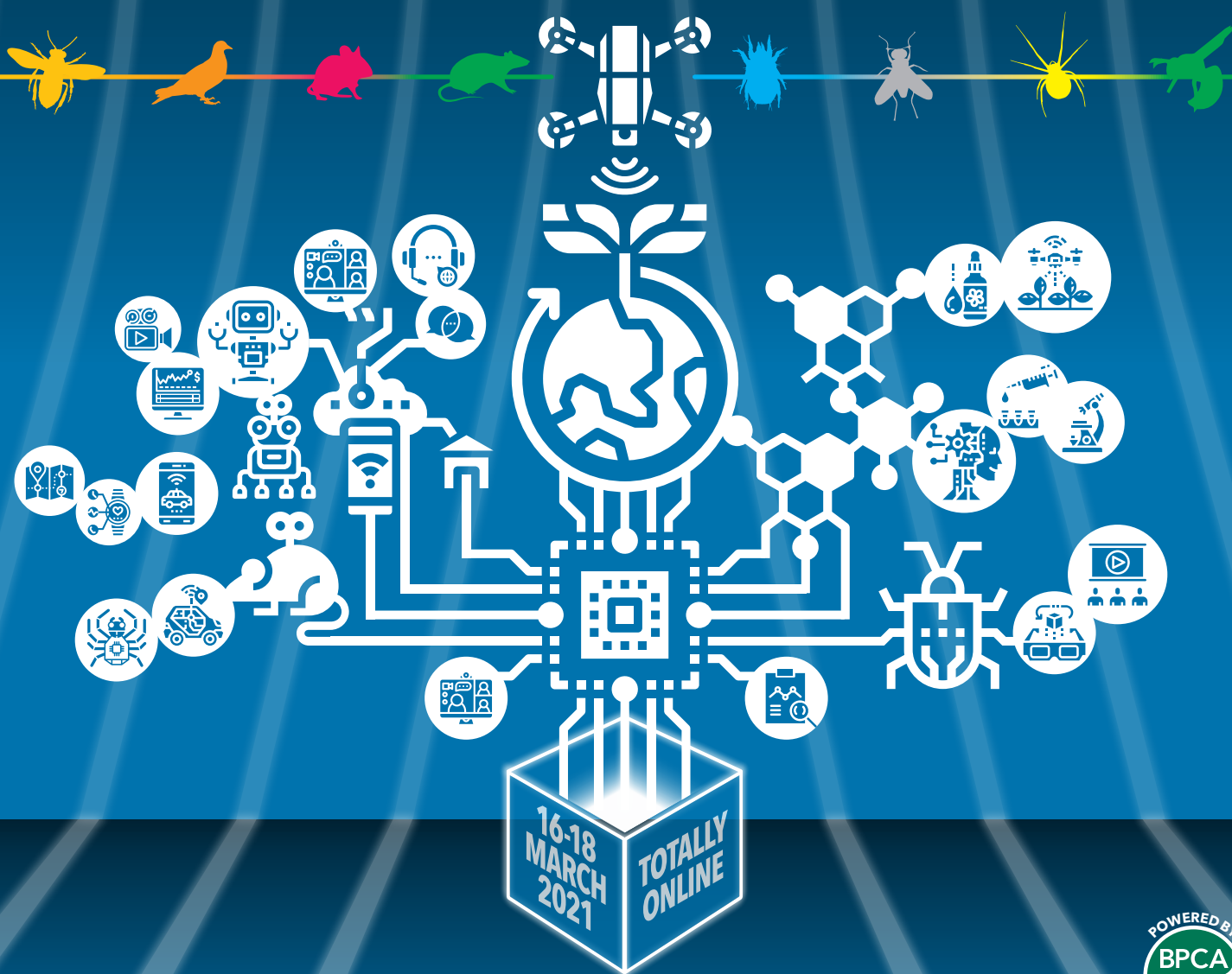




Pest Extra

EXHIBITING AND PROMOTION PACK



BPCA **16-18 MARCH 2021**

PestExtra

The pest management show online

CONNECTING YOU WITH THE PEST CONTROL COMMUNITY

Why exhibit at PestExtra?

