



NAPEO's 2017 Sponsorship Menu

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

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

- Sponsor 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, 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.

☐ Closing Luncheon (up to 3-non-competing sponsors), 2,345

- Sponsor 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, 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.

☐ 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 conference marketing collateral, advertisements, email promotions, and Web site;
- Exclusive right to have NAPEO the gift you supply (must be pre-approved) placed in official Conference Bags
- 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") black/white ad in the conference proceedings notebook.



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☐ Conference Mobile App – Bottom Rotating Logo, \$275 (unlimited number of sponsors)

- Your Company logo will rotate through the mobile app at the bottom of the screen, when your company logo is clicked-on, your company description page will be visible, sharing details about your company, booth location, etc. Logos will rotate with other participating sponsors.
- Sponsor's name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and Web site
- Onsite Sponsor recognition in proceedings notebook and Post-conference recognition in PEO Insider

☐ Marketplace Wine/Beer Tastings Sponsor, \$325 sponsor fee + separate beverage fee (for exhibiting companies only)

This sponsorship is designed to drive traffic booth & generate excitement among attendees. Sponsoring companies will be provided with wine for the first evening and beer for the 2nd evening, and a bartender to pour sample tastings for visitors to your booth. Company Name promoted in conference marketing brochures and online and the program-at-a-glance, Prominent sponsor recognition onsite with a sign for you booth, sponsor recognition in proceedings notebook.

☐ Leadership Council Forums Sponsorship (up to six non-competing companies), ~~\$10,000~~ (prorated in July 50% off, \$5,000 now)

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 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.

☐ Western States Update

Hotel Do-Not-Disturb Hangers, \$975 (limited to one sponsor) (if hangers are provided)

- Sponsor logo recognition in all conference marketing collateral, advertisements, email promotions, and Web site;
- Exclusive right to have hotel venue place hangers on door on first eve of the Conference (you provide hangers and artwork approval required)
- 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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□ Webinar Series (up to 6 available, non-competing sponsors) ~~\$2,575~~ (prorated in July 50% off, \$1,290 now)

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 c, depending on topic areas. Target Audience: NAPEO members of sizes; across departments depending on the topic of the c and from across staff levels in each PEO.

- Top-line name and/or logo recognition in 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.



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NAPEO 2017 Sponsorship Reservation Form

COMPANY NAME: _____

CONTACT: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

PHONE: _____

EMAIL: _____

ONSITE CONTACT NAME: _____

CELL PHONE #: _____

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

SIGNATURE: x _____

DATE: _____

Please return completed reservation form by fax to 703/836-0976 or via email to nbenoudiz@napeo.org

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 sponsorships, no refunds are provided for cancelled sponsorships. 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.

Questions? Please contact Nancy Benoudiz at 703/739-8169 or nbenoudiz@napeo.org.