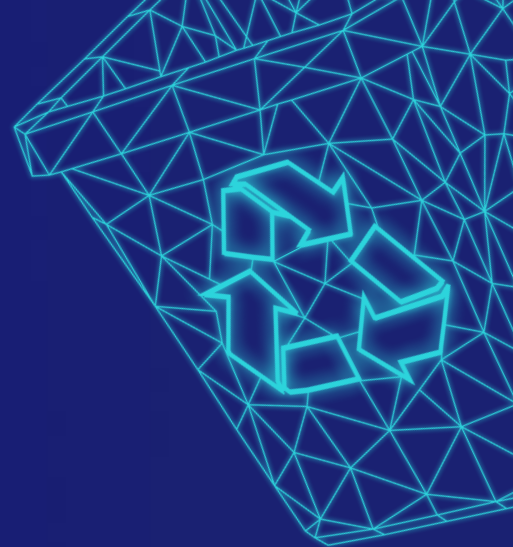




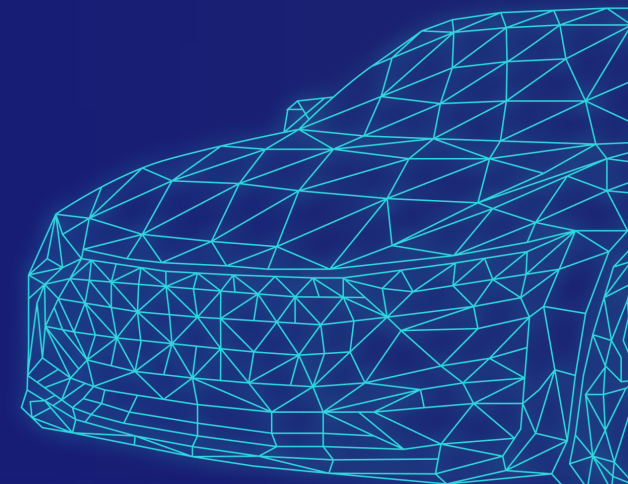
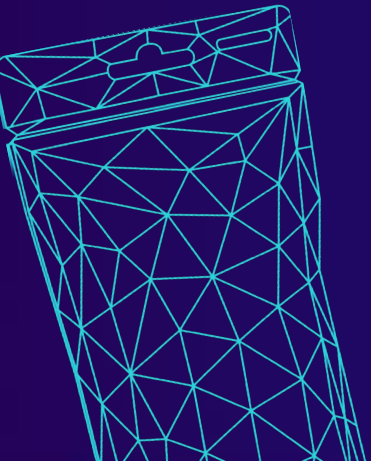
NPE2027
The Plastics Show

May 3–7, 2027
PRODUCED BY  **PLASTICS**
INDUSTRY ASSOCIATION



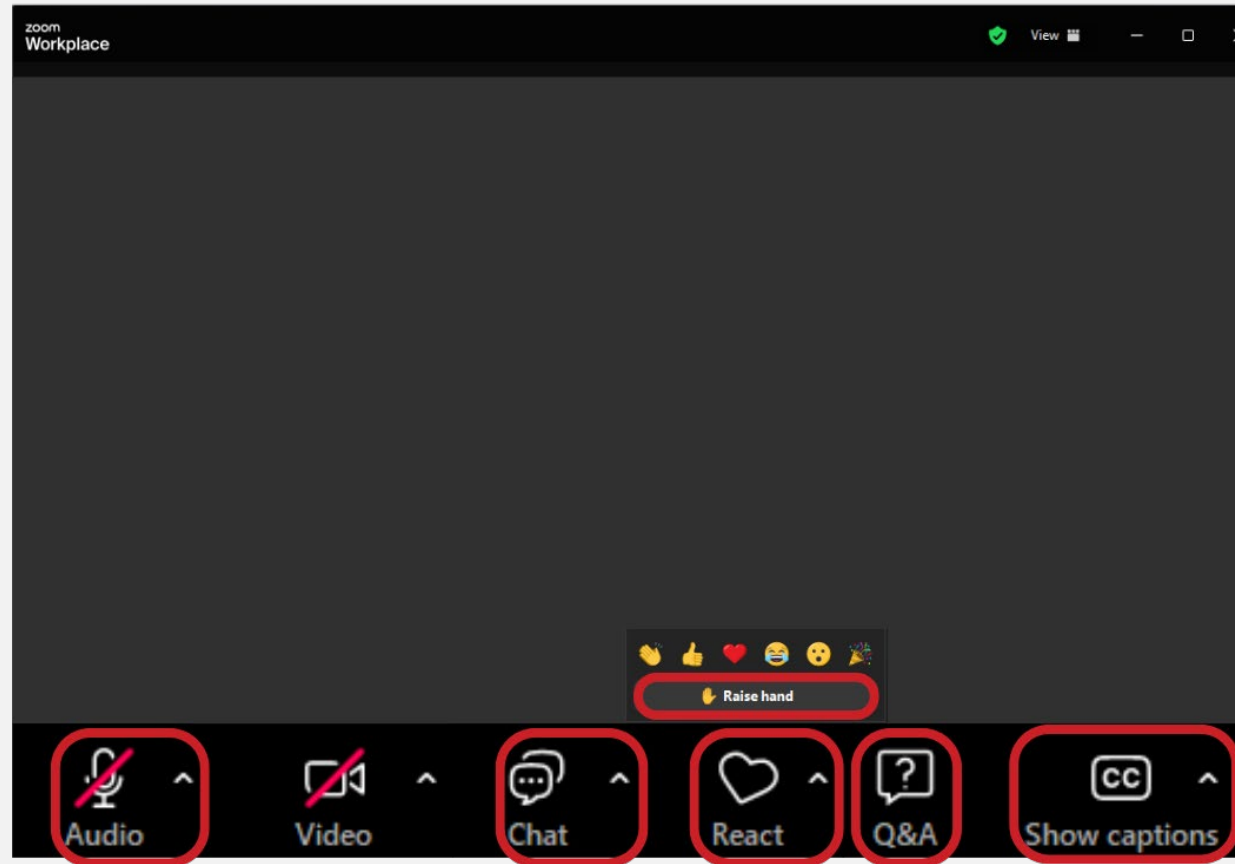
Turn Prospects Into Booth Visitors: The NPE Guess Pass Program