- Get face-to-face with your customers from around the world in a safe, online environment
- Be a part of the largest free-to-attend pest management event in the world
- Organised by the British Pest Control Association - the organisers of PestEx.

It's the familiar PestEx vibe in an all-digital environment. PestExtra is a three-day conference and tradeshow that brings together thought leaders and public health pest experts from far and wide.

Seminars, product demonstrations, scavenger hunts, CPD trials, competitions and a vast virtual trade hall will keep business owners, technicians and specialists engaged throughout.

Get your product or service in front of thousands of pest professionals from around the world without having to leave your office.

Covid-19 might have stopped you meeting your clients in person, but you can still get face-to-face with the sector at PestExtra.

YOUR OPPORTUNITIES FOR PROMOTION

| | |
|---|----|
| Virtual exhibition stands | 3 |
| Stand options | 4 |
| Seminar slot in the Innovation Theatre | 5 |
| Demonstration video or poster in the On-Demand Area | 6 |
| Sponsor a social activity or networking event | 6 |
| Join the Scavenger Hunt | 7 |
| Play an advert in the Headline Theatre | 8 |
| Announcement to all attendees in a break | 8 |
| Push notification alert during the event | 8 |
| Surprise home delivery | 9 |
| Post-show goodie bag | 9 |
| Frequently asked questions | 10 |
| How do I book? | 12 |



VIRTUAL EXHIBITION STANDS

Just like a real exhibition stand, you'll be able to connect with attendees, pass out promotional materials and book in meetings with other attendees. Attendees can visit a stand through the PestExtra platform, chat with your team and even enter competitions as they would at any other trade show.



Every virtual exhibitor gets...

- A digital stand at our virtual tradeshow
- Alerts every time an attendee enters your stand
- Unlimited one-on-one video or text chats with attendees who visit your stand
- Team chat so you can talk to your staff on your stand privately
- Videos, products, marketing collateral and other links on your stand
- Join networking events, Q&As and roundtables throughout the day
- Exhibitor listing on the PestExtra website
- Qualified lead report with contact details after the show.

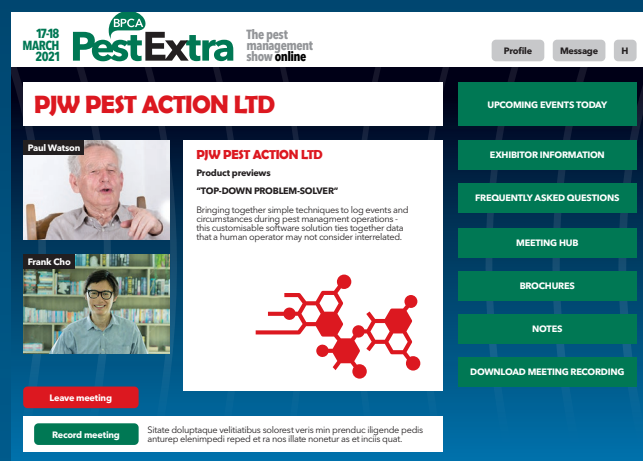
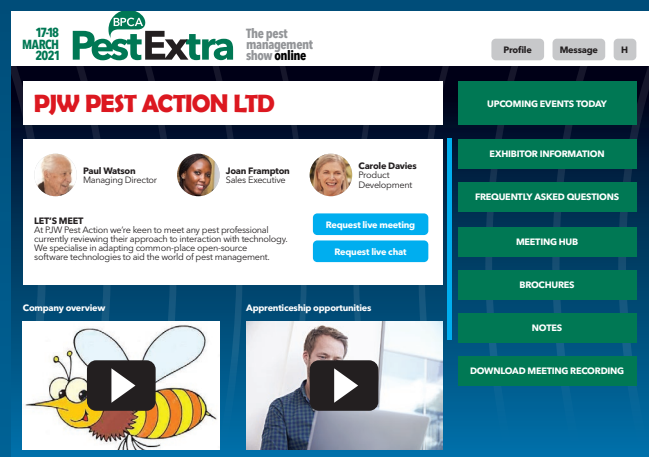
PestExtra staff are on hand to help you set up your stand and make sure you get the most out of exhibiting.

