



EVENT SPONSORSHIP & PROMOTIONAL OPPORTUNITY MARKETING ELEMENTS GUIDE

NAPEO offers two ways to promote your company/brand: NAPEO Sponsorship Opportunities and NAPEO Promotional Opportunities. Each type provides various marketing elements to best showcase your brand.

Please note: Advertising options are towards the end of this guide, and do not include logo recognition in conference marketing, NAPEO advertisements, email promotion/templates, and website.

NAPEO SPONSORSHIP OPPORTUNITIES

The following options include: company name and/or logo recognition in conference marketing collateral; NAPEO advertisements promoting the event, including post-conference recognition; company name and/or logo in email promotion templates and website; recognition in proceedings notebook; and first option to sponsor the same event or like substitution in the following year, when available.

In addition to the above mentioned benefits, the following sponsorships include customized exposure as noted below.

ANNUAL CONFERENCE & MARKETPLACE SPONSORSHIPS

General Session & Luncheon Sponsorships

- Prominent sponsor recognition onsite, including signs at entrance to the event, logo on plasma podium on stage, and verbal recognition at start and end of session
- Placement of a single piece of company literature or branded giveaway on attendee chairs (copies to be provided by sponsor—if multi-piece, must be pre-assembled/stapled and must be shipped to NAPEO office prior to conference)
- Possible opportunity for company representative to introduce guest speaker (speaker to be selected by NAPEO; introductory comments to be prepared and/or approved by NAPEO) based on schedule and number of sponsors. NAPEO will confirm when possible.

Wi-Fi

- Ability to customize password
- Prominent sign recognition in the pre-function space
- NAPEO will promote login/access information on the Program-at-a-Glance and/or in Conference Workbook

Evening Event

- Sponsor recognition/logo imprint on event-related collateral and décor, including invitations, tickets, etc.
- Prominent sponsor recognition onsite, including signs throughout event and verbal recognition during event
- Cocktail napkins with your company logo at bar/food stations and/or served with food

Turndown Service

Day to be assigned based upon date of signature and confirmed by NAPEO

- Opportunity to provide candy, treat, or custom (pre-approved) gift—item the sponsor provides is at its expense inside room of each attendee within the hotel block at the host hotel

Registration Desk

- Prominent graphic recognition at registration desk
- Company literature placed near registration desk, if desired and supplied (only one piece may be handled; multi-pages must be stapled)

Mobile Device Charging Station/Lounge

- Prominent sponsor recognition onsite, including signs on charging station
- Placement of single piece of company literature and/or gift on charging station (copies to be provided by sponsor—if multi-piece, must be pre-assembled—if desired and pre-arranged)

Service Partner/Leadership Reception

- Opportunity for company to provide one company-branded giveaway item and/or company literature to attendees during the event, if desired
- Cocktail napkins with your company logo at bar/food stations and/or served with food

Marketplace Receptions/Marketplace Lunch

- Prominent signs at entrance to exhibit hall and at food stations and bars
- Sponsor recognition announcements during the event
- Sponsor's logo on cocktail napkins provided at food stations and bars

PEO University Programming

- Prominent sponsor recognition onsite, including signs at entrance to event, verbal recognition at start and end of session, and company logo to be incorporated into the introductory PowerPoint screen
- Placement of single piece of company literature and/or gift on attendee chairs (copies to be provided by sponsor; if multi-piece, must be pre-assembled)
- Additional registration fee to attend for conference registrants; approximate attendance will be 25 new employees to the PEO industry

Networking Breaks/Continental Breakfast

- Prominent sign in break/breakfast area
- Sponsor's logo on cocktail napkins provided
- Company literature placed on table in breakfast/break area, if desired; supplied and pre-arranged (if multi-piece, items must be pre-assembled and supplied as one piece/attendee)

Welcome Lounge

- One designated day, typically 2-3 hour block
- Prominent sponsor recognition onsite, including signs
- Placement of literature, ad specialties, etc., in the lounge as you wish, with no restrictions

State Welcome Reception

- Prominent sign at entrance
- Walk with the promenade to the Opening Marketplace Reception
- Recognition during the event
- Sponsor's logo on cocktail napkins provided
- Company literature placed on table in reception, if desired and pre-arranged

PEO CAPITOL SUMMIT

Congressional Directories

- Company logo and company description included in the customized congressional directories to be included in each attendee's conference bag

Wednesday Evening Reception

- Sponsor name and/or logo recognition on the reception invitation
- Prominent sponsor recognition onsite, including signs at entrance to event, verbal recognition during the event, and cocktail napkins with your company logo at bar/food stations and/or served with food