September 23, 2026 | Presented by Damaris Piraino, Sr. Director, NPE Marketing



Zoom Webinar Features

Note: This webinar is being recorded. For the best experience, please familiarize yourself with the Zoom features located at the bottom of your screen.



Agenda

- Guest Pass Overview
- How to Access & Share Your Guest Passes
- Free Marketing Resources
- Sharing Suggestions
- New Features for NPE2027
- New Prizes
- Bonus Content!

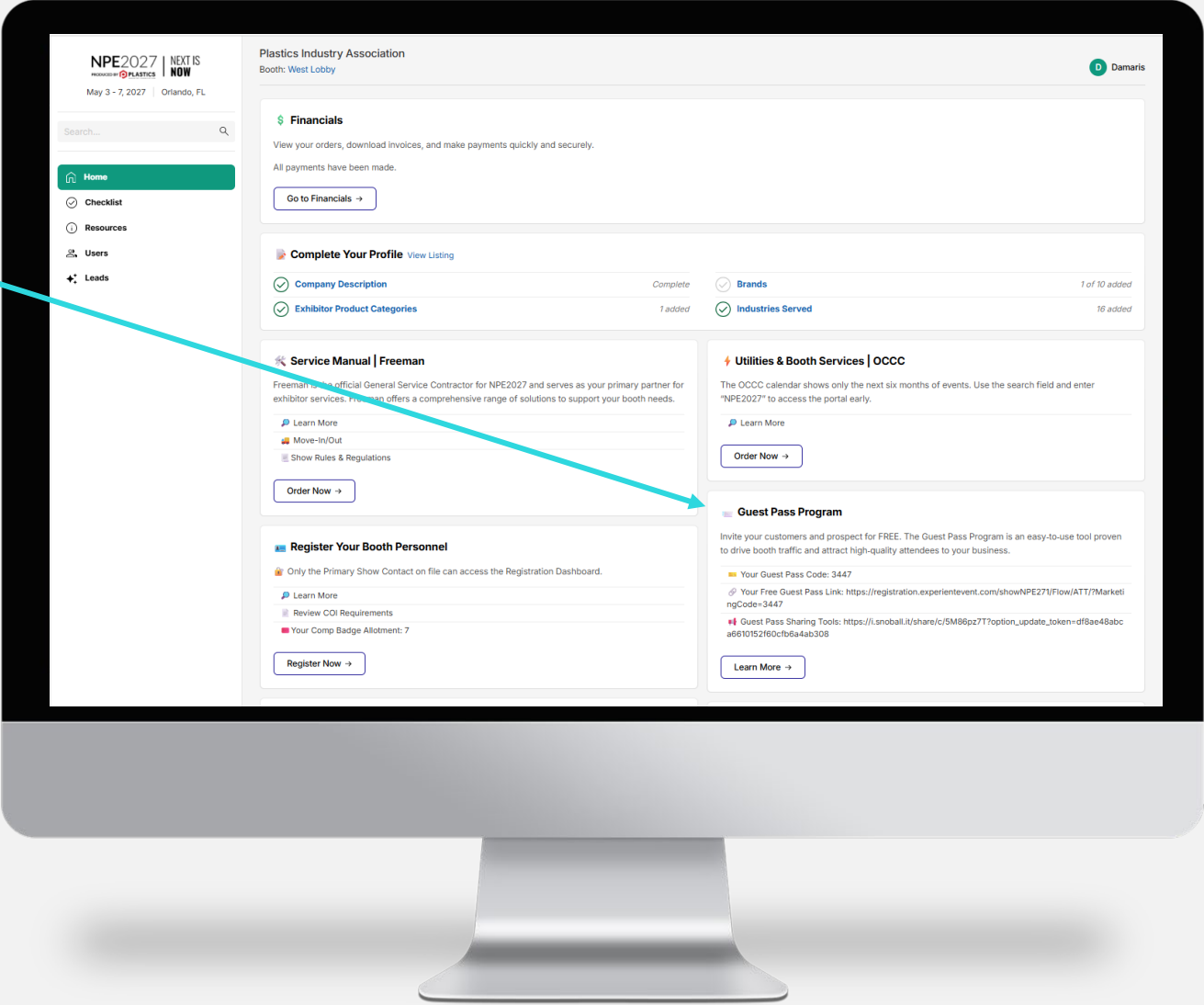
Guest Pass Overview

- 100% **free** to use and **unlimited** quantity.
- Your **customers and prospects** get a **free Expo pass to NPE** which includes:
 - Access to 90+ education sessions across the Innovation, Packaging, and Sustainability Stages
 - All show floor exhibits, including the five Technology Zones, Sustainability Park, and two Recycling Demo Areas.
- Align your company with the **largest plastics trade show** in the Americas and one of the **most innovative business events** in the world.
- **Drive traffic** to your booth at the show.
- **Compete for prizes** designed to maximize your onsite ROI.

