

Groundwater Week 2020 Virtual Exhibit & Sponsorship Packages

groundwater[®] week FOCUS 2020 Virtual Event • December 8-11, 2020

Maximize your marketing budget with NGWA's comprehensive virtual exhibit and sponsorships opportunities!

Connect with **conference attendees, website visitors, and 10,000 NGWA members BEFORE, DURING, and AFTER** the conference!



Virtual Booth

NGWA has built four virtual packages to choose from. Each emphasizes maximum visibility and lead generation for your company.

Our virtual packages include a **virtual booth**, presence on the digital and print versions of the **NGWA Buyers Guide**, **ad retargeting**, **lead retrieval** and **generation**, and **additional promotional opportunities**.



1 Logo, company description, and contact information



Description



Producing everything from anvils to x-ray machines (with jet-propelled pogo sticks in between), this conglomerate within the Looney Tunes universe was hugely influential in the world of cartoons, as its owner Marvin Acme also owned Toontown, a suburb of Los Angeles where animated characters lived. Apocryphally an anagram for A Company that Makes Everything, Acme got its name because it's typically the first company mentioned in the telephone directory for any kind of listing: auto mechanics, plumbers, pharmacists, et cetera. That lesson stuck with Amazon CEO Jeff Bezos: Originally named Cadabra, Bezos changed the name of his online store to Amazon before it launched in part because it would appear at the top of then-alphabetical online search listings.

2 Images and hyperlinks make your booth stand out.



Although Acme Corp. has been used by multiple cartoons, movies, or TV shows, it's probably most well known for being an integral part of the Looney Tunes universe — especially in the animated shorts featuring the speedy Road Runner and the cunning Wile E. Coyote. As the poor coyote attempts to catch himself some dinner, he often uses Acme products to help his cause.

3 Use tags to highlight your products and services.

Tags

ANVIL

Website Links

[HTTPS://TIME.COM/431422/INFLUENTIAL-FAKE-COMPANIES/](https://time.com/431422/influential-fake-companies/)

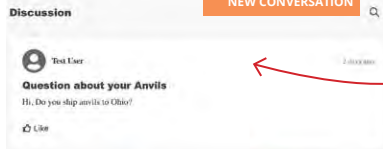
[HTTPS://WWW.FORBES.COM/SITES/MICHAEL-NOER/2010/05/11/THE-25-LARGEST-FICTIONAL-COMPANIES/#79c85a3d81](https://www.forbes.com/sites/michael-noer/2010/05/11/the-25-largest-fictional-companies/#79c85a3d81)

4 Website links allow visitors to learn more about your products and services.

5 REQUEST INFO
ENTER BOOTH

5 Communicate with your booth visitors – including through 1:1 Zoom meetings.*

NEW CONVERSATION



6 Public chat to allow visitors to quickly ask questions



7 Booth staff lets visitors know who they are talking to.

Files



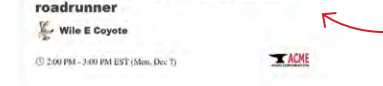
8 Upload files, brochures, white papers, and more.

Video



9 Display videos directly in your booth to show off your products and services.

Showcases



10 Wow your potential customers with showcases and product demos.*

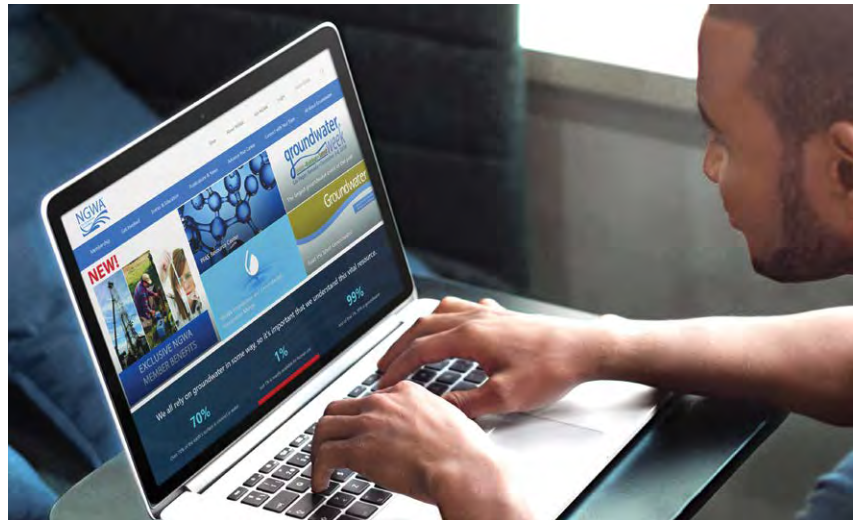
* Not all features available with each package.

