

*It costs an average  
of \$325  
to make a  
face-to-face visit  
with a potential  
customer at a  
trade show,*

*and*

*\$1,750 to make a  
face-to-face visit  
with a potential  
customer without  
using trade shows.*

*\*Source: Center for  
Exhibition Research  
Industry*



**December 9-10, 2021**

*Overland Park, Kansas — Doubletree Hotel*

Professionals from across Kansas and Missouri gather each year at the Kansas Pest Control Association Winter Conference & Exhibition, and your organization is invited to participate! Participation provides your organization with many opportunities to make direct contact with people working to provide the best in Kansas Pest Management Services.

These professionals represent all sectors of the industry: government, private industry, non-profit, education institutions, and more. This presents a unique marketing opportunity for you to meet and interact with decision-makers.

Exhibiting, sponsoring and advertising at this Conference provides an opportunity to reach decision-makers spending millions of dollars annually.

**QUESTIONS?**

Contact Spencer at  
[kansaspest@yahoo.com](mailto:kansaspest@yahoo.com)  
or 785.271.9220



**This conference  
provides  
multiple  
opportunities  
and hours to  
ensuring  
attendees have  
time to visit with  
you and tour the  
exhibit hall.**

# EXHIBITOR INFORMATION

*Your support is important. We want to ensure your time is well spent at our Conference and that your investment in us is rewarding.*

*We ensure exhibitors are recognized and have access to attendees in several ways, including:*

- *Multiple breaks to visit with exhibitors.*
- *Special recognition in the Conference program, on the KPCA website and in our digital newsletter.*
- *Exhibitors are welcome to attend social events to visit with attendees.*
- *Exhibitors are provided with contact information of all attendees.*

## EXHIBITION SITE

The Doubletree Hotel is the site of the 2021 KPCA Spring Conference and Exhibition. Exhibition will take place in the Exhibit Hall.

## EXHIBITION SCHEDULE

There are many chances in which attendees are encouraged to visit exhibitors. There are breaks, and time allotted during breakfast and lunch.

### Set Up:

5 p.m. to 10 p.m. Wednesday, Dec. 8

### Exhibit Hall Open:

7 a.m. to 5 p.m. Thursday, Dec. 9

7 a.m. to 1 p.m. Friday, Dec. 10

## HOSPITALITY EVENTS

All exhibitors are welcome to attend and participate in all events.

## BOOTH RENTAL FEES

Exhibit Booths are \$275 for members, \$300 for non-members, payable in full to the Kansas Pest Control Association. Further information is available on the registration form.

## ADDITIONAL EQUIPMENT

Exhibitors with special needs, including electricity, need to contact KPCA offices well in advance of the Conference.

## BOOTH SETUP & DISMANTLING

Exhibitors may set up beginning 1 p.m. Wednesday, December 8. Booths must

be dismantled & materials removed by 3 p.m. Friday, December 10.

## MEETING REGISTRATION

Each exhibitor booth includes one conference registration, which includes registration to the full conference and all meetings and meals. Additional exhibit staff may register for the conference. Additional registration forms may be found at [www.kansaspest.com](http://www.kansaspest.com)

## LATE FEE & CANCELLATION POLICY

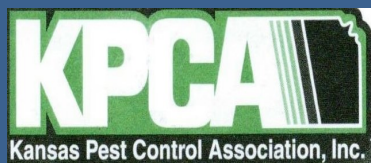
Any cancellation must be submitted in writing to KPCA offices. A \$50 administrative fee will be assessed, and the difference refunded, on any cancellations before December 1. No refunds will be given for cancellations received after December 1.

## LIABILITY

Exhibitor expressly releases the Kansas Pest Control Association, its members and representatives from any and all claims of injury, loss or damage that may occur to the exhibitor, exhibitor's employees, or exhibitor's property from any cause whatsoever.

## BOOTH PLACEMENT

KPCA staff selects booth locations. If you have a preference, contact our offices. Spots are determined on a first-come basis. A space is not reserved until full payment is received.





