



# **National Association of Professional Employer Organizations**

## **NAPEO's 2025 Buyers' Guide**

Discover tailored promotional opportunities designed to enhance your brand visibility and effectively reach your target audience.

# National Association of Professional Employer Organizations

## Associate Membership

*The National Association of Professional Employer Organizations (NAPEO) is The Voice of the PEO Industry™. NAPEO's 219 PEO members provide payroll, benefits, workers' comp, regulatory compliance assistance and other HR services to hundreds of thousands of small and mid-size businesses. Our members account for more than 90 percent of the industry's \$358 billion in revenue. An additional 216 companies that provide services to PEOs are associate members of NAPEO.*

**Join NAPEO and connect with decision makers in the industry.**

# Associate Membership Benefits

These services are available through membership in NAPEO for an annual fee of \$5,000. All memberships expire 12/31/2025.

- **Electronic Membership Directory** — This valuable resource is provided twice a year and includes comprehensive contact information for senior managers within our PEO member companies (for privacy protection, this list does not include email addresses). Use it to update your prospect list or to facilitate direct marketing campaigns.
- **Referrals through NAPEO's Online Directory** — Your NAPEO online membership listings include complete contact information, a description of your company's services, hyperlink to your corporate web site and email address, as well as inclusion in up to three service categories.
- **NAPEO's Financial Ratio Survey and Operating Statistics Survey** — This comprehensive report provides valuable insight on PEO industry trends. (2024 Report is included in your 2025 membership).
- **Use NAPEO as your PEO industry networking forum** — Associate members enjoy access to speaking opportunities and committee participation, as well as authorship opportunities in *PEO Insider*. Share your expertise while gaining valuable exposure within the industry.
- **Education Vital to Your Success** — The Source for PEO Education®, NAPEO offers educational programming throughout the year on all aspects of the PEO industry. Associate members enjoy significant discounts on registration fees at conferences and specialty seminars, as well as complimentary subscriptions to *PEO Insider* and access to *PEO Insider* online.
- **Online Member Resources** — This access includes an extensive online library of NAPEO resources on a variety of key topics and a searchable 5-year archive of *PEO Insider* articles.
- **Online access to NAPEO's Regulatory Database** — A comprehensive tool that provides detailed information on PEO licensing and registration, workers' comp, unemployment insurance, health benefits, and more in all 50 states and at the federal level.
- **Valuable discounts** — Unlock substantial discounts on advertising, exhibition space, event sponsorships and registration fees.
- **Utilize NAPEO's distinctive Associate Member logo** — Showcase your company's membership status in your advertising and marketing materials, including websites, brochures, and stationery.



# Medallion Partnership

## Boost Your Brand Visibility with NAPEO's Medallion Partnership Program

NAPEO offers a range of exclusive advertising, sponsorship, exhibiting and Medallion partnership opportunities designed to help you connect with approximately 250 PEO member companies. Our Medallion packages provide a comprehensive array of options to ensure maximum visibility at NAPEO industry events. Each Medallion level includes core benefits, along with customizable options tailored to meet your unique marketing goals. As a Medallion partner, you'll also enjoy discounted rates on a wide selection of sponsorship opportunities, further elevating your brand's exposure within the NAPEO network. Our vice president of membership development will work closely with you to design an annual program that aligns with both your budget and strategic marketing objectives. Below, you'll find sample Medallion programs at various investment levels, based on a la carte pricing.