After the show, you'll get a full report of who came to your stand and their contact details so you can follow up with them.

Chat history and marketing information for each attendee is available to help build relationships with new and existing clients.

One-on-one video or text chat meetings

Your virtual stand



STAND OPTIONS

BRONZE

£450 Members / £600 Non-Members

What you get

- **2** staff logins for attendance to the show and for manning your stand
- **2** links to brochures, product videos, competitions, polls, social media accounts or anything else you want to show to attendees.

SILVER

£700 Members / £850 Non-Members

What you get

- Your stand appears above all Bronze stands on the event platform and in promotional material
- **4** staff logins for attendance to the show and for manning your stand
- **10** links to brochures, product videos, competitions, polls, social media accounts or anything else you want to show to attendees.

GOLD

£1,250 Members / £1400 Non-Members

What you get

- Your stand appears above all Silver stands on the event platform and in promotional material
- Unlimited staff logins for attendance to the show and for manning your stand
- Unlimited links to brochures, product videos, competitions, polls, social media accounts or anything else you want to show to attendees
- **1** promotional push notification/alert during the event to all attendees
- **3** social media post encouraging attendees to visit your stand (pre-event).

PLATINUM

£3,000 Members / £5,000 Non-Members

What you get

- Your stand appears at the top of the event platform and all promotional material
- Unlimited staff logins for attendance to the show and for manning your stand
- Unlimited links to brochures, product videos, competitions, polls, social media accounts or anything else you want to show to attendees
- Your own seminar schedule within your exhibitor page to present throughout the event
- Listed as a headline sponsor on promotional materials, website and emails
- Host a social or networking event (for example, a pub quiz, pest bingo or a watch party)
- **3** promotional push notifications/alerts during the event (one per day)
- **10** social media post encouraging attendees to visit your stand (pre-event)
- **1** pre-event email to attendees (exclusive to Platinum).

Our platinum package is available for a maximum of four companies and is available on a first-come-first-served basis.



SEMINAR SLOT OR PRODUCT SHOWCASE IN THE INNOVATION THEATRE

Got something to say to the pest management community? Book a slot in our Innovation Theatre and show yourself to be a thought-leader. This is the perfect opportunity to share something new or innovative in front of your potential clients.



LIMITED AVAILABILITY

Members (exhibiting) £450

Members (not exhibiting) £650

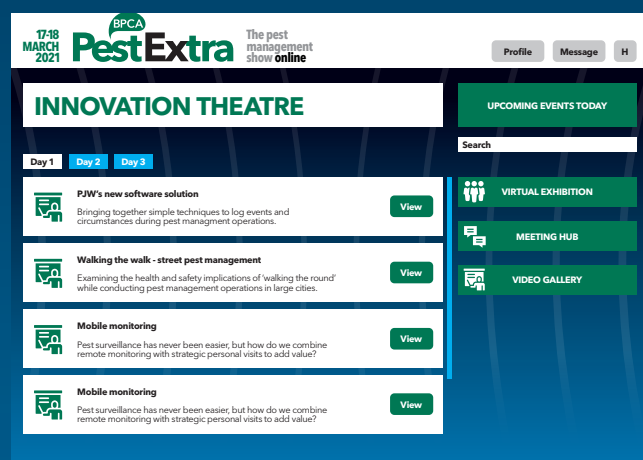
Non-Members (exhibiting) £600

Non-Members (not exhibiting) £800

What you get

- 30 minutes product demo slot in the Innovation Theatre
- Dedicated BPCA support during your talk
- Host your own talk to attendees live or record the session in advance
- Host a live Q&A with attendees
- Appear on the official schedule during the event
- Appear on all theatre schedule promotion before the event
- Your talk is available on-demand for attendees to watch at their convenience after the seminar finishes!

Your talk promoted in the official
PestExtra theatre schedule



DEMONSTRATION VIDEO OR POSTER IN THE ON-DEMAND AREA

The On-demand Area is a collection of promotional videos, pre-recorded talks and posters that attendees can view at any time.