Keynote Sit-Down Breakfast

- Sponsor recognition/logo imprint on event-related collateral
- Verbal sponsor recognition at start and end of event
- Company literature or giveaway on seats (must be one piece only, if provided and pre-approved)

Wednesday Morning Keynote Speaker

- Verbal sponsor recognition at start and end of event

Associate Member Breakfast

- Sponsor name and/or logo recognition on invitation to the breakfast
- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition during the event

Other Event Luncheons

- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition during the event
- Placement of single piece of company literature on attendee chairs (copies to be provided by sponsor; if multi-piece, must be pre-assembled)

SPECIALTY SEMINAR SERIES SPONSOR—RISK MANAGEMENT WORKSHOP AND/OR CFO SEMINAR

- Top-line name and/or logo recognition on all seminar marketing collateral, including printed promotion, advertisements, email promotions, and website
- Complimentary full page (8.5"x11") b/w ad in seminar proceedings notebook
- Prominent sponsor recognition onsite, including signs at entrance to event, logo recognition on screensaver, and verbal recognition at start and end of program
- Onsite sponsor recognition in proceedings notebook
- Company literature placed on each chair during the seminar (if provided, if multi-piece must be assembled/stapled)
- Emailed version of final registration list for post-event follow up (to include name, title, company, mailing address, and phone number; excludes email addresses)

Keynote Speaker Sponsor

- Verbal sponsor recognition at start and end of session

LEADERSHIP COUNCIL FORUMS

20+ city locations throughout the year. Most will be lunch or afternoon meeting with reception at local hotels in areas where NAPEO has a government affairs initiative and membership presence. Event locations confirmed approximately 6 to 8 weeks out.

Expected attendance: 15 to 30 per Forum event

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 website
- Onsite promotion of sponsorship on NAPEO-provided meeting handouts
- Ability to provide attendee gift or literature, if prearranged with NAPEO (sponsor responsible for providing materials)
- 1 complimentary registration for company rep to attend each individual Leadership Council Forum meeting, all other registrants will register online

CEO FORUM

This forum is exclusively for NAPEO's C-level employees of PEO member companies

- Opportunity for company to provide one company-branded giveaway item per attendee at one event; each event has a different sponsor's giveaway

CEO Forum—Annual Conference Experience & Lounge

This forum/networking experience is exclusively for NAPEO's C-level employees of PEO member companies.

- Exclusive CEO-only session with NAPEO's keynote session (speaker selection in process)
- Dinner experience on Wednesday evening
- CEO networking lounge throughout the conference which will be open during conference programming (excluding keynote, general sessions, annual member meeting, and Marketplace hours). This suite will be a room within the conference center area and will include food and beverage throughout (afternoon hours will include an open bar), and space for members of CEO Forum and sponsoring companies to come and network with comfortable seating for small, intimate groups, along with a place to plug in and work or just relax. Entrance to the suite will be limited to paid members of CEO Forum and reps of sponsoring companies
- Ability for two company representatives to attend CEO Forum dinner and access the CEO Forum lounge
- Ability for Sponsor Company to give out three entrance tickets to CEO Forum suite for either additional sponsor company representatives, key clients, or guests
- Sponsor name and/or logo recognition in all conference marketing collateral (printed and online)
- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition during CEO Forum dinner
- Opportunity for company to provide one company-branded, high-level, high-impact giveaway item per attendee for CEO Forum swag bag to be given out to each paid CEO Forum member

NAPEO'S BRANDED WEBINAR SERIES*

NAPEO's branded webinar series incorporates 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 4 topic areas: Accounting/Finance; Legal/HR; Sales; and Healthcare/Government Affairs

Expected Attendance: 70 to 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 website
- Verbal mention of companies sponsoring
- Company logo to be incorporated into the introductory PowerPoint screen

STRATEGIC PLANNING RETREAT

- Logo recognition in all printed and email promotion
- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition at start and end of program
- Company literature or gift provided (must be pre-approved; if literature and multi-piece, items must be assembled/bagged; ask for details)
- Emailed version of final registration list for post-event follow up (to include name, title, company, mailing address, and phone number; excludes email addresses)

LEADERSHIP DINNER

- Logo recognition in all printed and email promotion
- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition during the event
- Company literature or gift provided (must be pre-approved; if literature and multi-piece, items must be assembled/bagged; ask for details)
- First option to sponsor event the following year

