



PESTWORLD 2021

November 2-5, 2021

MGM Grand Hotel

Las Vegas, Nevada

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 total 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 Web site 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 \$675 value)
- Discounted PestWorld 2021 registrations for additional personnel (\$250)
- Hospitality suite privileges



WANT MORE EXPOSURE? CHECK OUT THE SPONSORSHIP OPTIONS BELOW

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 2021 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 - SOLD

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 - SOLD

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 - SOLD

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 - SOLD

Bring PestWorld 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 (if applicable)
- 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 - SOLD

The Connection Center includes charging stations and wireless access, and is in a prominent location. 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

NPMA'S BOARD OF DIRECTORS' RECEPTION - SOLD

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 - SOLD

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 LUNCHESES - SOLD

- 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 napkins

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

Placed in prominent locations during PestWorld, your company's name and logo will be prominently displayed on a digital schedule-at-a glance. This has incredible impact on attendees!

EDUCATIONAL SESSION CAFÉ - \$7,500 **THREE OPPORTUNITIES**

There's nothing like a good caffeine fix to get you through the afternoon! This sponsorship opportunity will provide attendees with that much needed caffeine boost during the afternoon education sessions Wednesday-Friday.

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

BADGE LANYARDS - SOLD

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 2021, they will have your company's presence with them.

CONVENTION BAGS - SOLD

Distributed to all PestWorld 2021 attendees, this marketing incentive places your company's logo on the outside of an 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 2021 hotel, the MGM Grand Hotel.

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.

AISLE SIGNS - \$1,000 PER SIGN

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.

EDUCATIONAL SESSIONS - \$2,500 PER SESSION

**Exclusive Thought Leader Workshop Sponsor - SOLD*

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.

EDUCATIONAL SESSION PENS & PADS - \$7,500

There's nothing worse than sitting down for another one of PestWorld's great education sessions only to realize you don't have a pen or paper to take notes with. This sponsorship will make your company the hero by providing pads of paper and pens at our education session with your logo on them.

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.

MASK SPONSORSHIP - \$15,000

"Don't forget your mask!" has probably become one of the most used phrases over the past year. This sponsorship opportunity will give your company visibility every time an attendee grabs their mask during PestWorld 2021.

HAND SANITIZER SPONSORSHIP - SOLD

Hand sanitizer has been a hot commodity over the past year. This opportunity will put your company's name into all of our attendee's hands... literally. Attendees will receive an individual travel size bottle of hand sanitizer with your company's logo on it as part of registration packet.

HAVE ANOTHER SPONSORSHIP IDEA? LET US KNOW!

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.



PESTWORLD 2021 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 2021. 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:

- | | |
|---|---|
| <input type="checkbox"/> Opening Ceremony and Welcome Reception - SOLD | <input type="checkbox"/> Convention Bags - SOLD |
| <input type="checkbox"/> Opening General Session - SOLD | <input type="checkbox"/> Board of Directors Breakfast or Lunch - \$2,500 |
| <input type="checkbox"/> General Session - SOLD | <input type="checkbox"/> Hotel Room Drop to Attendees - \$6,500 per night |
| <input type="checkbox"/> Final Night Party - SOLD | <input type="checkbox"/> Aisle Sign Sponsorship - \$1,000 each aisle |
| <input type="checkbox"/> Connection Center/Technology Package - SOLD | <input type="checkbox"/> Publication Bins - \$2,500 |
| <input type="checkbox"/> Badge Lanyards - SOLD | <input type="checkbox"/> Educational Session Pads & Pencils - \$7,500 |
| <input type="checkbox"/> NPMA's Board of Directors' Reception - SOLD | <input type="checkbox"/> Educational Workshops - \$2,500 each |
| <input type="checkbox"/> President's Leadership Reception - SOLD | <input type="checkbox"/> Exclusive Thought Leader Workshop - SOLD |
| <input type="checkbox"/> Exhibit Hall Lunches - SOLD | <input type="checkbox"/> Hand Sanitizer Sponsorship - SOLD |
| <input type="checkbox"/> Digital Schedule-at-a-Glance - \$15,000 Educational | <input type="checkbox"/> Mask Sponsorship - \$15,000 |
| <input type="checkbox"/> Session Café - \$7,500 | <input type="checkbox"/> 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

A 3% processing fee will be applied to credit card charges over \$5,000.

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