How to Access & Share Your Guest Passes

Exhibitor Resource Center

Navigate to the
“Guest Pass Program” section.



Exhibitor Resource Center

Promo Code

Custom Registration Link

Personalized Graphics & Sharing Tools

Guest Pass Program

Invite your customers and prospect for FREE. The Guest Pass Program is an easy-to-use tool proven to drive booth traffic and attract high-quality attendees to your business.

👉

Your Guest Pass Code: 3447

🔗

Your Free Guest Pass Link: <https://registration.experientevent.com/showNPE271/Flow/ATT/?MarketingCode=3447>

📄

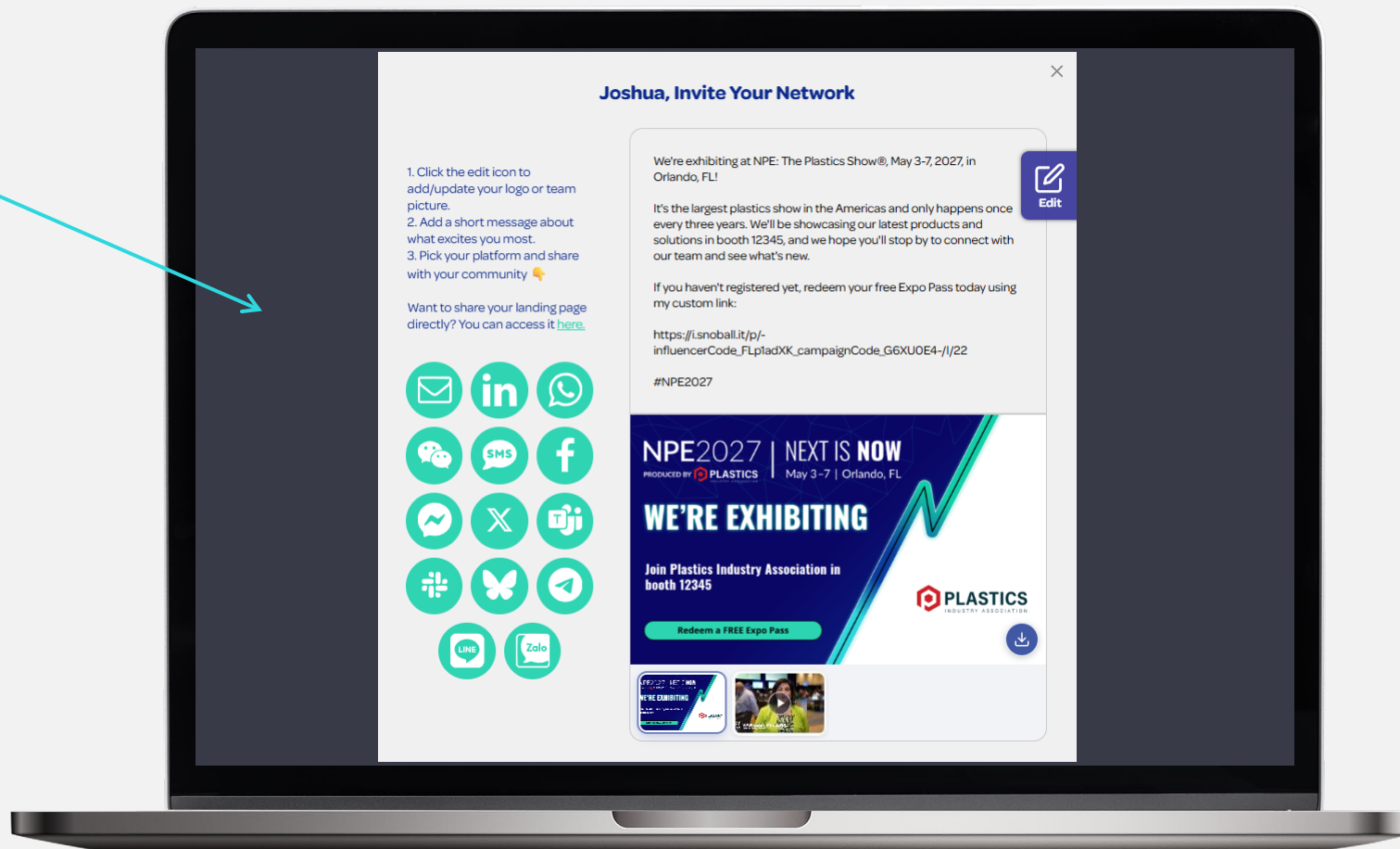
Guest Pass Sharing Tools: https://i.snoball.it/share/c/5M86pz7T?option_update_token=df8ae48abca6610152f60cfb6a4ab308

Learn More →

New Ways to Share

SHARING OPTIONS:

- Email
- LinkedIn
- WhatsApp
- WeChat **(New)**
- SMS Text Message **(New)**
- Facebook
- Facebook Messenger **(New)**
- X
- Teams **(New)**
- Slack **(New)**
- Bluesky **(New)**
- Telegram **(New)**
- Line **(New)**
- Zalo **(New)**



