



2019 PEARL Annual
Conference & Exhibition
**Advancing Our
Infrastructure**

April 25-27, 2019

JW Marriott Grand Rapids
Grand Rapids, MI 49503

Exhibitor Prospectus

This event draws nationwide participation by professionals concerned with the safety and reliability of remanufactured and recycled electrical equipment and apparatus. As an exhibitor or sponsor, your business will have the opportunity to network with attendees participating in three days of educational sessions, technical training, receptions, tours, and industry events. The exhibit hall will be strategically placed near the meeting rooms, in addition to the hosting location for morning and afternoon breaks and the Opening Reception. This high-traffic area will be supplemented with additional promotions encouraging attendees to visit your booth. Sponsorships also offer a wide range of exposure opportunities.

www.pearl1.org

Exhibit Details

Exhibit Space Includes:

- One 6' skirted table & two chairs
- One complimentary full-conference registration
- Up to 2 discounted full-conference registrations
- One promotional email to attendees. Exhibitor to provide the content in html to PEARL who will send on your behalf
- Attendee list provided one month prior to the Annual Conference and again 2 weeks prior to the Annual Conference (includes attendee name, company and mailing address)

Fees:

EARLY BIRD RATES ON OR BEFORE JANUARY 31, 2019

PEARL Members: **\$900**

Non-Members: **\$1,300**

RATES AFTER JANUARY 31, 2019

PEARL Members: **\$1,300**

Non-Members: **\$1,700**

Exhibitors can purchase up to 2 additional registrations for the full-conference at \$350 each and up to 3 additional exhibit-only registrations at \$200 each.

Display Hours & Dates

SET UP

Thursday, April 25, 2019	7:00 p.m. – 10:00 p.m.
Friday, April 26, 2019	6:00 a.m. – 7:30 a.m.

DISPLAY

Friday, April 26, 2019	7:30 a.m. – 7:30 p.m.
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TEAR DOWN

Friday, April 26, 2019	7:30 p.m. – 9:30 p.m.
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PEARL reserves the right to assign space as necessary in the Meeting's best interest. Exhibit spaces will be assigned on a first come, first serve basis. Assignments will be provided to you two weeks in advance of the meeting.

**Reserve
Your Booth
Today!**

Promotional Opportunities



Exhibitor Spotlight

During this forum before the official trade show, the PEARL president will introduce all exhibitors by name to attendees and then give each exhibitor 3 minutes to briefly discuss any new products, emerging technology, or industry trends they are influencing. This will encourage attendees to visit them during the trade show and provide a greater platform to cover anything important with the company.

Promotional E-blast Message and Exhibitor Webpage

Reach your potential customers AND maximize your presence before arriving in Grand Rapids! PEARL's goal is to assist you in increasing your sales by targeting key prospects with pre-show marketing in the weeks leading up to the Annual Conference. The exhibitor recognition webpage and special vendor e-blast message will serve as resources for attendees to learn more about your company. This promotional opportunity is FREE for all 2019 exhibitors.

Door Prize Drawings

To encourage consistent traffic in the exhibit hall, PEARL will continue to facilitate the successful door prize drawings to provide even more incentive for attendees to visit your booth. Each door prize will be hosted at your exhibit booth where you will collect business cards of attendees. Winners will be drawn during the same time as the Cash Prize Giveaway.

We strongly encourage all exhibitors to offer at least one door prize worth \$50 or more. Special discounts on products and services are welcome. Prize information is included in conference registration materials. Please be sure to fill out the door prize section in the exhibitor application.

Sponsorship Opportunities

Make the most of your visibility at the **PEARL 2019 Annual Conference & Exhibition**. PEARL offers opportunities designed to showcase your company.

All sponsorships include:

- Recognition on the PEARL Annual Conference website
- Company logo and 50-word company description on the 2019 Annual Meeting exhibitor page
- Listing in the conference mobile app
- Company logo on onsite conference signage recognizing sponsors
- Sponsor ribbons for badges

GOLD PACKAGE

\$7,500 | 3 Options Available (choose one)

- **Keynote Speaker:** Opportunity to address the attendees and introduce the keynote (1-2 minutes) at both the Operations Session and the Managers Session on Friday
- **General Session:** Opportunity to address the attendees at the General Session (1-2 minutes) and provide a chair drop
- **Exhibitor Trade Show:** Opportunity to address the attendees at the Exhibit Hall Reception (1-2 minutes) on Friday evening

Sponsorship also includes:

- Four (4) complimentary full-conference registrations
- Complimentary Exhibit Space and opportunity to choose exhibit booth location
- Pre-approved marketing material placed in conference attendee bags
- Additional benefits listed above

SILVER PACKAGE

\$4,500 | 2 Options Available (choose one)

- **Breakfast Sponsor:** logo'd napkins provided at Friday, Saturday & Sunday morning breakfast
OR
- **Break Sponsor:** logo'd napkins provided at Thursday, Friday & Saturday breaks