Ad Retargeting

Get more from your marketing message when your ads follow potential customers with ad retargeting!

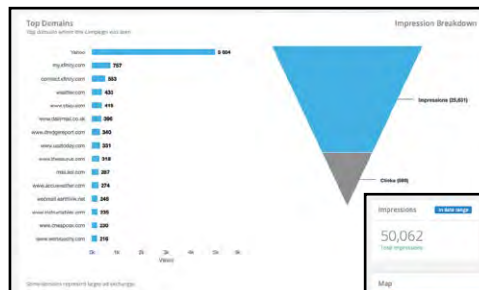
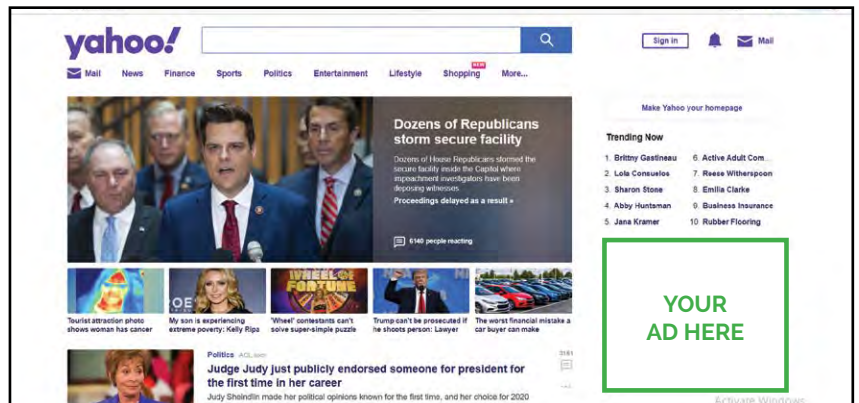
How it works:

1. Groundwater professionals and potential customers visit any NGWA website.
2. The ad retargeting campaign is activated and cookies are added to the viewers' browsers allowing your brand's ads to be displayed on countless other websites.
3. Your ads are displayed to potential customers on thousands of websites the viewers visit in their normal online daily browsing. Imagine your ads on such sites as Yahoo and those for USA Today, Weather.com, and more!
4. You receive a personalized dashboard to track where your ads have been and are being displayed.

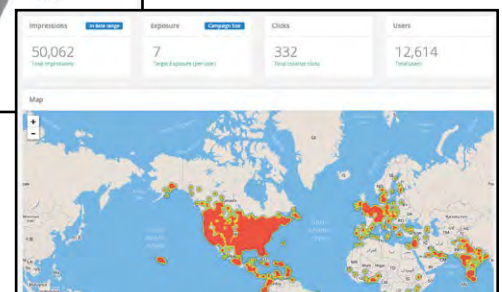


All virtual packages come with ad retargeting:

- Standard package: 25,000 impressions
- Silver package: 50,000 impressions
- Gold package: 75,000 impressions
- Platinum package: 100,000 impressions



Personalized Dashboard



NGWA University

Promote your company's education and product training to NGWA University attendees.

Available with Silver through Platinum packages!

Launching Fall 2020, the NGWA University will be the one-stop shop for those needing groundwater training.

If your company has continuing education or product-specific training, you can choose to host or link your training on NGWA University.