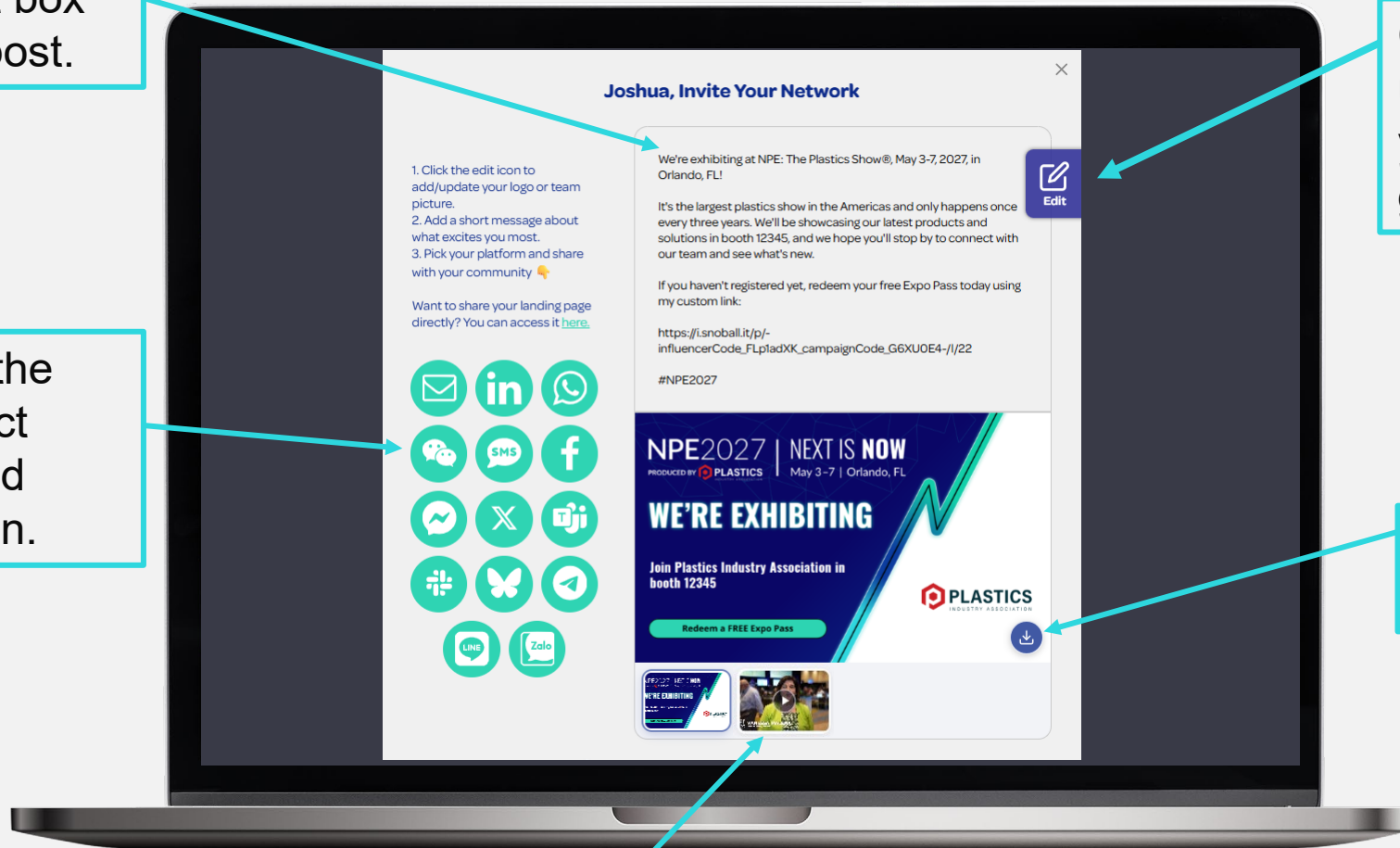
Personalize Your Invites

Click the text box to edit your post.

Click the “**Edit**” icon to upload a new logo or update your company name in the graphic.

Click one of the icons to select your preferred sharing option.

Click the download icon to download the image.