Marketing Elements	Industry Champion	Diamond	Platinum	Gold	Silver	Bronze
<b>Investment Level</b> <small>(Medallion Level is based on gross Investments before discounts)</small>	<b>\$150,000+</b>	<b>\$100,001 - \$149,999</b>	<b>\$75,001 - \$100,000</b>	<b>\$55,001 - \$75,000</b>	<b>\$40,001 - \$55,000</b>	<b>\$25,000 - \$40,000</b>
<b>Event Sponsorship Suggested Package Options</b>	Premier sponsorship package for all core events.	Premier sponsorship package at Annual Conference, Partner Level at PEO Capitol Summit and PEO Operations Workshop.	Partner sponsorship package for all core events.	Supporter sponsorship package for all core events.	Friend sponsor package at Annual Conference, PEO Capitol Summit and the PEO Operations Workshop.	Friend sponsor package in Annual Conference
<b>Sponsor investment rate, based on above</b>	\$113,000	\$93,000	\$59,000	\$37,000	\$21,250	\$8,000
<b>PEO Insider Advertising*</b>	10 Full-Page Ads \$39,750	10 Full-Page Ads \$39,750	6 Full-Page Ads \$25,800	10 Half-Page Ads \$26,500	6 Half-Page Ads \$15,900	3 Half-Page Ads \$8,775
<b>Host a Virtual First Friday</b> (*guaranteed)	\$5,000*	add on optional, based on availability	add on optional, based on availability	add on optional, based on availability	add on optional, based on availability	add on optional, based on availability
<b>Marketplace Exhibit Booth</b> <small>(can upgrade/downgrade)</small>	20' x 20' Peninsula \$19,000	10' x 20' booth \$9,500	10' x 20' booth \$9,500	10'x 10' booth \$4,750	10'x 10' booth \$4,750	10'x 10' booth \$4,750
<b>Bonus Exhibitor Points</b>	700	500	400	300	200	100
<b>Discount percent on Additional NAPEO Event Sponsorships</b>	15%	13%	12%	10%	8%	5%
<b>TOTAL GROSS Sample PACKAGE Investment</b>	<b>\$181,750</b>	<b>\$142,250</b>	<b>\$99,300</b>	<b>\$73,250</b>	<b>\$46,900</b>	<b>\$26,525</b>

**Medallion Payment Terms:** 2% discount available for prepayment (to receive a 2% pre-payment discount on non-dues elements, full payment must be received by 1/15/2025).

All others payable in three installments (50%/25%/25%). • Prior year Medallion account status will not carry over without a signed Medallion agreement.

• Medallion Partners will have the option to submit payments via check or ACH transfer only. Credit card payments for orders exceeding \$7,500 will not be accepted.

\*All Medallion partners must invest a minimum of \$5,000 annually in PEO Insider advertising.

# PEO Insider

**Reflecting A Vibrant Industry** | With a sleek, modern look and an engaging format that reflects a vibrant and growing industry, PEO Insider is the place to be for advertisers looking to reach PEO leaders and decision-makers. Readability, relevance, refreshing insight and technical expertise are the hallmarks of PEO Insider, and there is no more effective and impactful way to get your message to the right people in the industry.

**Issue Focus** | Each issue of PEO Insider focuses on an overarching issue of importance to the PEO industry. Each article examines one aspect of the issue, with varying perspectives and approaches provided from peers in the industry

**Tracks** | Each track examines subject matter in the PEO context in a variety of ways: Commentary/perspective, questions and answers, case histories, success stories, best practices, infographics and statistical reports, point/counterpoint, discussion and debate, and interviews and profiles

- **Letter from the NAPEO Chair** | NAPEO board news, global industry issues, NAPEO initiatives and reflection and perspective from the NAPEO Chair
- **Quick Hits** | The latest nuggets of relevant information pertinent to PEOs: who/what/where, breaking news, industry stats
- **PEO Voices** | Point/counterpoint on important issues, discussion of industry trends, compelling and controversial industry issues, industry threats and challenges, C-level strategies, up-and-comers and rising stars and PEO impact on the community
- **Legal, Legislative, & Regulatory** | Legal hot topics, federal and state regulatory and legislative updates, healthcare from the regulatory perspective, and laws and regulations that affect the various areas of the PEO: HR, operations, benefits, insurance, payroll, tax
- **HR, Employment, & Benefits** | Human resources and benefits developments, workforce and employment issues, strategic and transactional HR, benefits administration, workers' compensation and risk management and insurance
- **Operations & Technology** | Payroll policies and procedures, budgeting/finance/ accounting, cybersecurity, the PEO operating platform and infrastructure, innovative ideas, new technologies
- **PEO Growth** | Traditional marketing and sales strategies and tactics, digital marketing and social media strategies and tactics, market research and trends, the PEO value proposition, solutions to common sales and marketing problems, PEO industry statistics, economic updates and leveraging IRS certification
- **Letter from the NAPEO President** | Events, issues and insight from the NAPEO President and CEO

