

Launch Tier

\$15,000 – \$25,000

Your professional NPE presence, built and managed end-to-end.

The Launch Tier is designed for companies exhibiting at NPE for the first time or with booth spaces up to 400 sq ft. You get a polished, cohesive brand presence at the show without the overhead of managing multiple vendors and creative agencies.

What's Included

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Strategy & Planning
 Kickoff session, marketing calendar, messaging framework
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Booth Theme
 Concept development with up to 2 revisions; mood board and direction
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Graphic Design
 Up to 5 print-ready pieces (backwall, banner stands, table throw, etc.)
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Pre-Show Email
 1 email campaign to your list (design, copy, and deployment)
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Social Media
 4 pre-show posts (LinkedIn + 1 other platform)
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Promotional Items
 1 branded giveaway item (selection, sourcing, customization)
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Booth Coordination
 Vendor coordination, shipping logistics, and setup guidance
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Lead Capture
 Basic lead capture strategy and post-show follow-up email
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NPE Show Daily
 Design and placement of ½ page 35" ad in all 5 NPE Show Dailies
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Post-Show Report
 Summary report: traffic, leads, and campaign performance
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Square One™
 Access to platform that consolidates customer profiling, search performance, and AI discoverability into a single environment, backed by specialized advisory for measurable growth and digital positioning.
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Account Management
 Project manager assigned; weekly check-ins

IDEAL FOR:

First-time NPE exhibitors, smaller booth footprints (10x10 to 10x40), companies building their trade show program for the first time, or organizations with a defined budget looking for maximum impact at the entry level.

**Final quote based on scope, booth size, advertising and print quantities.*