



# NAPEO's 2017 Sponsorship Menu

**NAPEO's Annual Conference & Marketplace 2017: September 6 to 8 JW Marriott Orlando Grande Lakes (Approx. 900+ attendees)**

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**☐ General Session Sponsorships (Day 1 or 2, up to 3-non-competing sponsors), \$9,715**

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and Web site;
- Prominent sponsor recognition onsite, including signs at entrance to event, logo on plasma podium on stage, and verbal recognition at start and end of general session;
- Placement of single piece of company literature on attendee chairs (copies to be provided by sponsor; if multi-piece, must be pre-assembled);
- Opportunity for company representative to introduce guest speaker (speaker to be selected by NAPEO; introductory comments to be prepared and/or approved by NAPEO);
- Onsite sponsor recognition in proceedings notebook;
- Post-conference recognition in *PEO Insider*; and
- First right of refusal to sponsor event in following year.

**☐ Breakfast Roundtables Sponsor, up to 3 sponsors, \$2,350**

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and Web site;
- Prominent signs at entrance to exhibit hall and at food stations and bars;
- Three sponsor recognition announcements during event;
- Sponsor's logo on cocktail napkins provided at food stations and bars;
- Onsite sponsor recognition in proceedings notebook;
- Post-conference recognition in *PEO Insider*; and
- First right of refusal to sponsor event in following year.

**☐ Networking Break/Continental Breakfast, \$1,575**

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and Web site;
- Prominent sign at break/breakfast table;
- Sponsor's logo on cocktail napkins provided at break/breakfast;
- Company literature placed on table near break/breakfast during break/breakfast period;
- Onsite sponsor recognition in proceedings notebook;
- Post-conference sponsor recognition in *PEO Insider*; and
- First right of refusal to sponsor event in following year.

**☐ Item giveaway (you'd supply item, must be preapproved in advance), \$1,185**

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and Web site;
- Exclusive right to have NAPEO the gift you supply (must be pre-approved) during first concurrent session;
- Onsite sponsor recognition in proceedings notebook;
- Post-conference sponsor recognition in *PEO Insider*; and
- First right of refusal to sponsor event in following year.

**☐ Black/White ad in Conference Proceedings Notebook, \$975**

- Full page (8.5"x11") four color process ad on back cover of conference proceedings notebook.



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NAPEO's CFO/COO Seminar: July 11-12, 2017, Renaissance Minneapolis Hotel, the Depot, Minneapolis, MN

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**☐ Opening Keynote Speaker Sponsorship, \$1,975**

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and Web site;
- Prominent sponsor recognition onsite, including signs at entrance to event, and verbal recognition at start and end of program;
- Onsite sponsor recognition in proceedings notebook;
- Placement of single piece of company literature on attendee chairs (copies to be provided by sponsor; if multi-piece, must be pre-assembled);
- Post-conference recognition in *PEO Insider*; and
- First right of refusal to sponsor similar event in following year.

**☐ Tabletop Exhibit & Raffle (includes 1 registration), \$1,270 (\*one remaining)**

- Opportunity to showcase your company during food functions at the Seminar, exhibits will be open during Networking Breaks, Networking Receptions, Continental Breakfasts and Networking Lunch.
- Includes one 6' skirted table, one chair, company sign and full conference registration for one (1) attendee (value of \$750)

**☐ Item Giveaway (you supply the pre-approved item) \$775**

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and Web site;
- Exclusive right to have NAPEO distribute items included in conference bag to all attendees upon check-in at the conference;
- Onsite sponsor recognition in proceedings notebook;
- Post-conference sponsor recognition in *PEO Insider*; and
- First right of refusal to sponsor event in following year.

**☐ Conference Pens, (you supply your pens w/logo), \$775**

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and Web site;
- Exclusive right to have NAPEO distribute corporate logo pens during first concurrent session;
- Onsite sponsor recognition in proceedings notebook;
- Post-conference sponsor recognition in *PEO Insider*; and
- First right of refusal to sponsor event in following year.