# PEO Insider Advertising – Rates, Deadlines and Ad Specifications

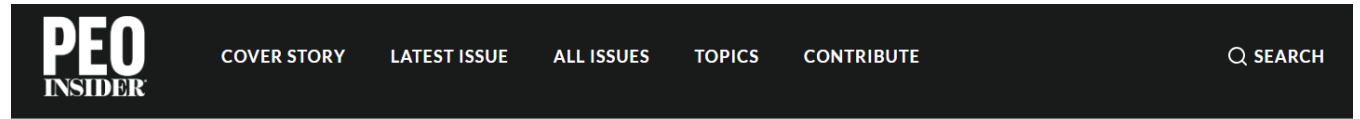
ISSUE	EDITORIAL THEME	AD CLOSE DATE	MATERIAL DUE DATE
February	HR & Employee Engagement	12/16/2024	1/6/2025
March	Risk Management	1/15/2025	1/31/2025
April	Building a Modern PEO Operation	2/15/2025	2/28/2025
May	Legal & Regulatory	3/14/2025	3/31/2025
June/July	Finance & Profitability	4/15/2025	4/30/2025
August	Artificial Intelligence	6/13/2025	6/30/2025
September	Sales & Marketing	7/15/2025	7/31/2025
October	Workforce	8/15/2025	8/29/2025
November	PEO Value Proposition	9/15/2025	9/30/2025
December/January	Mergers & Acquisitions	10/15/2025	10/31/2025

AD SIZE	*Per Ad Rate		
	1 ad/Year	6 ads/Year	10 ads/Year
FULL PAGE	\$4,650	\$4,300	\$3,975
HALF PAGE	\$2,925	\$2,650	\$2,425
SPECIAL PLACEMENT FULL PAGE ADS (must run in all 10 issues to request specific positioning. Special placement ads include a 15% Inside FRONT COVER. Must run as a 2-page spread.			\$4,575
Inside BACK COVER			\$6,975
OUTSIDE BACK COVER			\$4,300
BELLY WRAP (A minimum of ½ page ad must run in the magazine when reserving a belly wrap). Ad dimensions provided when reserved.			\$4,550
	\$7,650		



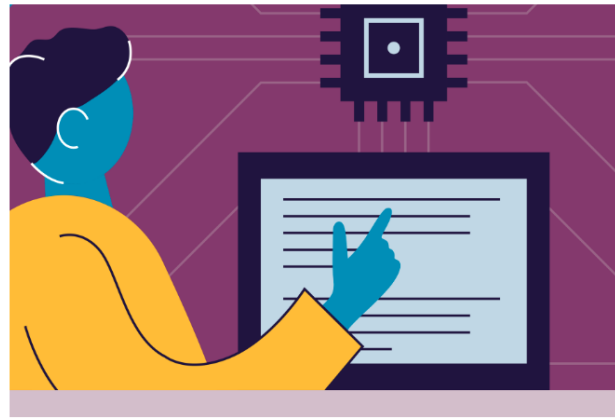
# PEO Insider Online

- NAPEO's *PEO Insider* website presents the industry's leading publication in a sleek, modern format.
- Readers will see the latest issue and top stories displayed prominently on the homepage along with the latest bits of industry news. Readers will also benefit from an improved search function, allowing easy access to many years of past articles.



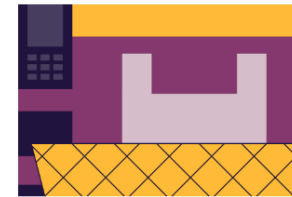
## ▶ THIS MONTH'S FOCUS: PEO OPERATIONS

VIEW ALL ↗



### HOW TO CHOOSE AN AI VENDOR

I have often found myself standing for minutes in my nearby Publix trying to figure out which item to buy. Did I want the \$2 name brand product, or the \$1.50 Publix



### AI: THE IMPACT ON MERGERS & ACQUISITIONS

When I was young, I watched movies with robots and drones; we called this science fiction because such things...

CYBERSECURITY & TECHNOLOGY  
FINANCE & OPERATIONS



### THE GOLDILOCKS OF PEO GROWTH

Two different sales approaches follow. One leads to fast growth and chaos while the other leads to slow growth...

