2020 PROSPECTUS

EXHIBITOR & SPONSOR OPPORTUNITIES

NAISMA 27th Annual Conference:
Transboundary Cooperation
Oct. 6-8, 2020 | The Lodge at Whitefish Lake, MT

co-hosted with the Montana Invasive Species Council
ABOUT THE CONFERENCE

The North American Invasive Species Management Association’s mission is to support, promote, and empower invasive species prevention and management in North America. The association is designed for professional agriculture or natural resource managers interested in education, regulatory directions, professional improvement, and environmental awareness to preserve and protect North America’s land and water from invasive species. We’re building a community of invasive species managers, sharing best practices, and advocating for policy at federal and local levels.

The 2020 NAISMA Annual Conference is the organization’s 27th Annual Conference and will be co-hosted with the Montana Invasive Species Council. We expect nearly 400 attendees from a range of backgrounds in invasive species management from across the U.S., Canada, Mexico, and beyond.

The conference will be held at The Lodge at Whitefish Lake in Whitefish, Montana. The Lodge is a stunningly beautiful, 4 Diamond Resort. The exhibit area will be split between a premier location in the ballroom foyer where breaks and breakfast will be served; and an exhibit room on the other side of the hotel lobby. All sponsors will automatically receive an exhibit table space in the premier location.

As the most-comprehensive, all-taxa, international invasive species conference in North America, this year’s conference sessions will highlight trans-boundary cooperation. This unique area, known as the “Crown of the Continent,” is home to some of the wildest, most intact ecosystems in North America. Field trips will visit Glacier National Park, Flathead Lake, and surrounding natural areas.

Concurrent sessions will present new techniques and technologies, standards, climate change impacts and adaptation strategies, biocontrol updates, forest pests, feral hogs, new invasive species on the horizon, aquatic invasive species management, education and awareness brands, Cooperative Weed Management Area successes, cross-jurisdictional strategies, and much more.

Visit NAISMA.org/conferences for more information and to purchase a sponsorship or exhibit tables.
SPONSORSHIPS

Turn to page 4 to view a range of sponsorship packages. These opportunities are the best way to make an impression on attendees and make meaningful connections to decision makers in the profession.

EXHIBIT TABLES

Due to space constraints, exhibit tables are extremely limited this year! Turn to page 6 to browse the perks of exhibiting and be sure to secure your space today.

ADD ONS

For sponsors and exhibitors alike, consider adding more opportunity for exposure. Turn to page 7 to view options to purchase registration bag inserts, mobile app banner ads and alerts, and more!

CONTINUE THE CONNECTION

Don’t limit your organization’s exposure to one event. Support NAISMA’s mission year-round and receive benefits like individual memberships, use of the PlayCleanGo brand and more. See page 8 to view NAISMA’s partnership opportunities.
These packages are designed to showcase your brand and communicate your dedication to invasive species management in North America. Connect with attendees, market your brand, and help us support our mission.

Ready to purchase? Visit NAISMA.org/conferences

All sponsors receive:
- (1) logo and description in printed program
- Logo, description, and link to your company or organization in the conference mobile app
- Exhibit table in premier location outside main ballroom and session rooms

ERADICATION SPONSOR - $15,000
- 10 minute speaking opportunity from podium at Tuesday morning’s welcome plenary
- 2 direct emails to attendees containing information about your organization
- 15 full conference registrations
- Exclusive sponsorship of Wednesday’s “Not a Banquet” on Whitefish Lake (recognition includes logo on table tents, at the bar and on a drink ticket given to attendees)
- Logo will appear on a take-home gift given to all 400 conference attendees
- 2 social media posts on behalf of your company or organization
- 1 mobile banner ad in conference app
- 2 push notifications through the conference app, noting your sponsorship
<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Sponsorship Fee</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **HYDRATION SPONSOR - $10,000**      |                  | - 1 direct emails to attendees containing information about your organization  
  - 10 full conference registrations  
  - Logo on reusable coffee/water cup that all attendees receive  
  - Logo on all refreshment break signage  
  - 1 social media post on behalf of your organization  
  - 1 mobile banner ad in conference app  
  - 2 push notifications through the conference app, noting your sponsorship |
| **“GOING TO THE SUN” RECEPTION SPONSOR - $10,000** |                  | - Exclusive sponsor of Thursday’s “Going to the Sun” reception at Casey’s in downtown Whitefish  
  - 10 full conference registrations  
  - Speaking opportunity at the reception  
  - Logo will appear on table tents, at the bar, and on a complimentary drink ticket given to all reception attendees  
  - 1 social media post on behalf of your organization  
  - 1 mobile banner ad in conference app  
  - 2 push notifications through the conference app, noting your sponsorship |
| **PLAN OF ATTACK SPONSOR - $5,000**  |                  | - 5 full conference registrations  
  - Logo on signage and table tents at Tuesday’s Welcome Lunch  
  - 1 social media post on behalf of your organization  
  - 1 push notification through the conference app noting your sponsorship of Tuesday’s lunch |
| **IDENTIFICATION SPONSOR - $2,500** |                  | - 2 full conference registrations  
  - Logo on signage and table tents at Tuesday’s Welcome Lunch  
  - 1 social media post on behalf of your company or organization  
  - 1 push notification through the conference app noting your sponsorship of Tuesday’s lunch |
| **PREVENTION SPONSOR - $1,250**     |                  | - 1 full conference registrations  
  - Recognition as sponsor of a concurrent session (logo on signage and in mobile app)  
  - 1 social media post on behalf of your company or organization |
EXHIBIT TABLES

EXHIBIT TABLE - $650  |  NON-PROFIT PRICE* - $500

Exhibiting at NAISMA’s Annual Conference is a great way to interact with attendees. Tell your organization’s story and spread your message with valuable face time. Due to space constraints at The Lodge, exhibit spaces are extremely limited. Act now to be sure you’re represented!