FEDERAL GOVERNMENT AFFAIRS COMMITTEE DINNER SPONSORSHIP

- Prominent sponsor recognition onsite, including verbal recognition during the event
- Placement of single piece of company literature and/or a branded gift on attendee chairs at the dinner (copies to be provided by sponsor; if multi-piece, must be pre-assembled)
- 1 complimentary registration for company rep to attend the full event

PAC DONOR APPRECIATION EVENT

Limited to the first 5 companies; category exclusivity does not apply for this event

- Sponsor name and/or logo recognition on invitation and email promotions.
- Prominent sponsor recognition onsite, including and verbal recognition during the event
- Opportunity for one attendee (per sponsoring company) to attend
- Company-branded item-giveaways or other gifts are not allowed

NAPEO PROMOTIONAL ADVERTISING OPPORTUNITIES

These opportunities include: the first right of refusal to sponsor the same event in the following year and the following elements shown below. Because the following items are considered advertising/promotional in nature, company name and/or logo recognition does not appear in NAPEO conference marketing collateral, NAPEO advertisements promoting the event, email promotion templates, or on the website.

Conference Proceedings Notebook Supporter

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

Conference Mobile App—Exclusive: Static Top Banner Ad

- Sponsor's logo branded within the conference design on the mobile application for all users to see
- Your logo will also appear static on the top banner and rotate at the bottom of the mobile app

Annual Conference & Marketplace—Onsite Starbucks Gift Card

- \$5 branded Starbucks gift card for use at the onsite full-service Starbucks during annual conference
- Card to include sponsoring company printed on gift card as well as NAPEO conference theme/message
- Each gift card to be handed out individually to each fully registered guest attendee at the registration desk

Coffee Mugs/Drink Tumblers

Placed in conference bags; mugs/tumblers supplied by sponsor

- Exclusive right to have NAPEO distribute coffee mugs/drink tumbler in the conference bags for all fully registered guests

Conference Bags

- Exclusive right to have NAPEO distribute corporate logo bag to all fully registered attendees upon check-in at the conference
- Inclusion of single piece of company literature (copies to be provided by sponsor; if multi-piece, must be preassembled)

Conference Notepads or Conference Pens

Item must be supplied by sponsor and pre-approved by NAPEO

- Exclusive right to have NAPEO distribute corporate logo notepads or pens during first breakout session

Lanyards

- Exclusive right to have NAPEO distribute corporate logo lanyards to all attendees upon check-in at the conference
- Sponsor watermark logo recognition on back of badge cards, where applicable

Luggage Tags

- Placed in conference bags; luggage tags supplied by sponsor
- Exclusive right to have NAPEO distribute corporate logo luggage tags to all attendees upon check-in at the conference

Item Giveaway

- Exclusive right to have NAPEO distribute item giveaway in the conference bags to all attendees at registration. Item must be pre-approved by NAPEO.

Conference Proceedings Notebook Ad

- Full page (8.5"x11") b/w ad in conference proceedings notebook, run of book, specialty positions may not be requested

Hotel Keycards

- Exclusive right to have hotel venue distribute corporate artwork keycards to all attendees upon check-in at the hotel. Keycards are provided to hotel from sponsor; art must be pre-approved by NAPEO

Program-at-a-Glance

- Company logo/sponsor recognition included on back of program-at-a-glance

Exhibit Hall Row-Directional Signs with your Logo

- NAPEO will place row-directional signs (with your company logo) at the front and rear of the exhibit hall for all rows in Marketplace

Room Drop or Do-Not-Disturb Hangers

NAPEO to confirm evening assignment

- Opportunity to provide piece of literature to be slid under hotel room doors or do-not-disturb door hangers on doors for all NAPEO blocked guest rooms the selected evening during the event
- NAPEO to confirm evening for room drop, as it cannot conflict with Turndown Service or other room drops; only one service to each room per night

Rotating Bottom Logo in Conference Mobile App

- Your company logo will rotate through the mobile app at the bottom of the screen
- When your company logo is clicked, your company description page will be visible, sharing details about your company, booth location, etc.
- Logos will rotate with those of other participating sponsors

Branded Column/Wall Clings

- Your company will provide graphic image and NAPEO will print/affix the image on all facing sides of your assigned location

Financial Ratio & Operating Statistics Survey Report Sponsor

- Choice of full page (8.5"x11") four-color process ad on back cover of conference proceedings notebook, or full page black and white ad on interior page

Pulse Survey Underwriter

- Logo recognition on the invitation emailed quarterly to all main member contacts and CFOs
- Logo recognition on the email templates that go out (at least quarterly) to promote the Pulse Survey
- Written mention thanking the underwriting company in the magazine when the Pulse Survey is published.

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 in 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.