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Maximize Your Brand Exposure

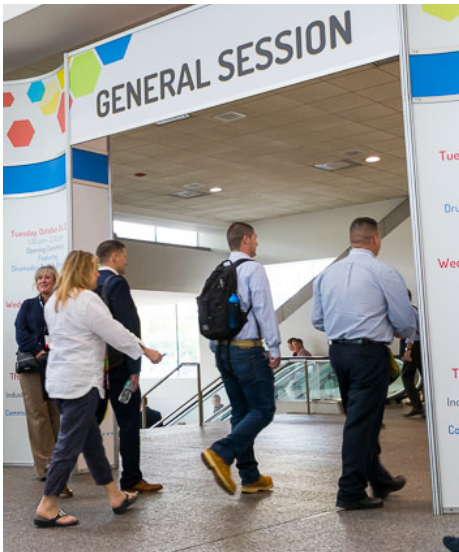
EXHIBIT & SPONSORSHIP OPPORTUNITIES

2019-2020



NPMA

National Pest Management Association



PESTWORLD 2020

October 13-16
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:
3,500
(approx. 500 international)



TRADESHOW?
YES



EXHIBITING COMPANIES:
250

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.

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, 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 website for conference registrants and prospective attendees to search by company or category
- Access to keynote presentations and educational sessions — ideal opportunities to meet potential buyers (3 pass per 10'x10' booth — a \$750 value)
- Discounted PestWorld 2020 registrations for additional personnel (\$250)
- 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 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.

- 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
- 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 PARTY - \$37,500

Bring PestWorld 2020 to a close with a night of fun 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

CONNECTION CENTER/ TECHNOLOGY PACKAGE - \$35,000

The Connection Center includes charging stations and wireless access, and is located in a highly visible area. Also includes Internet access to all PestWorld attendees for four days in designated areas.

- Charging stations with company branding
- Attendees will have direct access to your company's website with one click
- Display company literature in Connection Center
- Half-page advertisement in the

PestWorld On-Site program*

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

INTERNATIONAL RECEPTION - \$25,000

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 to guests with remarks
- Company logo printed on cocktail napkins

BADGE LANYARDS - \$12,500

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, they will have your company's presence with them.

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

This intimate networking 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 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
- 15 company representative passes to this "invitation only" event

EXHIBIT HALL LUNCHES

\$10,000 PER DAY **TWO OPPORTUNITIES**

- Meet and greet attendees at the event entrance
- Distribute sales literature or a memento to attendees at the event entrance

DIGITAL SCHEDULE-AT-A-GLANCE - \$15,000

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

CREATE YOUR OWN SPONSORSHIP

Have a fun, unique idea that would be a great addition to PestWorld? NPMA is always looking for new ideas and ways to get our vendors involved! Contact NPMA to discuss your ideas.

CONVENTION BAGS - \$13,500

Distributed to all PestWorld attendees, this marketing incentive places your company's logo on the outside of a high-quality attendee bag that holds all the convention materials. This sponsor will be the only company allowed to insert their literature in the bag that is used by attendees throughout the convention. Your company logo will be front and center throughout the show. You can't go wrong with this sponsorship.

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

TWO OPPORTUNITIES

Drive attendees to your booth with a hotel room special delivery at the official PestWorld 2020 hotel, the Gaylord Opryland Resort & Convention Center. The room delivery includes one item, such as sales literature, to be delivered outside the door of each attendee's room.

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.

EDUCATIONAL SESSION CAFÉ - \$30,000

- Meet and greet attendees at the café area
- Distribute sales literature or a memento to attendees at the café area
- Cocktail napkins printed with logo

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 signage in the exhibit hall. 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 / THOUGHT LEADER WORKSHOPS - \$10,000

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.

PESTWORLD 2020 SPONSORSHIP APPLICATION

Sponsorships are available on a first-come, first-serve basis. A company that sponsors an event has the right of first refusal on that event the following year. Submission of this form constitutes a commitment by your company to become a sponsor at PestWorld 2020. If your first choice is not available, NPMA staff will contact you to confirm your interest in sponsoring your second choice.