Members (who are exhibiting) £200
Members (not exhibiting) £250
Non-Members (who are exhibiting) £275
Non-Members (not exhibiting) £325

What you get

- A video or poster in the On-demand Area
- Attendees can access your material across all three days
- Drive traffic back to your stand
- A full report on clicks and interactions with your video or poster.

SPONSOR A SOCIAL ACTIVITY OR NETWORKING EVENT

Host a pub quiz, bingo session or even a karaoke bar for attendees to relax during the breaks from the seminar schedule. You could host a yoga session in the morning, watch a YouTube film together in your lunch break, or play a game with everyone - your imagination is the only limit!



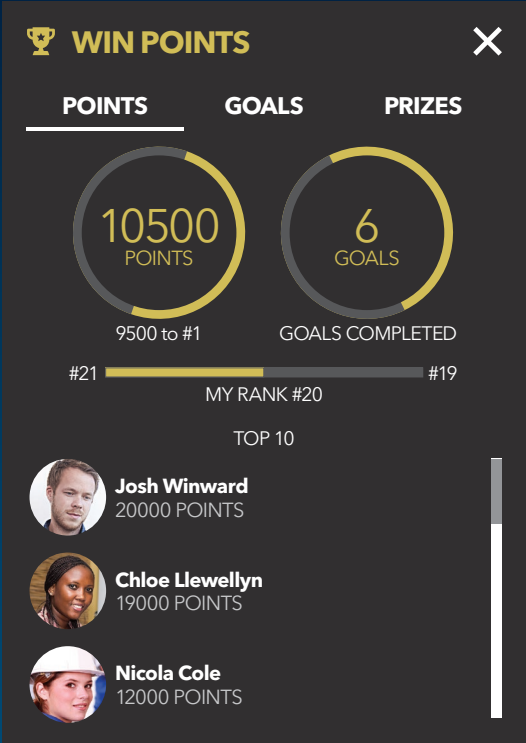
Only available to platinum sponsors



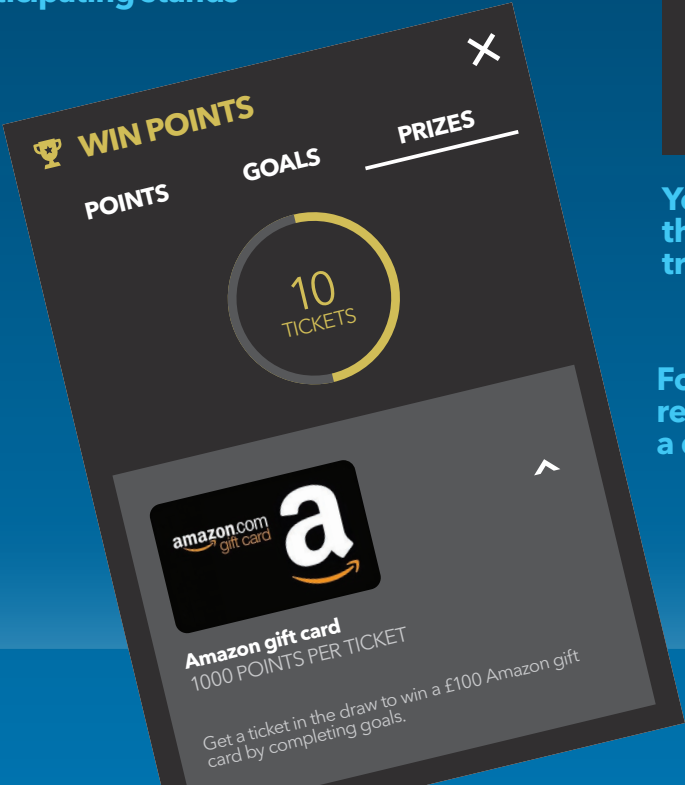
JOIN THE SCAVENGER HUNT

Drive traffic to your stand by joining the PestExtra Scavenger Hunt. Attendees will be encouraged to interact with you on your stand to receive points and win fantastic prizes.