Visit NAISMA.org/Conferences to purchase an exhibit table.

All exhibitors receive:
- A 6’ exhibit table
- One full conference registration ($325 value!)
- Company information on the conference mobile app
- Logo displayed on event signage
- Logo placement on conference website

*Organizations must be a 501(c)(3) or 501(c)(6) to qualify for non-profit pricing.
Make the biggest impact possible by selecting from these a la carte options. Add them on to your exhibit table or sponsorship purchase and leave a lasting impression on attendees!

**MOBILE APP BANNER AD - $1,000**

- Mobile banner ad rotated throughout all 4 days of the conference. Must supply artwork (graphic design assistance can be supplied at an hourly rate).

**FIELD TRIP SPONSOR - $750**

- All field trip attendees receive a flyer with your organization's information
- A speaking opportunity during the field trip
- Recognition in printed program and mobile app as field trip sponsor

**TOTE BAG INSERT - $750**

- Insert 1 item in attendee tote bags. This could be a promotional gift, flyer or item of your choosing. Must be small enough to fit in a standard tote bag. Must supply 400 items.
Show your support of NAISMA and the profession year-round by purchasing one of our partnership packages. New this year, NAISMA partnerships include PlayCleanGo benefits. PlayCleanGo is a branded, patented education and outreach campaign acquired by NAISMA in 2019. With turnkey marketing materials geared toward recreationists, PlayCleanGo is helping to stop the spread of invasive species through recreational travel and worker behavior.

Visit [NAISMA.org/partnerships](http://NAISMA.org/partnerships) to learn more about these opportunities!

<table>
<thead>
<tr>
<th><strong>Supporter</strong></th>
<th><strong>Advocate</strong></th>
<th><strong>Leader</strong></th>
<th><strong>Champion</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Get Started with NAISMA</strong></td>
<td><strong>Invest In Your Organization</strong></td>
<td><strong>Multiply Your Impact</strong></td>
<td><strong>Transform Invasive Management</strong></td>
</tr>
<tr>
<td><strong>$150.00</strong> Annual</td>
<td><strong>$300.00</strong> Annual</td>
<td><strong>$500.00</strong> Annual</td>
<td><strong>$1000.00</strong> Annual</td>
</tr>
<tr>
<td>Access to NAISMA Professional Member benefits for account admin</td>
<td>Access to NAISMA Professional Member benefits for account admin and 1 additional colleague</td>
<td>Access to NAISMA Professional Member benefits for account admin and 2 additional colleagues</td>
<td>Access to NAISMA Professional Member benefits for account admin and 5 additional colleagues</td>
</tr>
<tr>
<td>Past job listings for your organization on our website</td>
<td>Past job listings for your organization on our website</td>
<td>Past job listings for your organization on our website</td>
<td>Past job listings for your organization on our website</td>
</tr>
<tr>
<td>10% discount on annual meeting registration</td>
<td>Name on NAISMA organization partner page</td>
<td>10% discount on annual meeting registration</td>
<td>Name and logo on NAISMA organization partner page</td>
</tr>
<tr>
<td><strong>PlayCleanGo Benefits</strong></td>
<td><strong>PlayCleanGo Benefits</strong></td>
<td><strong>PlayCleanGo Benefits</strong></td>
<td><strong>PlayCleanGo Benefits</strong></td>
</tr>
<tr>
<td>Access to full PlayCleanGo graphic library, featuring downloadable education products, marketing materials, videos and more</td>
<td>Access to full PlayCleanGo graphic library, featuring downloadable education products, marketing materials, videos and more</td>
<td>Access to full PlayCleanGo graphic library, featuring downloadable education products, marketing materials, videos and more</td>
<td>Access to full PlayCleanGo graphic library, featuring downloadable education products, marketing materials, videos and more</td>
</tr>
<tr>
<td>Organization name and link on PlayCleanGo interactive map</td>
<td>Organization name and link on PlayCleanGo interactive map</td>
<td>Organization name and link on PlayCleanGo interactive map</td>
<td>Organization name and link on PlayCleanGo interactive map</td>
</tr>
<tr>
<td>Use of PlayCleanGo logo for marketing, communications and education</td>
<td>Use of PlayCleanGo logo for marketing, communications and education</td>
<td>Use of PlayCleanGo logo for marketing, communications and education</td>
<td>Use of PlayCleanGo logo for marketing, communications and education</td>
</tr>
<tr>
<td>10% discount on PlayCleanGo Store</td>
<td>10% discount on PlayCleanGo store</td>
<td>10% discount on PlayCleanGo store</td>
<td>10% discount on PlayCleanGo store</td>
</tr>
<tr>
<td>Create your own partner kit</td>
<td>Create your own partner kit</td>
<td>Create your own partner kit</td>
<td>Create your own partner kit</td>
</tr>
<tr>
<td>2 hours of graphic design assistance</td>
<td>3 hours of graphic design assistance</td>
<td>5 hours of graphic design assistance</td>
<td>5 hours of graphic design assistance</td>
</tr>
</tbody>
</table>
READY TO PURCHASE?

Early Bird Deadline: April 15, 2020
Exhibitor & Sponsor Deadline: July 8, 2020

Exhibit booth space is limited. Preferred spots granted on a first-come, first-served basis.

Visit NAISMA.org/conferences to purchase online.
Or, contact Belle Bergner at BBergner@naisma.org.

We’ll see you in Whitefish in 2020!