# Exhibitor Registration

## 2021 Winter CONFERENCE — Certified Applicator's Recertification Training

December 9-10 - Doubletree Hotel — 10100 College Blvd — Overland Park — 913-451-6100

*Ask for Conference Rate; Exhibit Fee includes:* booth, access to all events, one registration, recognition in program.

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Website \_\_\_\_\_

Please Make Name Badges for:

**Mail, email or fax Registration and Payment (check or credit card) to:**

Kansas Pest Control Association  
212 SW 8th Avenue, Suite 202  
Topeka, KS 66603

785.271.9220 Fax 785.233.5659  
kansaspest@yahoo.com

**PAY BY CREDIT CARD:**

\_\_\_\_\_ AMEX      \_\_\_\_\_ Discover

\_\_\_\_\_ MasterCard      \_\_\_\_\_ VISA

Card Number

Expiration \_\_\_\_\_

Security Code \_\_\_\_\_

Name on Card

\_\_\_\_\_

### BOOTH RATES

\_\_\_\_\_ Member Booth \$275

\_\_\_\_\_ Non-Member Booth \$300

### SPONSORSHIPS

\_\_\_\_\_ Gold \$1,000

\_\_\_\_\_ Silver \$750

\_\_\_\_\_ Bronze \$500

\_\_\_\_\_ Speaker \$250

\_\_\_\_\_ Break \$200

\_\_\_\_\_ Breakfast \$250

\_\_\_\_\_ Lunch \$300

\_\_\_\_\_ Gift Card for Giveaways \$25

### MARKETING/PROMOTIONAL

\_\_\_\_\_ Additional Employees \$50

\_\_\_\_\_ E-Blast Marketing \$150

\_\_\_\_\_ 1/4 page Program Ad \$100

*(Due by Nov. 15, jpeg or pdf)*

### TOTAL FEES

Total Booth Fees \_\_\_\_\_

Total Sponsorship \_\_\_\_\_

Total Marketing/Promotion \_\_\_\_\_

**TOTAL** \_\_\_\_\_

# Marketing Opportunities



## 2021 WINTER CONFERENCE

Increase your visibility! Take advantage of marketing opportunities to show attendees your commitment to them and the industry. Your support allows KPCA to provide education opportunities to members and non-members throughout Kansas, and we make sure your support is recognized in numerous ways all year.

### SPONSORSHIPS

#### Gold - \$1,000

- Full-page ad in Conference Program
- Signage in event areas
- \$250 of sponsorship goes to Scholarship Fund
- Verbal Recognition during sessions & events
- One free Full Page advertisement in newsletter
- 1 Exhibitor Booth
- 2 Free Conference Registrations

#### Silver - \$750

- Half-page ad in Conference Program
- Signage in event areas
- \$150 of sponsorship goes to Scholarship Fund
- Verbal Recognition during sessions & events
- One free Half-page ad in newsletter
- 1 Exhibitor Booth & Conference Registration

#### Bronze - \$500

- Quarter-page ad in Conference Program
- Signage in event areas
- Verbal Recognition during sessions & events
- 1 Exhibitor Booth
- One free Quarter-page ad in newsletter
- \$50 of Sponsorship goes to Scholarship Fund

#### Breakfast - \$250

- Recognition in the program
- Special verbal recognition during events
- Signage at each sponsored event

#### Lunch - \$300

- Recognition in the program
- Special verbal recognition during events
- Signage at each sponsored event

#### Break - \$200

- Recognition in the program
- Special verbal recognition during events
- Signage at each sponsored event

#### Speaker - \$250

- Recognition in the program
- Special verbal recognition during events
- Signage at each sponsored event

### MARKETING/PROMOTION

#### E-Blast Marketing - \$150

Provide KPCA with an ad and we will include it in:

- All conference promotion emails
- One separate email from KPCA with your ad, to the entire KPCA email list
- Included in one month of KPCA email newsletters after the conference

#### 1/4 Page Program Ad - \$100

Advertisement in the conference program, given to all attendees and mailed to others after the conference.

- Ad size is 4.25 inches by 5.5 inches
- Full color or black and white
- pdf or jpeg

*Must be submitted by November 15*