How it works



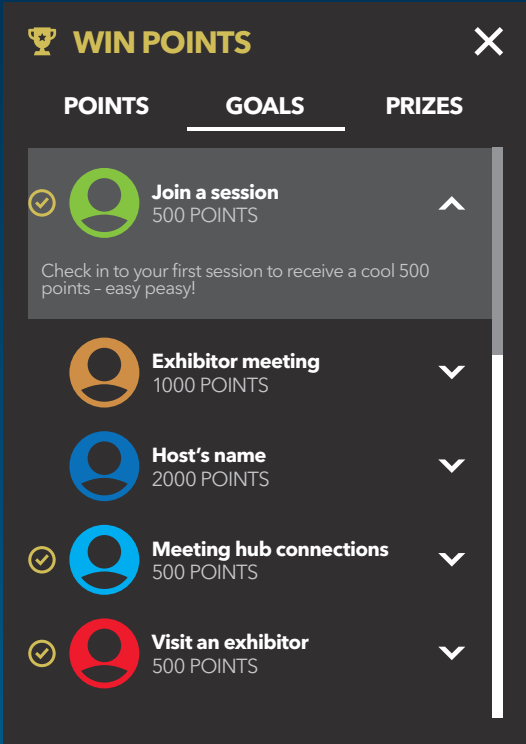
Attendees get points and reach goals by visiting participating stands



Members £450
Non-Members £650 (exhibitors only)

What you get

- A customisable 'goal' in the 'win points' menu
- Reward attendees for speaking to your team
- Appear in all Scavenger Hunt promotional materials
- Quicklink to your stand from the Scavenger Hunt page in the events platform.



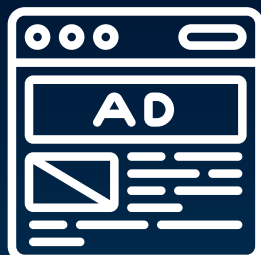
You stand will appear in the 'goals' tab driving traffic to your stand

For every 500 points an attendee receives, they'll be entered into a draw for a fantastic prize



PLAY AN ADVERT IN THE HEADLINE THEATRE

Play a 60-second video or have a holding slide during one of the seminar sessions in the Headline Theatre. Promote one of your products directly or drive traffic to your stand.



LIMITED AVAILABILITY

Members £85 per session
Non-Members £125 per session (exhibitors only)

What you get

- Your 60-second video or slides played before and after a seminar in our headline theatre
- You'll be seen by all the attendees watching that session
- Your advert will be included on all recordings of the seminar session
- Support from the PestExtra team to record and optimise your video or slides.

ANNOUNCEMENT TO ALL ATTENDEES IN A BREAK

Throughout the three days of PestExtra, we'll break regularly so people can visit stands and make themselves a coffee. Before they do, you'll have the opportunity to speak to every attendee directly.



Members £600
Non-Members £800 (exhibitors only)

What you get

- A 30-second video announcement to every attendee on the platform at that time
- Promote a product, service, talk or just drive traffic to your stand.

PUSH NOTIFICATION ALERT DURING THE EVENT

Send a notification to every attendee in the platform at that time. Drive traffic to your stand or send them a link to your product or service.



Members £175
Non-Members £225 (exhibitors only)



SURPRISE HOME DELIVERY

Want to give away a product to everyone attending PestExtra? Well, you can! Send a freebie to every opted-in attendee the day the show opens.

LIMITED AVAILABILITY

Members £600+postage+fulfilment
Non-Members £800+postage+fulfilment
(exhibitors only)

What you get

- Deliver any promotional item or giveaway to all UK attendees that register in advance
- Drive traffic to your stand and make a fantastic first impression.

Conditions and limitations apply. Quotes for postage and fulfilment are available on request. Attendees opt-in for giveaways during registration.



POST-SHOW GOODIE BAG

Once the show is over every attendee will be sent a virtual goodie bag. Get your brochure or a special offer included in the digital download for a very reasonable price.

Members £85
Non-Members £125 (exhibitors only)



FREQUENTLY ASKED QUESTIONS

What is a link within an exhibition stand?

All stands come with some links that you can populate however you like. You might choose to link to a PDF brochure, a page on your website, a survey or poll, a competition entry page, a game or a video. The choice is yours.

Links are all tracked and you'll get a full report on how your links were interacted with after the event.

How will people access PestExtra?

Exhibitors can access PestExtra with any up-to-date web browser. You'll need a webcam and microphone if you want to be able to video chat with people.