FINANCE & OPERATIONS SALES & MARKETING



### RUNNING AN EFFICIENT PEO OPERATION BY LEVERAGING THE

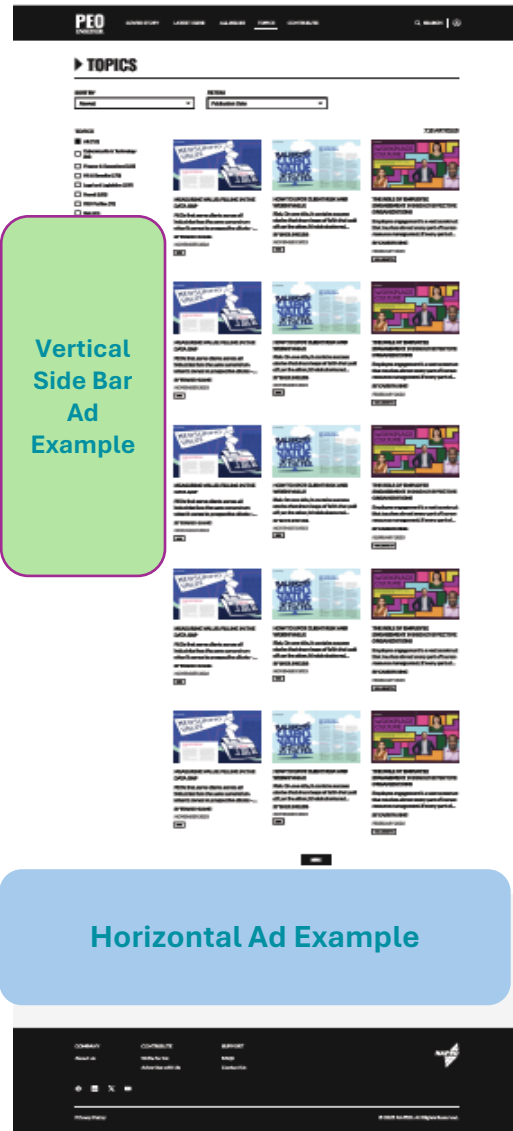
Enhance your marketing impact with NAPEO's PEO Insider Online, where you can reach 6,200 PEO professionals each month through our targeted digital advertising options. Online ads boost both visibility and brand recognition.

We offer 6 rotating ad placement locations, with a maximum of 3 digital ads per spot, ensuring prominent exposure for your brand.

\*Please note: To advertise online, companies must also run print ads in the magazine.

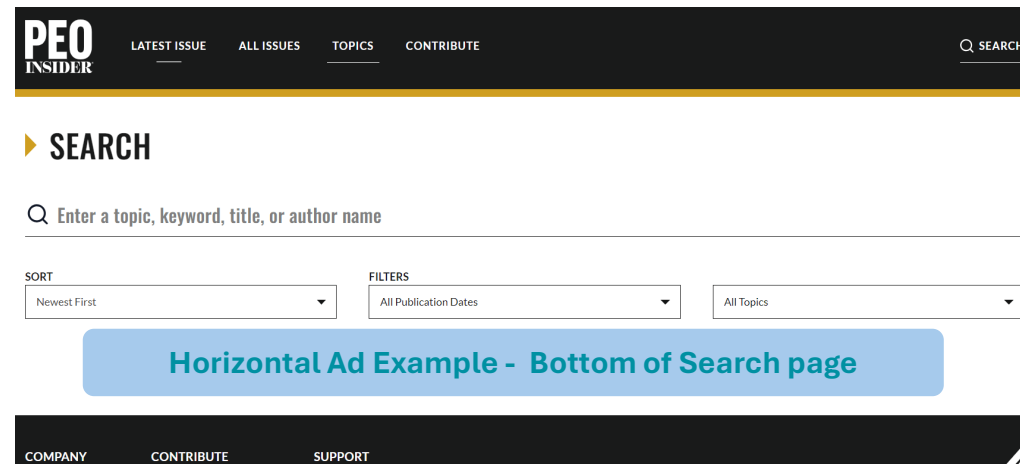
\*\*Priority for digital ad placements is given to full-page advertisers who commit to all 10 issues of *PEO Insider*.

# PEO Insider Online Options



## Ad Placement Locations:

- Horizontal Ad in the middle of the Latest Issue page
- Horizontal Ad at the bottom of the Latest Issue Page
- Horizontal Ad at the bottom of the Topics page
- Horizontal Ad at the bottom of the Articles page
- Horizontal Ad at the bottom of the Search page (new)
- Vertical ad at the sidebar on the Topics page





# *PEO Insider* Online Rates and Specifications

**Electronic ad spots are available for \$4,000 per placement.**

**Horizontal Ads — Supply artwork in all 3 file formats shown (for desktop, tablet and mobile views).**

- 640 x 960 pixels for screen sizes 767px and below
- 1472 x 348 pixels for screen sizes 786px to 1151px
- 2880 x 680 pixels for screen sizes 1152px and above

**Vertical ads — Supply artwork in all 3 file formats shown (for desktop, tablet and mobile views).**

- 640 x 960 pixels for screen sizes 767px and below
- 448 x 1418 pixels for screen sizes 786px to 1151px
- 648 x 2052 pixels for screen sizes 1152px and above