NPE Promo Video

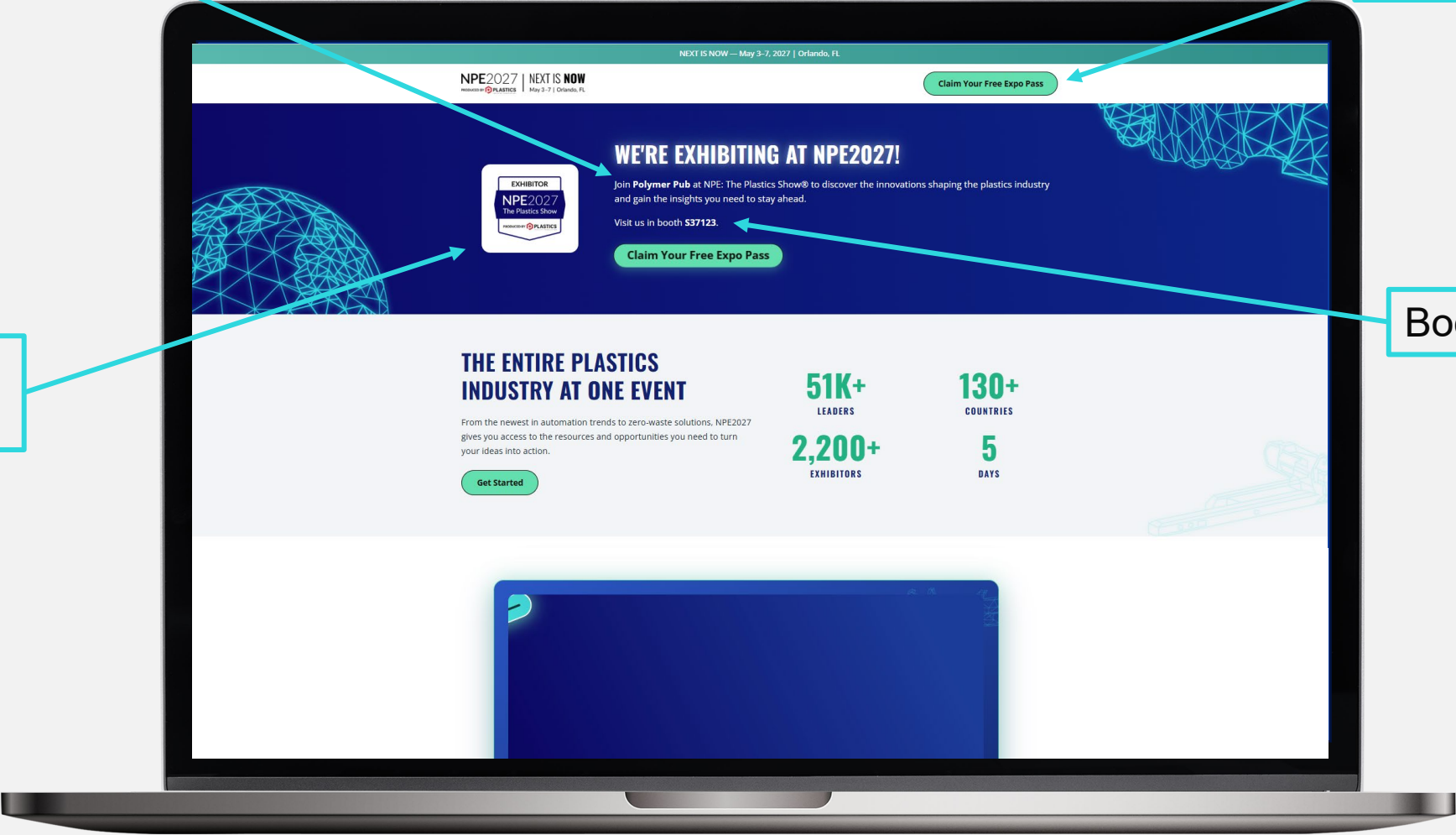
Custom Landing Pages

Company Name

Prepopulated with Your Custom Registration Link

Company Logo

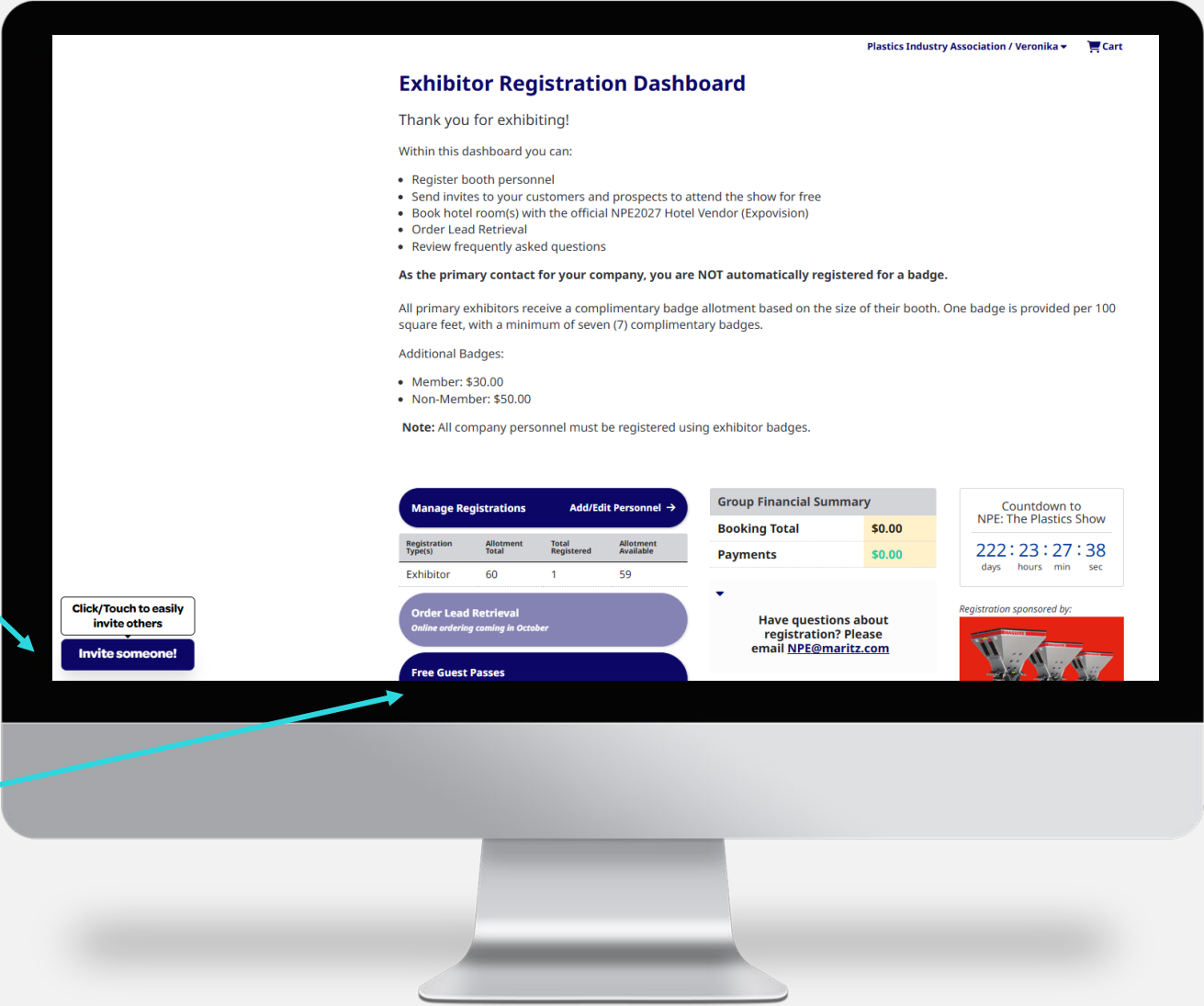
Booth Number



Exhibitor Registration Dashboard

Click the “Invite someone!” button in the bottom corner.