Plus all virtual packages come with...

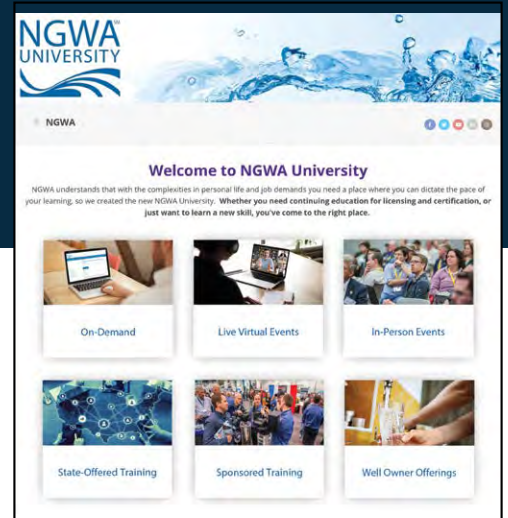
- Free show tickets for your customers
- Additional priority points
- Real-time lead retrieval
- Pre- and post-attendee lists
- And additional sponsorship opportunities!

Increase your reach with these opportunities

Groundwater TV

Groundwater TV will be broadcast throughout the event. From interviews to ticker ads featuring your booth number, Groundwater TV is a great way to be seen!

3-minute interview or commercial	\$2,200
90-second interview or commercial	\$1,000
30-second interview	\$850
20-second billboard ad	\$650
10-second ticker ad	\$200



Virtual Products Showcase

New products showcase sponsors:	\$5,000
New products showcase panel:	\$600

Session Sponsorship

1 to 2 sessions:	\$2,000 each
3 or more sessions:	\$1,750 each

Groundwater Week Virtual Exhibitor Addendum

Select from one of the Virtual Exhibitor Packages

\$1,000 – Standard Virtual Groundwater Week Exhibitor

1. Virtual GWW 2020 Exhibit (12-month presence)
2. Standard NGWA Buyers Guide Listing online and in *Water Well Journal*
3. 5% discount on GWW 2021 exhibit space (if you sign by October 1)
4. Ability to offer free Groundwater Week attendee registrations to your customers
5. Real-time lead retrieval and pre/post attendee list

\$2,500 - Silver Industry Supporter

1. Includes all Standard Virtual GWW Exhibitor features, plus
2. Exhibitor listing for any Virtual State Trade Shows NGWA manages (12-month Trade Show Presence)
3. Enhanced NGWA Buyers Guide listing, which includes:
 - Web links
 - Social media links
 - Upload up to 4 press releases uploaded
 - Upload up to 4 static images or text
 - Listing in 10 categories
4. NGWA Online University access
 - Host or link your education and training content for free

\$5k - Gold Industry Supporter

1. Includes all of Silver, plus
2. Ability to hold private virtual meetings with your customers in the virtual Groundwater Week 2020 exhibit hall
3. Premier NGWA Buyers Guide Listing, which includes all features of an Enhanced listing, plus:
 - Unlimited number of categories
 - Upload 4 additional resources to include videos
 - Ability to offer special offers to customers
4. Double your Priority Points to increase your position for picking your Groundwater Week 2021 exhibitor space

\$10k - Platinum Industry Supporter

1. Includes all of Gold, plus
2. Ability to hold live or recorded product demo's during the virtual Groundwater Week show
3. NGWA will list your demo in the online schedule of events, event app, and on your virtual exhibit booth
4. Platinum NGWA Buyers Guide Listing, which includes all features of an Enhanced listing, plus:
 - Banner ad on the homepage of the Buyers Guide
 - Banner ad on 10 of your selected product categories
 - Static thumbnail image promoting your listing on the homepage of the Buyers Guide
5. Triple your Priority Points to give you first pick for reserving your Groundwater Week 2021 exhibitor space

I certify that I am authorized to sign on behalf of my company.

Signature

Name

Company

Email

Date

National Ground Water Association (NGWA)

Signature

Name

Date