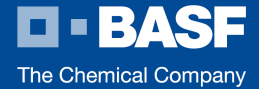


Thank you to all PestWorld 2013 attendees!



We want to say thank you to all of our customers and industry partners who visited with the BASF team and participated in our booth activities during PestWorld 2013. Numerous pest management professionals, distributors and partners joined us in the booth to meet with BASF representatives and learn about how BASF products and solutions can help better their business.

A special thank you to the PMPs who told their personal success stories in the BASF booth during the show.

- >> Robert Croom and Chris Augustine from Augustine Services
- >> Bob Hanstra from Reliable Exterminators
- >> Scott Robbins from Action Pest Control
- >> Joey Edwards from North Fulton Pest Solutions
- >> Travis Aggson, A.C.E and Ravi Sachdeva from American Pest Management

Watch Pest Talk, Facebook and YouTube to hear more of their stories!

### **2013 BASF PestWorld Booth Activity Recap**

- >> PMPs learned valuable information from the four in-booth presentations:
- >> The Transfer Effect™: Taking Advantage of Insect Behavior with Bob Hickman
- >> BASF Bed Bug Secure Approach with Jason Meyers
- >> From Most Effective to Most Efficient: The Evolution of **Termidor**® with Dr. Bob
- >> **Termidor H•E** Sustainability with Charles Whitt
- >> Nine random attendees won \$50 gift cards for filling out a short survey in the booth, and four random attendees won \$100 gift cards for stopping by the BASF booth.
- >> The BASF team handed out “Black is the new Green” t-shirts to hundreds of PMPs.

And a final thank you to everyone who joined us Friday evening for the Final Night Banquet. We hoped you enjoyed a “Water Saver” or a “Transfer Effect” and danced the night away!

See you next year in Orlando!