PLEASE SPECIFY WHAT YOU WOULD LIKE TO SPONSOR:

- Opening Ceremony and Welcome Reception - \$37,500
- Opening General Session - \$37,500
- General Session - \$32,500
- Final Night Party - \$37,500
- Connection Center/Technology - \$35,000
- Convention Bags - \$13,500
- International Reception - \$25,000
- Badge Lanyards - \$12,500
- NPMA's Board of Directors' Dinner - \$10,000
- President's Leadership Reception - \$15,000
- Exhibit Hall Lunches (Two Opportunities) - \$10,000 per day
- Digital Schedule-at-a-Glance - \$15,000
- Educational Session Pads & Pencils - \$7,500
- Hotel Room Drop to PestWorld Attendees - \$6,500 per night
- Board of Directors Breakfast or Lunch - \$2,500
- Aisle Sign Sponsorship - \$1,000 per aisle
- Publication Bins - \$2,500
- Seated Massage - \$12,000
- Educational Workshops - \$2,500 each
- Thought Leader Workshops - \$10,000 each
- Educational Session Café - \$30,000
- Create Your Own Sponsorship - Contact NPMA

First Choice _____

Second Choice _____

COMPANY INFORMATION

Contact Name _____ Title _____

Company/Organization Name: _____

Address: _____

City: _____ State/Country: _____ Zip/Postal: _____

Phone: _____ Website: _____

E-mail (required): _____

PAYMENT METHOD

Total Cost of Sponsorship \$ _____

Payment Method: Check No. _____ enclosed (payable to NPMA) MasterCard Visa AMEX

Card Number _____ Exp. Date _____ Security Code _____

Signature _____

3 WAYS TO REGISTER



Mail:
10460 North Street
Fairfax, VA 22030



Email:
mmoloney@pestworld.org



Online:
www.npmapestworld.org



PESTWORLD 2020 APPLICATION FOR BOOTH SPACE | OCTOBER 13-16 | NASHVILLE, TENNESSEE

Return this form, properly executed, together with your booth deposit. Checks should be made payable to NPMA, as specified in item 1 below. **BOOTH SPACE WILL NOT BE HELD UNTIL CONTRACT IS RECEIVED BY NPMA.** Mail to: NPMA at 10460 North Street, Fairfax, VA 22030, Phone: 703-352-6762 Fax: 703-352-3031

Below I am authorized to indicate for my company the top six (6) choices for booth space at PestWorld 2020:		Booth Size	Allied Member Fee	Non-Member Fee	Complimentary Badges
1st _____	4th _____	10' x 10'	\$2,850	\$3,725	3 badges
2nd _____	5th _____	10' x 20'	\$5,600	\$6,975	6 badges
3rd _____	6th _____	20' x 20'	\$9,500	\$12,600	12 badges
		20' x 30'	\$15,350	\$20,000	16 badges
		20' x 40'	\$20,500	\$26,750	18 badges
		20' x 50'	\$27,150	\$35,150	22 badges

Booth fee includes includes the number of complimentary badges outlined in the table above. Additional personnel registrations are available for purchase at the price of \$250/badge.

1. A 50% deposit is due with contract. All final payments are due by June 1, 2020.
2. We agree to pay by the terms listed above and that the full balance of the Booth Rental will be paid prior to June 1, 2020. Failure to comply will result in cancellation of booth space and forfeiture of deposit. If this is a problem, please call NPMA to work out a payment schedule.
3. We agree that space assigned to us shall be accepted by us unless we reject it within ten (10) days of your notice.
4. Exhibitor agrees to fully comply with the "Exposition Codes & Agreements" which are hereby incorporated by reference. Exhibitor hereby acknowledges receipt of a copy of the "Exposition Codes & Agreements."
5. The terms and conditions appearing on the reverse side of this Agreement and printed in the brochure are hereby incorporated by reference and Exhibitor agrees to be bound hereby.
6. Products to be exhibited. We require that the Exhibitor designates the products listed below as those which he/she shall display or demonstrate, and agrees to notify NPMA, in writing, of any changes in the list below prior to the Exposition.

7. Booth Preference. We do not wish our exhibit booth(s) to be located next to the following competitors: _____

Company/Organization Name: _____

Address: _____

City: _____ State/Country: _____ Zip/Postal: _____

Contact Name (Please Print or Type): _____

Email (required): _____

Phone: _____ Website: _____

Signee (print): _____ Title: _____

Signature: _____

PAYMENT METHOD Check No. _____ enclosed (payable to NPMA) MasterCard Visa AMEX

Exhibitor Booth Total Amount Due: \$ _____ Please charge the following amount \$ _____