**Please note that electronic ad can be submitted in either a static or animated format.**

**Accepted file types include JPG, JPEG, GIF, PNG, SVG and HTML.**

**\*Companies are required to run print ads in the magazine to run online.**

**\*\*Digital Ads will be offered first to full page advertisers who run in all 10 issues of *PEO Insider* magazine.**

**Online ads run at the same timeline as *PEO Insider* magazine. \*Ads run from February 2025 – January 2025.**

**NAPEO offers 6 rotating ad spot locations. A maximum of 3 digital ad placements per each location. (for a total of 18 locations)**

# Annual Conference & Marketplace Exhibit Opportunities

**Marketplace Trade Show – NAPEO’s Flagship Event**

Unlock unparalleled business opportunities at NAPEO’s 2025 Marketplace, where approximately one thousand attendees from the PEO and HR outsourcing industry come together under one roof. As an exhibitor, you’ll have the chance to connect face-to-face with PEO professionals eager to enhance their service offerings.

In addition to the invaluable networking opportunities, Marketplace exhibitors will receive the complete attendee registration list for their marketing efforts, including attendee emails (provided individuals have not opted out). Don’t miss your chance to be part of this dynamic event!

**Registrations are not included in the booth rental fee. Multiple registration options are available for the NAPEO Conference for exhibitors.**

Each 10' x 10' booth can have a maximum combination of 3 exhibitor regular or full registrations. Beyond these 3 registrations in each 10' x 10' booth, additional registration must be at the exhibitor plus full registration rate.

- **Exhibitor Regular Registration:** \$495 per person and includes access to the exhibit hall and general sessions. (Note: Booth representative registration does not include access to educational sessions beyond the general sessions and does not include the Tuesday evening event).
- **Exhibitor Full Registration:** \$895 per person and includes access to the exhibit hall, general sessions, breakout sessions and includes the special evening event.
- **Exhibitor Plus Full Registration:** \$1,850 per person and includes access to the exhibit hall, general sessions, breakout sessions and the Tuesday evening event.

*For example, a 10x10' exhibitor can have up to three booth workers. Two can be registered as exhibitor regular and the third as exhibitor full, or any combination of these. If your company wishes to send five attendees, you can register the first three as exhibitor regulars and the additional two can be registered as exhibitor plus full.*

*\*Companies must be a member of NAPEO to exhibit.  
 All 20' x 20' booths will be offered as peninsula configurations unless otherwise purchased.  
 \*\*\*Companies interested in 20' x 20' booth space must confirm intent by December 1, 2024.  
 After that time, 20' x 20' booth spaces will be sold based on availability.*

Booth Size	Member Rate*
For each 10' of booth space, (grandfathered for returning 2024 exhibitors)	\$4,750
For Each 10' of booth space, (for companies who did not exhibit in 2024)	\$5,000

