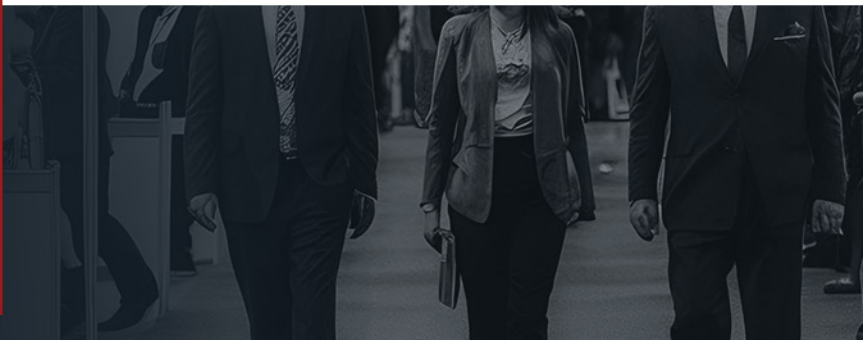


Pinnacle Tier

\$51,000+

The definitive NPE marketing experience — nothing left on the table.

The Pinnacle Tier is a **white-glove, enterprise-level program** for companies that want to own the show. From custom fabrication coordination and multi-platform ad campaigns to live at-show social coverage and full CRM lead integration, Pinnacle clients arrive at NPE with every detail handled and leave with a full pipeline.



What's Included

Strategy & Planning

Executive strategy sessions, audience segmentation, full competitive analysis, messaging by product line

Booth Theme

Premium custom theme; full creative exploration, 3D renders, multiple concepts, unlimited revisions

Graphic Design

Unlimited design pieces; full booth environment including floor treatment, hanging structures, kiosks

Digital & AV Content

Full-motion video content, touchscreen experiences, LED wall content, demo loop videos

Pre-Show Email

4-part campaign series with A/B testing, segmentation, and triggered sequences

Social Media

20 pre-show posts + paid social ad management (LinkedIn, Instagram, Meta)

NPE Show Daily

Design and placement of full-page ad in all 5 NPE Show Dailies, along with Full page Show Directory Ad, Hall Map Ad

Digital Advertising

LinkedIn sponsored content + Google Display retargeting campaign

Press Release

Pre-show and post-show press releases; distribution to 500+ trade + business outlets

Media Outreach

Coordination with trade press for editorial coverage and interview opportunities

Promotional Items

Up to 5 branded items including a premium exclusive giveaway for VIP prospects

Show Collateral

Full product catalog design, show-specific literature, VIP booth invitation design

Booth Coordination

Full vendor and fabricator management; pre-show site visit coordination

On-Site Support

Square Root team member on-site Day 1 for booth oversight and real-time adjustments

Live Social Coverage

Real-time social posting from the booth floor during the show

Lead Management

Full CRM integration, lead scoring, automated post-show sequences

Post-Show Campaigns

Complete nurture sequence: emails, social, LinkedIn outreach cadence

Analytics Dashboard

Full performance dashboard: leads, pipeline value, media impressions, digital analytics

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.

Priority Turnaround

Rush design and production available; 48-hour turnaround on revision requests

Account Management

VP-level dedicated account executive + support team; weekly standing meetings

IDEAL FOR:

Anchor exhibitors, 20x20 island booths and larger, companies launching major product lines at NPE, industry leaders seeking to dominate mindshare, organizations with dedicated sales and marketing teams ready to capitalize on every lead..

Price fully custom scoped to your booth size, product line count, and market strategy.