Attendees can use the PestExtra web page to participate in the show.

How do I ensure I get a good level of interaction with visitors?

You'll be able to proactively chat with any visitors who have come into your stand by inviting them to a video or text-based chat.

You can also see who is online at any point during the event and start a conversation with them - even if they aren't on your stand.

The PestExtra team will be encouraging people to visit stands throughout the show, and there will be plenty of gaps in the seminar schedule to encourage people to browse.

You'll be able to enter networking areas and speak to people. Plus we have a huge range of promotional activities you can add to your booking to help increase traffic.

Promoting your stand on social media, your website and through your own marketing channels is also highly recommended.

Even if you miss someone on the day, you'll get a list of everyone who visited your stand and their contact details as part of your report.

Is PestExtra free?

Some tickets are free, while others need to be paid for.

| | |
|---|---|
| BPCA member company | FREE unlimited tickets |
| Non-member UK or Ireland pest control company or soletrader | 5 free tickets per company (£35 each per additional ticket) |
| Non-pest control company ticket (associated sectors) | £85 per ticket |
| Non-UK or Ireland pest professional (international) | £55 per ticket |

How do I use the platform?

Training webinars and support documentation will be provided to you before the show. The PestExtra team will be on hand to help you get the very best out of your time exhibiting with us.



FREQUENTLY ASKED QUESTIONS

What promotion will you be running ahead of the show?

BPCA runs PestExtra and we're well practised at promoting events and exhibitors. Exhibitor listings will be on the PestEx and BPCA website.

We'll be running email and social media campaigns. A full preview of PestExtra will be available in PPC magazine, which will include information about exhibitors.

We're working with international pest control news sites and magazines to promote the show.

All BPCA members, affiliates and previous PestEx and Forum attendees will be invited to join PestExtra.

You can also help promote your attendance by telling your customers you'll be attending, through your usual marketing channels.

What data do I get in my post-show report?

You'll get a list of everyone who visited your stand and their email address to follow up with them (even if you didn't speak to them).

You'll get a log of every chat you had.

You get a report of who interacted with your links on your profile pages.

You'll get a report of how many people interacted with any promotional options you purchased (for example, 835 people saw your advert in the Technical Theatre).

How many people do you think will attend?

Because we haven't run an event like this it's really hard to tell. PestEx regularly gets over 3,000 people together under one roof. We hope by making the event even more accessible and removing travel considerations, we'll have a similar amount of visitors to PestExtra.

Help us spread the word by spreading the word with your customers.

Whose contact details do I get?

Anyone who visits your stand (whether they talk to you or not).

What will be available to view after the show?

Recordings of all the seminars, demonstrations, exhibitor profiles (with links) and the On-demand Area will be available through the PestExtra web page for two weeks after the show.

Will I really be able to network with people?

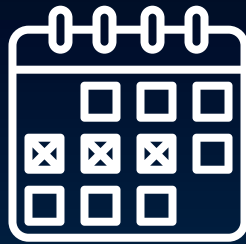
Yes. There will be loads of opportunities to network on and off your stand. Networking and social activities are arranged throughout the three days.

You'll be able to speak by video call or text chat to those who come to your stand. You'll be able to search through attendees and approach them as they enjoy the show.

You really will get out what you put in.



HOW DO I BOOK?



Simply fill out the PestExtra booking form. Additionally, if you have any queries or suggestions we'd love to speak to you...

Lauren Day
Event Manager

+44 (0)7793 241 033
lauren@bpca.org.uk



Beth Reed
Sales Executive

+44 (0)7803 518 495
beth@bpca.org.uk



Scott Johnstone
Marketing Manager

+44 (0)7702 547 827
scott@bpca.org.uk



Sarah Holland
Events Officer

+44 (0)7593 451 696
sarah@bpca.org.uk



events@bpca.org.uk





HERE TO HELP

Contact BPCA for
member support today.

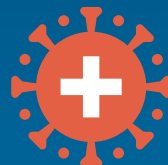
01332 294 288

Interested in joining BPCA?
membership@bpca.org.uk



111.nhs.uk

**COVID-19
SECURE**



#BeProtected

