multi-media flash or video presentation, giving you two total presentation panels – 1 video panel and 1 image/text description panel. Diamond Level advertisers have a "Featured Exhibitor" icon with priority placement in exhibitor search results and also have the benefit of a "corner peel" graphic highlighting your booth on the interactive floor plan. At this level, you're able to customize your content and messaging to match your show marketing cycle and will be remembered as cutting-edge.

- Private photo opportunity for corporate representatives with keynote speaker, providing the contract allows
- Exclusive privilege to host social events outside of official convention activities

FINAL NIGHT BANQUET - \$37,500
Bring PestWorld 2015 to a close with a night of live entertainment and festivities. This is a great opportunity for your company to get to know your prospects better in a relaxed environment.

- Meet and greet attendees at the event entrance
- Distribute sales literature or a memento to attendees at the door or as a chair drop
- Company name/logo printed on event reminder card, admission ticket, cocktail napkins, menu card, and event décor
- Company logo projected on the event's large screens (if applicable)
- Company representative to introduce the entertainment
- Recognition from the Master of Ceremonies throughout the event
- Private photo opportunity for corporate representatives with entertainment, providing the contract allows
- Exclusive privilege to host social events outside of official convention activities

INTERNET CAFÉ/TECHNOLOGY PACKAGE - \$35,000

The Internet Café includes charging stations and wireless access, and is prominently located next to PestWorld Registration offering Internet access to all PestWorld attendees for four days.

- Company logo on each computer as a screensaver; company image as desktop graphic
- Attendees will have direct access to your company's Web site with one click
- Display company literature in Café
- Half-page advertisement in the PestWorld On-Site program*
- Exclusive privilege to host social events outside of official convention activities

INTERNATIONAL RECEPTION - \$15,000

Take this opportunity to represent your company globally in the minds of some of the industry's most well known international leaders. This reception is open to more than 500 international PestWorld attendees only.

- Company name printed on pre-event invitation
- Meet and greet opportunity and formal welcome guests with remarks
- Company logo printed on cocktail napkins

BADGE LANYARDS - \$10,000

Taking advantage of this opportunity is as close as your company will get to having attendees wearing your name or logo on their sleeve. Wherever attendees go during PestWorld 2015, they will have your company's presence with them.

NPMA'S BOARD OF DIRECTORS' RECEPTION - \$10,000

This intimate dining experience is an excellent opportunity to meet with NPMA's industry leadership team and spend time with some of your top prospects.

- Company name printed on event invitation
- Meet and greet opportunity and formal welcome to guests
- Company logo printed on the menu card and cocktail napkins
- Two company representatives and their guests will network with the board members and past presidents

PRESIDENT'S LEADERSHIP RECEPTION - \$15,000

This is your chance to show your appreciation to the association's most invested members — our volunteer leaders.

- Company name printed on event invitation
- Meet and greet opportunity and formal welcome to guests with remarks
- Company logo printed on cocktail napkins

EXHIBIT HALL LUNCHES \$8,500 PER DAY

- Meet and greet attendees at the event entrance
- Distribute sales literature or a memento to attendees at the event entrance
- Company name printed on lunch tickets

BILLBOARD SIZE SCHEDULE-AT-A-GLANCE - \$7,500

Located in the PestWorld Registration area, your company's name and logo will be prominently displayed on a billboard sized schedule-at-a-glance. This has incredible impact on attendees!



EDUCATIONAL SESSION PADS & PENCILS - \$7,500

The educational sessions are the heart of PestWorld. This sponsorship includes your company's name or logo on both paper pads and pencils at every educational session for three days.

HOTEL ROOM DROP TO PESTWORLD ATTENDEES - \$6,500 PER NIGHT

Drive attendees to your booth with a hotel room special delivery at the official PestWorld 2015 hotel, the Gaylord Opryland Resort. The room delivery includes one item, such as sales literature, to be delivered outside the door of each attendee's room.



EDUCATIONAL SESSION REFRESHMENT BREAKS - \$2,500 PER BREAK

- Company logo printed on refreshment break napkins
- Meet and greet attendees in the break area
- Place your sales literature in the break area



BOARD OF DIRECTORS BREAKFAST OR LUNCH - \$2,500

Small price tag, excellent opportunity! During this working Board of Directors food function, you may distribute company literature to all meeting participants and make a few remarks. This is your opportunity to draw attention to your company with the leaders of the industry.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

AISLE SIGN SPONSORSHIP - \$1,000 each aisle

Everyone depends on the directional aisle signage at PestWorld to navigate through the floor effectively. Increase your company's brand among thousands of pest management professionals and remind attendees of your booth location by displaying your company name, logo, and booth number on several signs throughout the show. Two-sided aisle signs let attendees see your logo every time they look up.

PUBLICATION BINS - \$2,500

Showcase your magazine in a NPMA Publication Bin. The Publication Bin area will be located near the registration area in close proximity to the Exhibit Hall for maximum viewing and prime spot visibility. Your investment includes one slot and a small sign with your company name. *Only current exhibitors or sponsors are eligible to purchase slots in the NPMA Publication bin.

SEATED MASSAGE - \$12,000

Meetings and tradeshow involve a lot of walking. The seated massage gives attendees a nice reinvigorating massage to get them refreshed and ready to go. Your investment includes a full-service massage station (with masseuse) and recognition with signage at the massage station for your company. Additionally, you have the option of providing promotional items and literature.

EDUCATIONAL WORKSHOPS - \$2,500 each

Your investment includes recognition on event signage, marketing materials, and in the onsite program, as well as the opportunity to introduce the session speaker. Please note: Speakers and topics for NPMA educational workshops are determined by NPMA. The sponsorship of a workshop does not entitle the sponsor to select the program topic or speaker.