Click the "Free Guest Passes" button.



Exhibitor Registration Dashboard – Part 2

Promo Code

Custom Registration Link

Email Invitations

Download Invitations

Plastics Industry Association / Veronika

Cart

Dashboard

Free Guest Passes

Bring your customers to NPE2027 for free. Invite unlimited guests through the Exhibitor Guest Pass Program and give them complimentary access to the show floor while driving more qualified traffic to your booth.

Your Guest Pass Code is 3447

Copy Link https://registration.experiencevent.com/showNPE271/Flow/ATT/MarketingCode=3447

* indicates required fields.

To:

First Name

Last Name

Email

Send Invitation

Click here to download invitations.

Download

Invited Customers and Prospects

First Name:	Last Name:	Email:	Address:	City:	State:	Country:
Bharat	Mysore	mysoreb@expovision.com	3141 Fairview park dr	Falls Church	VA	United States
Hanane	test	hanane@snoball.events	test	test		Andorra
Hanane	test2	hanane@test2.events	test	test		Bonaire, Sint Eustatius and Saba
Yong	Yu	blaze@gedyinc.com	Beijing			China

View the exhibitor guest pass leaderboard at [NPE.org/leaderboard](#).

EXHIBITOR TOOLKIT

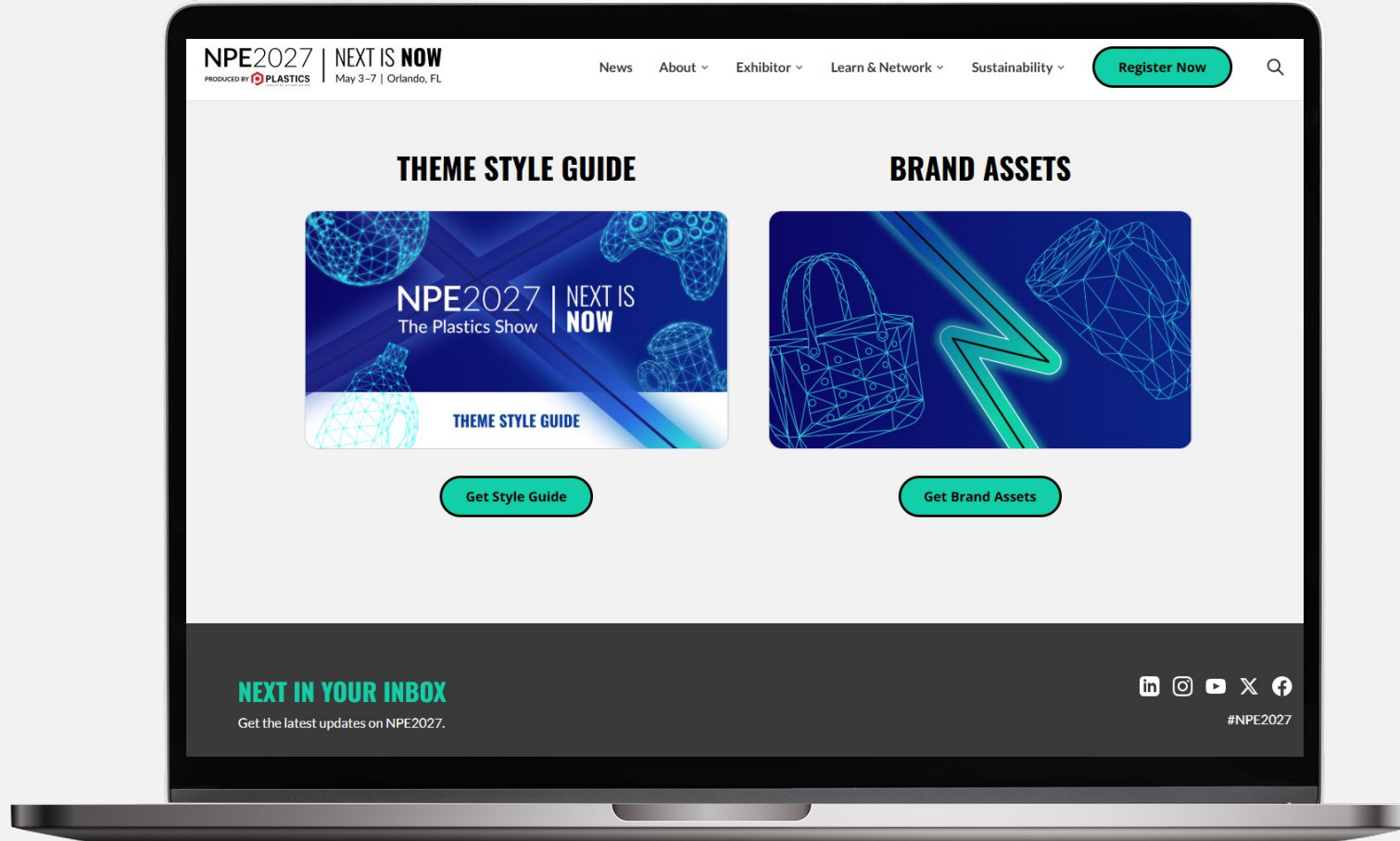
Free Marketing Resources for You & Your Team

NPE.org/Exhibitor-Toolkit

Email Banners, Email Signatures, & Social Graphics



NPE2027 Style Guide & Brand Assets



NPE Guest Pass Sharing Options

Option 1:

Access your custom registration link and personalized marketing materials via the **Exhibitor Resource Center**.