Card Number _____ Exp. date _____ Sec. Code _____

Signature _____

CONTINUED ON NEXT PAGE >>



Exhibitor hereby agrees to be bound by the "Rules and Regulations of the Exposition." Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations; (ii) any rules or regulations of the facility where the exhibition is held; (iii) the terms of all leases and agreements between NPMA and the managers or owners of said facility, or between the Sponsor and such managers or owners; and (iv) the terms of any and all leases and agreements between NPMA and any other party relating to the Exposition. Exhibitor shall not be, nor shall Exhibitor permit others to do anything to the Booth or do anything in the facility where the Exposition is held, or bring anything into said facility, which would cause a difference in conditions from those previously approved by the insurance carriers of **NPMA or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties for fire insurance on said facility or any property therein. Notwithstanding any other remedy available against Exhibitor, Exhibitor agrees to pay on demand by any of said parties any such increase resulting from a violation of this section.**

Space Assignments. NPMA shall use its best efforts to locate the Booth in one of the locations designated by Exhibitor on the front side hereof, to provide physical separation of the Booth from the Booths of those competitors from whom Exhibitor has requested such separation on the front side hereof. *Notwithstanding the above, NPMA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.*

Payment. Exhibitors that are an adjunct or subsidiary of member companies, **but are not members of NPMA shall pay the non-member exhibit rates.** If full payment is not received by June 1, 2020 — NPMA reserves the right to release its space and put up for resale.

Hospitality Suites and Special Events. Hospitality suites and special event space at the headquarters hotel will be registered to the Exhibitors and event sponsors. Hospitality Suites and special events shall not be open during regularly scheduled hours of meetings, exhibits or other PestWorld functions.

Exclusion. NPMA shall have the right to exclude or to require modifications of any display or demonstrations, which in its sole discretion, it considers unsuitable to or not in keeping with the character of the Exposition. NPMA shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. NPMA shall have the right to demand modifications of the appearance or dress of persons or mannequins used in connection with displays or demonstration.

Assignments and Sublease. Exhibitor shall not sub-let the Booth assigned by NPMA nor shall Exhibitor assign this Lease in whole or in part.

Liability. This agreement shall not constitute or be considered a partnership, employer-employee relationships, joint venture or agency between NPMA, managers or owners of said facility and Exhibitor. Exhibitor hereby agrees to and does indemnify, hold harmless and defend NPMA, managers or owners of said facility from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever (including but limited to cost, interest and attorney's fees) which NPMA, managers or owners of said facility may incur, suffer, be put to, pay or be required to pay incident to arising directly or indirectly from any intentional or negligent act or omission by Exhibitor or any of its employees, servants, or agents.

Exhibitor further agrees that NPMA, managers or owners of said facility and its respective agents and employees shall not be responsible, in any way, for (i) damage, loss or destruction of any property of Exhibitor or (ii) injury to Exhibitor or its representatives, agency, employees, licensees or invitees.

Cancellation or Postponement of Exposition. In the event that the Exposition is postponed due to any occurrence not occasioned by the conduct of NPMA or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of war, riot, civil commotion, sovereign conduct, or the act of conduct of any person or persons not party or privy to this Lease, then the performance of the parties under this agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Exposition, the obligations of the parties under this Agreement shall be automatically terminated and all rental payments made under this Lease shall be refunded to Exhibitor, less a pro rata share of expenses actually incurred by NPMA in connection with the Exposition.

Handling and Storage. NPMA and the owners or managers of the facility where the Exposition is to be held shall not accept or store display materials or empty crates and Exhibitor shall make its own arrangement for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangement may be made through the Official Drayer if desired, and Exhibitor shall in any event provide the Official Drayer with copies of all bills of lading. All shipments and deliveries to the Exposition shall be prepaid. Exhibitor shall not incur any obligation to the Official Drayer merely by reason of providing copies of any bill of lading hereunder.

Cancellation of Contract. Cancellations by the exhibitor of booth space contracts **must** be received in writing. Cancellations received before June 1, 2020 will be refunded, **less a cancellation and processing fee of Five Hundred Dollars (\$500.00) per one hundred (100) square feet of space rented. No refund will be made of the deposit and subsequent payment if notice of cancellation is after June 1, 2020.**

Security. NPMA shall provide twenty-four (24) hour guard service throughout the installation of exhibits and booths, closed hours, and dismantling of exhibits and booths. Please note, this is perimeter security only. Exhibitor is still responsible for their equipment and materials.

Entire Agreement. This instrument contains the entire agreement between the parties relating to the rights herein granted and the obligations herein assumed. Any representations or modifications concerning this instrument shall be of no force or effect excepting a subsequent modification in writing signed by the parties hereto.