# Core Event Sponsorship Opportunities

Benefits	PREMIER	PARTNER	SUPPORTER	FRIEND
<b>Tier and Sponsor Recognition Included in Package:</b>	<p><b>Top-Tier Sponsor Recognition</b> Enjoy premier visibility as a top-tier sponsor. This package includes:</p> <ul style="list-style-type: none"> <li>A high-end branded item of your choice featured in the conference bags.</li> <li>Rotating logo placement on the conference mobile app.</li> <li>Access to pre- and post-conference registration lists.</li> <li>Program event support and recognition, allowing you to select one element from the Premier Sponsor offerings.</li> <li>Please note that the specific program element assignment will be determined by NAPEO closer to the event, as options may vary based on the venue. Potential assignments include sponsorship of a General Session or other similar opportunities.</li> </ul>	<p><b>Second-Tier Sponsor Recognition</b> Gain valuable exposure as a second-tier sponsor, which includes:</p> <ul style="list-style-type: none"> <li>A small branded item of your choice included in the conference bags.</li> <li>Rotating logo placement on the conference mobile app.</li> <li>Access to pre- and post-conference registration lists.</li> <li>Program event support and recognition, allowing you to select one element from the Partner offerings.</li> <li>Please note that the specific program element assignment will be determined by NAPEO closer to the event, as options may vary based on the venue. Potential assignments include sponsorship of an evening event, breakfast, keynote session, or similar opportunities.</li> </ul>	<p><b>Third-Tier Sponsor Recognition</b> Enjoy valuable benefits as a third-tier sponsor, which includes:</p> <ul style="list-style-type: none"> <li>A 20% discount on all registrations</li> <li>Rotating logo placement on the conference mobile app</li> <li>Access to pre- and post-conference registration lists</li> <li>Program event support and recognition, allowing you to select one element from the Supporter offerings</li> <li>Please note that the specific program element assignment will be determined by NAPEO closer to the event, as options may vary based on the venue. Potential assignments may include small group meet-ups, a Marketplace Reception, Breakfast &amp; Roundtable Discussions and more.</li> </ul>	<p><b>Fourth-Tier Sponsor Recognition</b> As a fourth-tier sponsor, you'll receive valuable benefits, including:</p> <ul style="list-style-type: none"> <li>A 20% discount on all registrations</li> <li>Rotating logo placement on the conference mobile app.</li> <li>Access to pre- and post-conference registration lists.</li> <li>Program event support and recognition, allowing you to choose one element from the Friend offerings.</li> <li>Please note that the specific program element assignment will be determined by NAPEO closer to the event, as options may vary based on the venue. Potential assignments may include sponsorship of a Networking Break or Continental Breakfast.</li> </ul>
<b>Event Registrations Included:</b>	<ul style="list-style-type: none"> <li>Annual Conference &amp; Marketplace: 3</li> <li>PEO Capitol Summit: 2</li> <li>PEO Operations Workshop: 1</li> </ul>	<ul style="list-style-type: none"> <li>Annual Conference &amp; Marketplace: 2</li> <li>PEO Capitol Summit: 1</li> </ul>	<ul style="list-style-type: none"> <li>Annual Conference &amp; Marketplace: 1</li> <li>PEO Capitol Summit: 1</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
<b>Discount on additional registrations:</b>	<b>25% discount</b>	<b>20% discount</b>	<b>20% discount</b>	<b>20% discount</b>

CORE EVENTS	Premier	Partner	Supporter	Friend
Annual Conference & Marketplace	\$48,000	\$21,000	\$15,000	\$8,000
PEO Capitol Summit	\$35,000	\$17,000	\$10,000	\$6,500
PEO Operations Workshop	\$30,000	\$21,000	\$12,000	\$6,750

\* Members may invest in any number of core events and at various levels based on your unique marketing and budget objectives.

Let NAPEO's Vice President of Membership Development customize a sponsorship package for you. Contact Nancy Benoudiz at

(703) 739-8169 or nbenoudiz@napeo.org

# Premium Leadership Experience Sponsorships

## NAPEO'S BOARD OF DIRECTORS EVENT SPONSORSHIPS

- **Board of Directors Strategic Planning Retreat | \$15,000**  
Lake Oconee, GA, February 24-26, 2025  
Limited to 8 sponsors, (competing categories allowed). Retreat sponsorship is non-recurring and offered every 3 years. Includes one company attendee.
- **Board of Directors Fall Event | \$15,000**  
Opal Grand, Delray Beach, FL, December 1-3, 2025  
Limited to 6 sponsors (competing categories allowed). Includes one company attendee.

## BOARD OF DIRECTORS LUNCH SPONSORSHIPS

- **Board of Directors Lunch Sponsor during NAPEO's Annual Conference & Marketplace.**  
(Maximum of 4, competing categories permitted) | **\$4,500**
- **Board of Directors Lunch Sponsor during NAPEO's PEO Capitol Summit.**  
(Maximum of 4, competing categories permitted) | **\$3,500**

## NAPEO'S FEDERAL GOVERNMENT AFFAIRS COMMITTEE MEETING EVENT SPONSORSHIP

Tuesday, January 28 – Wednesday, January 29, 2025. Washington, DC

The Federal Government Affairs Committee meets in Washington, DC to determine NAPEO's federal legislative direction. Attendees include 50-60 PEO executives, primarily CEOs, government relations and legal personnel from PEO member companies. The event includes an upscale dinner in Washington, facilitating great conversations and networking opportunities for attendees. Sponsorship includes a maximum of one company attendee per sponsor. Limited to 4 (competing categories are permitted), | **\$6,550**

## NAPEO'S PAC EVENT

NAPEO's PAC Event is scheduled for Monday, May 18, 2025, during the PEO Capitol Summit. The event will feature an offsite reception or dinner, open to all individuals who have contributed to the PAC. Additionally, elected officials will be invited to participate.