Option 2:

Access your custom registration link and personalized marketing materials via the **Exhibitor Registration Dashboard**.

Option 3:

Create your own marketing materials that include your custom registration link and/or promo code.

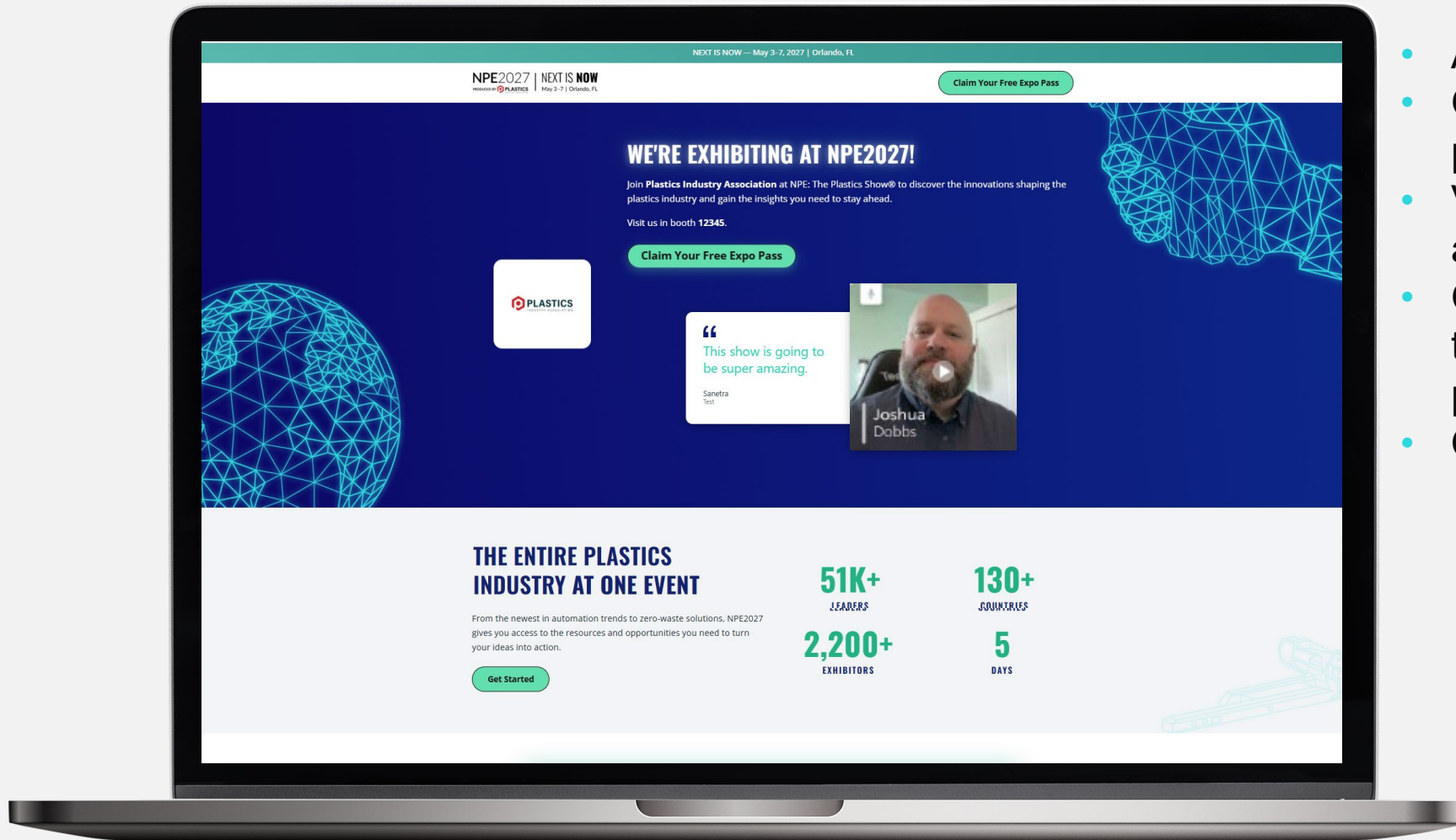
Option 4:

Download premade graphics from the **Exhibitor Toolkit** and link them to your custom registration link.

Sharing Suggestions

- ❑ **Include it in email signatures** so every customer interaction helps spread the word.
- ❑ **Post on social media** and encourage team members to share the offer from their own accounts.
- ❑ **Feature it in your company newsletter** using premade graphics and your custom registration link.
- ❑ **Add banners to your website** to promote the free pass to site visitors.
- ❑ **Send SMS text messages** to customers and prospects with your custom registration link.
- ❑ **Send dedicated emails** inviting customers and prospects to claim their free pass.
- ❑ **Add a QR code to printed materials** such as flyers, postcards, or sales sheets.
- ❑ **Share it during webinars** to reach an already engaged audience.

NEW for NPE2027: Marketing Videos



- Available next month.
- Optional video highlighting your presence at NPE2027.
- Videos can be rerecorded as needed.
- Once your recording is complete the video takes 72 hours to process.
- Questions:
 - What new products or capabilities will you be showcasing at NPE?
 - What will attendees learn in your booth?
 - Who should visit your booth?