Partial Invalidity. If any term, provision, covenant, or condition of this Agreement is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remainder of the provisions shall remain in full force and effect and shall in no way be affected, impaired or invalidated.

Captions. All captions as to contents of the particular provisions hereof are intended for convenience of reference only and are not to be considered in construing this instrument.

Successors and Assigns. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their successors and permitted assigns.

Hold Harmless Clause. "Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save harmless the Gaylord Opryland Resort & Convention Center and their respective partners, directors, officers, employees and agents "the Indemnity" against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal maintenance, or occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence of the indemnities. In addition, Exhibitor acknowledges that neither, the Gaylord Opryland or any of the other Indemnities maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses of Exhibitor."

CODES & AGREEMENTS (PAGE 3)

Use of Space. Vendors may use exhibit booths provided they can be accommodated within their individual exhibit space and do not violate fire safety laws. Exhibits must be constructed so as not to obstruct the general view or the view of neighboring exhibits. Interference with the lighting and space of other exhibitors is prohibited. The NPMA reserves the right to restrict exhibits that, because of method of operation, materials, or for any reason, become objectionable. All sound equipment must be regulated so that it does not disturb neighboring exhibits or the conference sessions. The NPMA reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to licensing and copyright regulations by ASCAP/BMI regarding music at public meetings, conventions and shows, exhibitors may not play music during the exhibition, either live or recorded. Attendants, models, and other employees and representatives of Exhibitor must confine their activities to the contracted exhibit space. All solicitation, demonstration and other promotional activities (including mascots/characters/hired entertainment) must be confined to the limits of the contracted exhibit space. NPMA reserves the right to remove exhibit personnel or remove an exhibitor from their contracted space without a refund if NPMA find an exhibitor is in violation of the above conduct guidelines. Exhibitor personnel and representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Violators may be ejected from the Show. Exhibitor shall not photograph or video an exhibit or product of another exhibitor unless such photography or videography is approved in writing by the other exhibitor or Show Management. Booths must be staffed during all Show hours. No area of the Facility shall be used for any improper, immoral, illegal or objectionable purpose.

Buyer Activities. Exhibitors are not permitted to host or sponsor any event off the Show floor that attracts buyers during exhibit hours unless such event is approved in writing by Show Management.

Outboarding. "Outboarding" occurs when a company that is eligible to exhibit at the Show does not exhibit, but hosts buyers at a venue away from the Show during set-up days or Show days. Companies that engage in outboarding may be prohibited from exhibiting at the Show for one to three years as determined by the NPMA Show Committee and may be subject to loss of seniority points. Registration credentials will not be issued to any employee of a company prohibited from exhibiting due to outboarding.

Professional Conduct and Attire. Exhibitors should adhere to professional standards of behavior. All Exhibitor personnel and their contractors must wear appropriate apparel at all times. This requirement prohibits, among other items, bathing suits, thongs, lingerie, excessively short skirts, painted bodies and transparent apparel. Show Management reserves the right to make determinations on appropriate apparel. Business or business casual attire is recommended. Exhibitors who are uncertain with regard to compliance with the appropriate apparel and entertainment regulations are encouraged to consult with Show Management in advance of the Show.

Character of Display. Any materials not in keeping with the character and standards of the NPMA may not be distributed or utilized by any exhibitor. The NPMA reserves the right to prohibit or evict any exhibit that, in the opinion of the NPMA, detracts from the general character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter or anything of a character that the NPMA finds objectionable. In the event of such restriction or eviction, the NPMA and its employees and agents shall not be liable for any refunds of rentals or other exhibit expenses.

Care of Exhibitor Space. Exhibitor must keep their booth clean, manned, and in good order. Exhibitor must leave their booth space in good order after the booth has been dismantled at the close of the show, and shall break down and dispose of all cardboard boxes and refuse. If an exhibitor fails to dispose of cardboard boxes and refuse, exhibitor shall incur a mandatory clean-up fee of \$50.

Damages. Exhibitor is liable for any damage caused to the building floors, walls, curtains, drapes, standard booth equipment, or another exhibitor's property.

Unoccupied Space. If exhibitor fails to occupy space contracted by the opening of the show or fails to comply in any other respect with the terms of this agreement without prior permission from NPMA, then NPMA shall have the right to use such space in any manner without releasing exhibitor from paying the sum agreed upon in the exhibitor contract.

Exhibitors are accepted at the discretion of NPMA staff and means no endorsement by NPMA or its officials.

I have reviewed and accept these Codes & Agreements. _____

Initial Here