**Unlimited # of sponsors, competing categories permitted | \$7,500**

## CEO FORUM SPONSORSHIPS

NAPEO's CEO Forum offers a unique blend of high-impact executive education, focused PEO-related content, and valuable peer networking opportunities in an informal, in-person setting. Sponsors have the option to include a pre-approved item in the event gift bags for attendees. Additionally, each sponsor receives two complimentary registrations for the event. Sponsors will also benefit from extensive logo recognition across all NAPEO event promotions, including the website and email communications. On-site, sponsors will be acknowledged with verbal recognition and signage throughout the event. Furthermore, sponsors will receive the complete attendee registration list to support their post-event marketing efforts.

**Dinner sponsorship in conjunction with NAPEO's Annual Conference & Marketplace in October.** Limited to 8 companies, competing categories permitted. | **\$12,500.**

**2024 returning sponsors have first right of renewal for 2025, if contracted by 12/1/2024.** After that time all unrenewed sponsorships will be offered in turn to those on the wait list. Investing in NAPEO sponsorships includes sponsor name and/or company logo recognition in all conference marketing collateral, advertisements, email promotions and website where promoted and first right to sponsor the event the following year, in addition to attendee lists and other benefits. Membership is required for all sponsorship opportunities.

# In-Person & Virtual Sponsorship Experiences

## NAPEO'S LEADERSHIP COUNCIL FORUM SPONSORSHIP (In-Person)

NAPEO's Leadership Council Forums (LCFs), which are local meetings 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. This sponsorship is an exclusive, year-long opportunity, covering all LCF events in 2025. A minimum of six events are planned, with each sponsor receiving a two-minute introduction during one event per rotation. Sponsors may also provide a pre-approved, branded giveaway item for attendees, if desired. Additional benefits include one complimentary registration and dinner (where offered) for each event, logo recognition in all NAPEO event promotions (website and email), and access to the complete attendee registration list for marketing purposes. The sponsorship is limited to eight companies, with competing categories permitted. | **\$15,000**

## NAPEO'S PEO UNIVERSITY SERIES (In-Person and Virtual)

Sponsor NAPEO's PEO University Series, geared towards new entrants into the PEO industry and new employees of NAPEO PEO member companies. NAPEO's PEO University Series features PEO industry experts, leaders, and innovators who cover topics such as co-employment, PEO sales, PEO licensing, tax, benefits, workers' compensation, cybersecurity, CPEO program and much more. Sponsorship also includes the ability to provide an approved giveaway. Sponsorship in 2025 includes two in-person events in conjunction with the PEO Operations Workshop and the Annual Conference & Marketplace as well as a series of series of virtual events through the year. Included is one complimentary registration for each event date. Limited to 8 companies, competing categories permitted. | **\$6,000**

## NAPEO'S FIRST FRIDAYS & MARVELOUS MONDAYS (Virtual)

**First Fridays:** Held on the first Friday of each month, these virtual events provide a platform for NAPEO service partners to sponsor educational sessions on trending topics in the PEO industry.

**Marvelous Mondays:** Taking place quarterly, these Mondays offer the same opportunity for sponsors to engage with members. Marvelous Mondays are offered once per quarter.

- Both events are open to employees from all member companies. NAPEO will manage event hosting and promotion to ensure maximum visibility. Sponsors will also receive the full registration list for marketing outreach. | **\$6,000**

## WOMEN IN NAPEO SERIES SPONSORSHIP (In-Person & Virtual)

The focus of Women in NAPEO (WIN) is to empower women within NAPEO's membership both professionally and personally. Engage as a community to share experiences, insights, best practices and career advice. This unique program encourages women in our industry to be future leaders of NAPEO. Four (4) total events are expected in 2025, with two in-person (during PEO Capitol Summit, and NAPEO's Annual Conference & Marketplace and two virtual events). Sponsors may provide an item to be included in the gift bags for attendees, if desired. Also included is one complimentary registration for each event date. Sponsor receives logo recognition for all NAPEO event promotions, (website and email promotions), verbal recognition and on-site signage during the events and the full attendee registration list for your marketing purposes. Limited to 6 companies, competing categories permitted. | **\$12,000**

## NAPEO'S BRANDED WEBINAR SERIES (Virtual)

Throughout the year, NAPEO offers a wide variety of relevant and highly valuable webinars that focus on critical issues and expert insights on various topics. These webinars are available exclusively to NAPEO members, as members benefit from their due's investment. NAPEO's Branded Webinar series includes NAPEO's traditional Webinars, interactive/moderated Q&A discussions and Community Conversations. Sponsor receives logo recognition for all NAPEO event promotions and the complete attendee registration list for your marketing purposes. Limited to 6 companies, competing categories permitted. | **\$8,500**