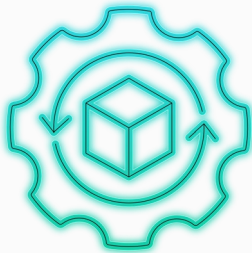
Video Best Practices



Share what's happening in your booth



Talk about any giveaways you'll have



Mention new products or services people can see



NEW PRIZES

Guest Pass Program Prizes



1ST PLACE: VIDEO CLIP ON NPETV

2ND PLACE: FEATURED EXHIBITOR LISTING IN POST-SHOW EMAIL TO ALL ATTENDEES

3RD PLACE: MOBILE APP PUSH NOTIFICATION DURING NPE

4TH PLACE: SOCIAL MEDIA POST ON THE NPE SOCIAL CHANNELS DURING NPE2027

Guest Pass Program Categories

- 1,500+ net square feet
- 801 - 1,499 net square feet
- 301 - 800 net square feet
- 100 - 300 net square feet

EXHIBITOR GUEST PASS LEADERBOARD

AS OF [ADD DATE]

CATEGORY 1: 1,500 NET SQ. FEET

Rank	Company	# of Guest Passes Redeemed
1	XXX	XXX
2	XXX	XXX
3	XXX	XXX
4	XXX	XXX

CATEGORY 2: 801-1,499 NET SQ. FEET

Rank	Company	# of Guest Passes Redeemed
1	XXX	XXX
2	XXX	XXX
3	XXX	XXX
4	XXX	XXX

CATEGORY 3: 301-800 NET SQ. FEET

Rank	Company	# of Guest Passes Redeemed
1	XXX	XXX
2	XXX	XXX
3	XXX	XXX
4	XXX	XXX

CATEGORY 4: 100-300 NET SQ. FEET

Rank	Company	# of Guest Passes Redeemed
1	XXX	XXX
2	XXX	XXX
3	XXX	XXX
4	XXX	XXX

Exhibitor Guest Pass Prizes

- 1ST PLACE: VIDEO CLIP ON NPETV
- 2ND PLACE: FEATURED EXHIBITOR LISTING IN POST-SHOW EMAIL TO ALL ATTENDEES
- 3RD PLACE: MOBILE APP PUSH NOTIFICATION DURING NPE
- 4TH PLACE: SOCIAL MEDIA POST ON THE NPE SOCIAL CHANNELS DURING NPE2027

Exhibitor Guest Pass Leadboard

Coming in November, so you can keep your eye on the prize.

NPE.org/leaderboard

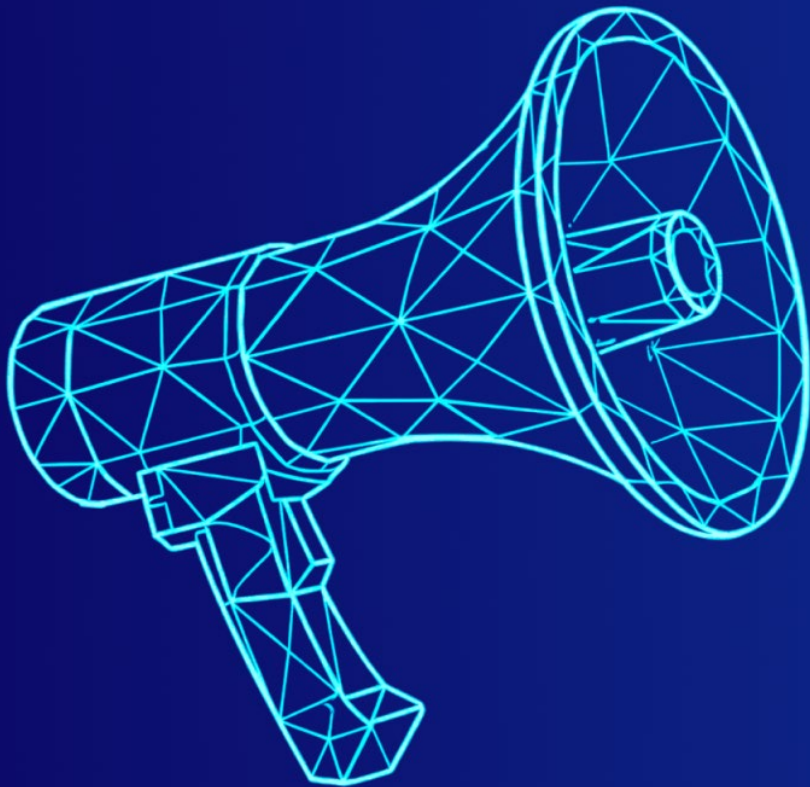
REMINDER

Registrants must enter your unique promo code or use your registration link to count towards the leaderboard total.



Show Floor Tours

- Visit the [NPE Show Floor Tours page](#) under the [Promote My Booth tab](#) in the Exhibitor Resource Center and submit the interest form to be considered.
- Booth must be at least 30' by 30' to participate.
- Tour Options:
 - Sustainability & Circularity
 - Advanced Manufacturing
 - Packaging
 - Future Technology



Get Started Today!

Today's webinar recording will be posted at

NPE.org/Exhibitor-Education

UP NEXT

Get Noticed at NPE: Sponsorship Opportunities for 2027
October 21 | 9:30 AM

THANK YOU

Questions? Email exhibit@npe.org for more information.

NPE2027
The Plastics Show

May 3-7, 2027

PRODUCED BY  **PLASTICS**
INDUSTRY ASSOCIATION