Sponsorship also includes:

- **One** (1) complimentary full-conference registration
- Complimentary Exhibit Space
- Pre-approved marketing material placed in conference attendee bags
- Additional benefits listed above

BRONZE PACKAGE

\$3,500 | 2 Options Available (choose one)

- **Bus Sponsor:** Beverages and logo'd napkins provided on bus transportation to Thursday evening site tour and dinner at RNT
OR
- **Wifi:** Sponsor's choice of password will be displayed on conference signage and in the mobile app (password is subject to availability with the venue)

Sponsorship also includes:

- **One** (1) complimentary full-conference registration
- Pre-approved marketing material placed in conference attendee bags
- Additional benefits listed above

LANYARDS

\$3,000

Your brand name in the hands of every attendee at the conference! Lanyards are a great way to enhance your corporate visibility, with your company logo printed on the lanyards distributed at registration.

WELCOME BAGS

\$3,000

This is your company's opportunity to gain exposure during – and even after – the show. At registration, attendees will receive a tote bag with your company name and/or logo (one-color). Attendees use these branded bags to carry personal items and conference materials throughout the event. Sponsor may also include one promotional flyer in the bag.

NOTEPAD/PEN

\$2,000

Have your company logo on all the conference notepads and pens provided at registration in the tote bags. You'll also be providing a valuable resource for attendees to use as they take notes throughout the conference. Sponsor to provide.

HOTEL KEY CARDS

\$2,000

Your logo and message, along with The PEARL Conference logo, will be imprinted on hotel key cards. Keys provide exposure multiple times each day and are the first thing attendees receive upon check-in and the last item they use before heading home.

DRINK TICKETS

\$1,500 | Multiple Sponsors permitted

One (1) drink ticket per person to be given at registration in their packet. Your company's logo will be placed on the ticket. Drink tickets valid at the exhibitor reception only.

EXHIBITOR RECEPTION BAND

\$1000

This is your company's opportunity to gain exposure during the reception on Friday by introducing the band and personally thanking the attendees for participating in the exhibitor session.

ATTENDEE BAG INSERT

\$300

Reach every PEARL attendee with a tote bag insert! Tote bags are given to each attendee at registration. Let attendees know you are at the event by including a piece of product literature or giveaway item.

PUSH NOTIFICATIONS

\$100

A push notification and is one of the most direct ways to get a message in front of an audience, delivered to the home screen of every attendee's device who has downloaded the conference app.



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Exhibitor and Sponsorship Form

Company

Contact Name

Address

City State Zip

Phone E-mail

Fax Website/URL

Company contact email address to be posted on PEARL website

Name and Title of Exhibit Representative

Exhibit Representative Email

Additional Exhibit Representatives Names & Emails: (\$350 full conference/\$150 Friday only)

We will participate in the exhibitor product forum.

AGREEMENT

In making this application, we agree to conform to the Exhibit Regulations for the 2019 PEARL Annual Meeting, which are hereby made a part of this application.

Signature

COMPANY LISTING FOR VENDOR E-BLAST

Please email your company logo (high resolution in .tiff or .eps format) and brief company profile or special offers (50 words or less) by March 5, 2019 to Jacob Doro, JDoro@kellencompany.com for inclusion in the promotional vendor e-blast that PEARL will send on your company's behalf and to be recognized on the exhibitor recognition webpage.

CANCELLATION POLICY

Cancellations received in writing prior to March 5, 2019 will receive a full refund less a \$250 processing fee. There will be no refund for cancellations received after March 5, 2019.

TABLETOP

	On or Before Jan. 31, 2019	After Jan. 31, 2019
PEARL Members:	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,300
Non-Members:	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,700

SPONSORSHIP

Please choose your sponsorship level:

Gold

- Keynote Speaker — \$7,500
- General Session — \$7,500
- Exhibitor Trade Show — \$7,500

Silver

- Breakfast Sponsor — \$4,500
- Break Sponsor — \$4,500

Bronze

- Bus Sponsor — \$3,500
- Wifi — \$3,500

Individual Sponsorship Opportunities

- Lanyards — \$3,000
- Welcome Bags — \$3,000
- Notepad/Pen — \$2,000
- Hotel Key Cards — \$2,000
- Attendee Drink Tickets — \$1,500
- Attendee Bag Insert — \$300
- Push Notifications — \$100

TOTAL: \$

SEND COMPLETED FORM AND PAYMENT TO:

MAIL
 PEARL c/o Kellen Company
 1 Parkview Plaza
 17W110 W. 22nd St.
 Suite 800
 OakBrook Terrace, IL 60181 USA

EMAIL
 JDoro@kellencompany.com

Payment

PAYMENT METHOD

Check (Please make check payable to: PEARL)

Credit Card

Visa Master Card American Express

Credit Card #

Exp. Date CVW Code

Name of Cardholder

Signature