## NAPEO'S NEXTGEN (In-Person)

NextGen event is designed to facilitate social networking for NAPEO members under the age of 45. NextGen includes one in-person event during NAPEO's Annual Conference & Marketplace. Sponsors receive the full attendee registration list for your marketing purposes and one complimentary registration to attend. Signage, verbal recognition and visibility opportunities. Limited to 6 sponsors, competing categories permitted. | **\$4,000**

### **New in 2025:**

**NextGen Leadership Class of 2025** Spotlighting 10 PEO Professionals. One premier sponsor. | **\$3,000**

**NextGen Leadership Workshop** (After PEO Operations Workshop in April and includes a half-day educational workshop with leadership training. 3 sponsors, competing categories permitted.) | **\$2,500**

# Sponsor NAPEO Content

**Sponsor NAPEO content to reach beyond audiences targeted through traditional marketing or advertising channels.**

## **NAPEO ENews | \$8,500**

120 x 240 pixels | Limited to four advertisers.

## **The Update | \$8,500**

A comprehensive roundup of essential updates from NAPEO, delivered biweekly.

120 x 240 pixels | Limited to four advertisers.

## **NAPEO Forum | \$8,500**

125 x 1000 pixels | Limited to one advertiser.

## **NAPEO News Studio Sponsorship | \$10,000**

This sponsorship offers high visibility and ensures your brand is front and center in a key communication channel with our members. Sponsor NAPEO's exclusive video series, which delivers the latest news, key updates on issues affecting PEOs, and essential information for NAPEO members. Audience Reach: Distributed over 6,500 contacts in NAPEO's database. Sponsorship Benefits: Your logo prominently displayed in the lower right-hand corner of the video. Recognition in the email to members containing the video link. Frequency: Four (4) video events.

## **FINANCIAL RATIO & OPERATING STATISTICS SURVEY AD | \$1,950**

- **Boost Your Visibility with a Full-Page Ad in NAPEO's Financial Ratio & Operating Statistics Survey**
- Highlight your brand in one of NAPEO's most trusted and widely used resources for PEOs. This survey, categorized by company size, offers a vital benchmarking tool for industry professionals.
- The comprehensive report includes an executive summary, key financial ratios (volume, profitability, liquidity, coverage) and operating statistics on benefits, pension plans, sales, client services, HR, payroll and technology. With over 8 years of data segmented by company size, this report provides unmatched industry insights.
- Best of all, it's free for all PEO member companies that complete the survey, as well as new PEO and associate members. Take advantage of this opportunity to increase your visibility among key decision-makers.

**Investing in NAPEO sponsorships includes sponsor name and/or company logo recognition in all conference marketing collateral, advertisements, email promotions and website where promoted and first right to sponsor the event the following year, in addition to attendee lists and other benefits. Membership is required for all sponsorship opportunities.**

# Unique Sponsorship Opportunities NAPEO's for Core Events:

## For NAPEO's PEO Operations Workshop, PEO Capitol Summit & Annual Conference & Marketplace:

- Hotel Room Drops
- Hotel Keycards
- Starbucks Customized Gift Cards
- Do-not-Disturb Door Hangers
- Branded Charging Stations
- Onsite Branding
- Fill-it-Forward Water Service
- Wi-Fi (\$ TBD)
- Mobile App Top-Line Sponsorship
- Relaxation Zone (\$ TBD)

## Exclusive opportunities for NAPEO's Annual Conference & Marketplace:

- Marketplace Aisle Signs
- Booth Crawl
- Onsite Branding & Digital Signage

*Ask NAPEO to customize options for you!*

### **2024 Returning Sponsors: Renewal Opportunity for 2025**

Returning sponsors for 2024 will have the first right of renewal for 2025, provided they confirm their contracts by December 1, 2024. After this date, any unrenewed sponsorships will be offered to those on our waitlist in order.


Sponsoring NAPEO offers valuable benefits, including prominent recognition of your name and/or company logo in all conference marketing materials, advertisements, email promotions and on our website. Additionally, sponsors will have the exclusive opportunity to secure sponsorship for the following year and will receive attendee lists along with other perks.

Please note that membership is required for all marketing opportunities.

## *To learn more about NAPEO's unique marketing options, contact:*

 Nancy Benoudiz, Vice President of Membership Development

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