 INDUSTRY CHAMPION Package Includes:

- Top-tier sponsor recognition in all marketing and conference promotion onsite and online
- High-end item included in swag box or conference bags
- Full-page color conference notebook ad (covers where available)
- Ability to host raffle promoted to all attendees (sponsor provides gift)
- Complimentary registrations: 5 full registrations and 25% off all additional
- Rotating logo in conference mobile app
- Pre- and post-conference registration lists
- If virtual, Opportunity to host a Lunch & Learn/Cocktails & Conversation

Event Support & Recognition: Choice includes 1 selection from List 1 and 2 additional options from lists 2-5, based on availability

 PARTNER LEVEL Package Includes:

- Second-level sponsor recognition in all marketing and conference promotion onsite and online
- Standard item included in swag box or conference bags
- Full-page black/white conference notebook ad
- Ability to host raffle promoted to all attendees (sponsor provides gift)
- Complimentary registrations: 4 full registrations and 20% off all additional
- Rotating logo in conference mobile app
- Pre- and post-conference registration lists
- If virtual, Opportunity to host a Lunch & Learn/Cocktails & Conversation

Event Support & Recognition: Choice of 1 option from List 2 and one from lists 3-5, based on availability

 SUPPORTER LEVEL Package Includes:

- Third-level sponsor recognition in all marketing and conference promotion onsite and online
- Small gift item included in swag box or conference bags
- Full-page black/white conference notebook ad
- Ability to host raffle promoted to all attendees (sponsor provides gift)
- Complimentary registrations: 3 full registrations and 20% off all additional
- Rotating logo in conference mobile app
- Pre- and post-conference registration lists
- If virtual, Opportunity to host a Lunch & Learn/Cocktails & Conversation

Event Support & Recognition: Choice of 1 from list 3, 4 or 5
**BENEFACTOR LEVEL** Package Includes:

- Fourth-level sponsor recognition in all marketing and conference promotion onsite and online
- Full-page black/white conference notebook ad
- Ability to host raffle promoted to all attendees (sponsor provides gift)
- Complimentary registrations: 2 full registrations and 20% off all additional
- Rotating logo in conference mobile app
- Pre- and post-conference registration lists

Event Support & Recognition: Choice of 1 from list 4 or 5, based on availability

**FRIEND LEVEL** Package Includes:

- Fifth-level sponsor recognition in all marketing and conference promotion onsite and online
- Full-page black/white conference notebook ad
- Complimentary registrations: 1 full registration and 20% off all additional
- Rotating logo in conference mobile app
- Pre- and post-conference registration lists

Event Support & Recognition: Choice of 1 from list 5, based on availability

### SPONSORSHIP LEVEL INVESTMENTS

<table>
<thead>
<tr>
<th>2021 Core Events</th>
<th>Industry Champion Investment</th>
<th>Partner Investment</th>
<th>Supporter Investment</th>
<th>Benefactor Investment</th>
<th>Friend Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Conference &amp; Marketplace (ACM)</td>
<td>$35,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>PEO Capitol Summit (PCS)</td>
<td>$25,000</td>
<td>$12,000</td>
<td>$7,500</td>
<td>$5,500</td>
<td>$3,500</td>
</tr>
<tr>
<td>Risk Management Workshop (RMW)</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$6,500</td>
<td>$4,500</td>
<td>$3,000</td>
</tr>
<tr>
<td>CFO Seminar (CFO)</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$6,500</td>
<td>$4,500</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$90,000</strong></td>
<td><strong>$47,000</strong></td>
<td><strong>$30,500</strong></td>
<td><strong>$22,000</strong></td>
<td><strong>$14,500</strong></td>
</tr>
</tbody>
</table>
# NAPEO’S TIERED SPONSOR SELECTION LIST SUMMARY