**☐ Conference Pads, (you supply your pads w/logo), \$775**

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and Web site;
- Exclusive right to have NAPEO distribute corporate logo pads during first concurrent session;
- Onsite sponsor recognition in proceedings notebook;
- Post-conference sponsor recognition in *PEO Insider*; and
- First right of refusal to sponsor event in following year.



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## □ Leadership Council Forums Sponsorship (up to six non-competing companies), ~~\$10,000~~ (prorated in 2<sup>nd</sup> Quarter now at \$7,500)

Throughout the year, NAPEO's 20 Leadership Councils host Leadership Council Forums (LCFs), which are local meetings run by your Leadership Council Chairs that offer members an opportunity to discuss close-to-home topics that affect their business, exchange with local government representatives, and access the latest information on IRS Certification for PEOs and other critical PEO-industry issues. Furthermore, these forums facilitate valuable peer-to-peer networking and time for building industry relations. 20+ city locations throughout the year (Most will be lunch or an afternoon meeting with dinner/reception at local hotels in areas where NAPEO has a government affairs initiative and membership presence. Expected Attendance: 20-50 depending on locations. Target Audience: owners/presidents; management/department heads (C-level, VPs, and Directors)

- Top-line name and/or logo recognition in all seminar marketing materials, including email promotions, as well as on Web site;
- Onsite promotion of sponsorship on NAPEO-provided meeting handouts;
- One (1) complimentary registration for company rep to attend each Leadership Council Forum Meeting; and
- First right of refusal to sponsor event in following year.

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## □ Webinar Series (up to 6 available, non-competing sponsors) ~~\$2,575~~ (prorated in 2<sup>nd</sup> Quarter now at \$1,935)

NAPEO's branded webinar series which will incorporate Web-based PowerPoint/presentation tools into NAPEO's already popular teleconference programming. Included in the series will be multiple calls in each of the following 5 topic areas: Accounting/Finance; Legal/HR; Sales; and Healthcare/Government Affairs. Expected Attendance: 70-200 participants in each call, depending on topic areas. Target Audience: NAPEO members of all sizes; across all departments depending on the topic of the call and from across all staff levels in each PEO.

- Top-line name and/or logo recognition in all webinar marketing materials in the topic area of sponsorship, including email promotions, as well as on Web site;
- Verbal mention of company's sponsoring
- Company logo to be incorporated into the introductory PowerPoint screen;
- First right of refusal to sponsor event in following year.



# NAPEO's 2017 Sponsorship Menu

## NAPEO 2017 Sponsorship Reservation Form

COMPANY NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ONSITE CONTACT NAME: \_\_\_\_\_

CELL PHONE #: \_\_\_\_\_

- NAPEO's Event Sponsorship Terms & Conditions:
1. NAPEO Event Sponsorships are non-transferable and may not be shared, sublet, sold or reassigned in whole or any part without the written consent of NAPEO.
  2. Due to the value and expense of the pre-show promotion of all sponsorships, no refunds are provided for cancelled sponsorships. All sponsorships must be pre-paid to be conferred.
  3. NAPEO in its sole discretion makes decisions related to sponsorships.
  4. Multi-company sponsorships are sold to non-competing companies.

By signing, I accept NAPEO's Terms and Conditions and that all sponsorship sales are final; refunds not provided for cancellations.

SIGNATURE:  \_\_\_\_\_

DATE: \_\_\_\_\_

Please charge \$ \_\_\_\_\_ to my:

Visa     MasterCard     American Express

ACCOUNT NUMBER: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_

BILLING ADDRESS IF DIFFERENT FROM ABOVE: \_\_\_\_\_

Please return completed reservation form by fax to 703/836-0976 or via email to [nbenoudiz@napeo.org](mailto:nbenoudiz@napeo.org)

Questions? Please contact Nancy Benoudiz at 703/739-8169 or [nbenoudiz@napeo.org](mailto:nbenoudiz@napeo.org).