<table>
<thead>
<tr>
<th>Annual Conference &amp; Marketplace</th>
<th>PEO Capitol Summit</th>
<th>Risk Management Workshop</th>
<th>CFO Seminar</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>List 1:</strong> General Session (Day 1 or 2)</td>
<td><strong>List 1:</strong> Evening Event Congressionality Directories Wednesday Evening Reception Keynote Breakfast, Tuesday morning Branded Water Bottles at Place Settings</td>
<td><strong>List 1:</strong> Wi-Fi Event Sponsor-Branded Water Bottles</td>
<td><strong>List 1:</strong> Wi-Fi Event Sponsor-Branded Water Bottles</td>
</tr>
<tr>
<td><strong>List 2:</strong> Wi-Fi Evening Event Turndown Service (Gift supplied by sponsor) Branded Lanyards Starbucks Gift Card Do-Not-Disturb Door Hangers Closing Lunch Welcome Lounge</td>
<td><strong>List 2:</strong> Registration Desk Branded Water Bottles Conference Mobile App Conference Notebook Back Cover Ad Wi-Fi</td>
<td><strong>List 2:</strong> Evening Event &amp; Dinner Conference Mobile App Registration Desk Kick-Off Speaker</td>
<td><strong>List 2:</strong> Evening Event &amp; Dinner Conference Mobile App Registration Desk Kick-Off Speaker</td>
</tr>
<tr>
<td><strong>List 3:</strong> Mobile Device Charging Station(s) Registration Desk Branded Selfie Stand in Marketplace Opening Marketplace Reception Marketplace Reception Market Place Luncheon</td>
<td><strong>List 3:</strong> Closing Lunch Do-Not-Disturb Door Hangers Lunch Wednesday Room Drop Custom Branded Lanyards</td>
<td><strong>List 3:</strong> Conference Back Cover Ad, Color PEO University Hotel Keycards Luncheon</td>
<td><strong>List 3:</strong> Conference Back Cover Ad, Color PEO University Hotel Keycards Luncheon</td>
</tr>
<tr>
<td><strong>List 4:</strong> Conference Notebook Back Cover Ad, Color Conference Mobile App Closing Breakfast Online &amp; Printed Program-at-a-Glance Hotel Keycards PEO University Afternoon Networking Breaks Continental Breakfast</td>
<td><strong>List 4:</strong> Hotel Keycards Associate Member Breakfast Conference Bags (or Branded Box) Conference Note pads Afternoon Networking Breaks Continental Breakfast</td>
<td><strong>List 4:</strong> Conference Bags Conference Note pads Conference Pens Afternoon Networking Break Continental Breakfast</td>
<td><strong>List 4:</strong> Conference Bags Conference Note pads Conference Pens Afternoon Networking Break Continental Breakfast</td>
</tr>
<tr>
<td><strong>List 5:</strong> Morning Networking Breaks State Welcome Reception Conference Bag Item or Swag Box Item Giveaway (Item provided by sponsor) Conference Bags or Swag Box Co-Branding Conference Note pads Conference Pens Luggage Tags</td>
<td><strong>List 5:</strong> Morning Networking Breaks Program-at-a-Glance Item Included in Conference Bags or Swag Box (Supplied by sponsor) Luggage Tags</td>
<td><strong>List 5:</strong> Conference Bag Item or Swag Box Item Giveaway (Item provided by sponsor) Morning Networking Break Branded Lanyard (Supplied by sponsor)</td>
<td><strong>List 5:</strong> Conference Bag Item or Swag Box Item Giveaway (Item provided by sponsor) Morning Networking Break Branded Lanyard (Supplied by sponsor)</td>
</tr>
</tbody>
</table>
2021 NAPEO SPONSOR RESERVATION FORM

COMPANY NAME:

CONTACT:

ADDRESS:

CITY:  STATE:  ZIP:

PHONE:  EMAIL:

ONSITE CONTACT NAME:

CELL PHONE #:

PLEASE NOTE NAPEO’S SPONSORSHIP AND PROMOTION TERMS & CONDITIONS

1. NAPEO Event Promotions 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 pre-show promotion of all sponsorships, no refunds are provided for cancellations. All reservations must be pre-paid.
3. NAPEO promotions are only considered reserved once a contract is signed and payment is received.
4. Payment is expected within 5 days from date of invoice.
5. Credit card payments are accepted for amounts of $10,000 or less.
6. Current year investors are given first right to renew promotional positions, if renewed prior to published deadline and when/where available based on options offered for each event.
7. Except as otherwise already agreed to by the Parties, if an in-person event is reorganized as a virtual event, in full or in part, the Parties shall work together in good faith to modify the sponsorship opportunity as conditions warrant.
8. NAPEO reserves the right to modify sponsored events and related benefits to adapt to changing conditions.
9. NAPEO in its sole discretion makes decisions related to promotional items.
10. Sponsorships are offered at members-only prices; non-members pay $3,500 more.

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

SIGNATURE:  DATE:

PRINT NAME:  TITLE:

BILLING CONTACT (IF DIFFERENT FROM ABOVE):
(NAPEO will email invoice to billing contact. Payment must be received within 5 days to be confirmed.)

BILLING CONTACT NAME:

EMAIL:  PHONE:

ADDRESS:

CITY:  STATE:  ZIP:

Please return completed form to Nancy Benoudiz via email at nbenoudiz@napeo.org or via fax to 703/836-0976.