



# 2022 NAPEO SPONSORSHIP GUIDE

## ADDITIONAL SPONSOR & EVENT OPTIONS

2021 returning non-medallion sponsors have first right of renewal for 2022, if contracted by 12/1/2021. Medallion Partner sponsors have first right of renewal for 2022, if contracted by 12/17/21. Membership is required for the opportunities shown below.

Investing in the opportunities below includes sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions and website where promoted, and first right to sponsor the event the following year. Company membership is required for the opportunities shown below.\*

### ADDITIONAL EVENT SPONSORSHIP & ADVERTISING OPPORTUNITIES

DESCRIPTION	MEMBER PRICE
<b>NAPEO's Live &amp; Virtual Leadership Council Forum Bundle</b> <i>Limited to 5 non-competing companies. 24 combined meetings expected.</i> <i>Sponsors introduce themselves and companies (2-minute sponsor introduction rotates between companies per event date-1 introduction per date).</i>	\$14,175
<b>NAPEO's Live Leadership Council Forum Series</b> Only in-person events. <i>Limited to 5 non-competing companies; 12 in-person meetings expected.</i> <i>Sponsors introduce themselves and companies (2-minute sponsor introduction rotates between companies per event date-1 introduction per date).</i>	\$13,125
<b>NAPEO's Virtual Leadership Council Forum Events</b> Only virtual meetings. <i>Limited to 5 non-competing companies; 12 virtual meetings expected.</i> <i>Sponsors introduce themselves and companies (2-minute sponsor introduction rotates between companies per event date-1 introduction per date).</i>	\$5,250
<b>Women in NAPEO Sponsorship Series</b> <i>4 non-competing sponsors.</i>	\$9,975
<b>NAPEO's CEO Forum Full Series Sponsorship</b> <i>Limited sponsorships, non-competing companies.</i>	\$14,500
<b>NAPEO's CEO Forum</b> <i>Palo Alto Event Only, Late 2022</i>	\$6,450
<b>NAPEO's CEO Forum</b> <i>Single event during PEO Capitol Summit, May 2022</i>	\$4,000
<b>NAPEO's CEO Experience</b> <i>Single event during Annual Conference, September 2022</i>	\$7,500



DESCRIPTION	MEMBER PRICE
<p><b>☐ NAPEO's First Fridays (Virtual)</b>  <i>Includes non-commercial presentation with your personalized content (similar to Lunch &amp; Learns)</i>  <i>12 available, once-a-month offering.</i></p>	\$3,675
<p><b>☐ NAPEO's All-Inclusive Branded Webinar Series</b>  <i>Webinar Series includes: NAPEO's traditional Webinars, interactive/moderated Q&amp;A discussion for our Town Hall Series, and Community Conversations—reserve by specialty area.</i>  <i>Includes a 2-minute sponsor introduction, rotates between companies per event date (1 introduction per date).</i>  <i>Segmented specialty areas include: Sales/Marketing, Risk Management/Workers' Compensation, Legal/HR/Government Affairs, and Payroll/Finance/Accounting.</i>  <i>Maximum of 2 sponsors per specialty area; competing categories allowed.</i></p>	<p>Separate  Pricing for  Each Track</p>
<p><b>☐ Sales/Marketing Track</b>  <i>Minimum number of 6 webinars expected in 2022.</i></p>	\$7,875
<p><b>☐ Risk Management/Workers' Compensation Track</b>  <i>Minimum of 8 webinars expected in 2022.</i></p>	\$10,500
<p><b>☐ Legal/HR/Government Affairs</b>  <i>Minimum of 14 webinars expected in 2022.</i></p>	\$15,750
<p><b>☐ Payroll/Finance/Accounting</b>  <i>Minimum of 12 webinars expected in 2022.</i></p>	\$13,125
<p><b>☐ NAPEO's Virtual PEO University Series</b>  <i>Up to 5 companies; competing categories not allowed.</i>  NAPEO's PEO University is a multi-part series that features PEO industry experts, leaders, and innovators who cover a new issue each week, such as co-employment, PEO sales, PEO licensing, tax, benefits, workers' comp, CPEO program, and much more. Sponsorship Includes a 2-minute sponsor introduction; rotates between companies per event date (1 introduction per date).</p>	\$1,850
<p><b>☐ NAPEO's Board of Directors Spring Meeting</b>  <i>February 2022 (tentative).</i></p>	\$7,175
<p><b>☐ NAPEO Retreat</b>  <i>Late 2022.</i></p>	TBD
<p><b>☐ NAPEO's 4th Quarter Board of Directors Event</b>  <i>November 2022.</i>  <i>Up to 5 companies; competing categories allowed.</i></p>	\$8,275
<p><b>☐ NAPEO PAC Appreciation Event at Annual Conference</b>  <i>Unlimited; NAPEO must have PAC Solicitation form on file.</i></p>	\$5,800
<p><b>☐ NAPEO Pulse Survey</b>  <i>Limited to 1 sponsor.</i></p>	\$5,515
<p><b>☐ Federal Government Affairs Committee Event Sponsorship</b>  <i>Up to 4 non-competing sponsors; late January/early February 2022 (date TBD)</i></p>	\$5,000
<p><b>☐ Advertisement in NAPEO's Financial Ratio &amp; Operating Statistics Survey</b></p>	\$1,450

# NAPEO'S SPONSORSHIP & 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.
10. Sponsorships are offered at members-only prices; non-members pay \$3,500 more per item.

COMPANY NAME:

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YOUR NAME (PLEASE PRINT):

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YOUR SIGNATURE:

DATE:

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YOUR EMAIL:

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BILLING CONTACT NAME (IF DIFFERENT THAN ABOVE):

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BILLING CONTACT EMAIL:

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ITEM(S) SELECTED:

TOTAL AMOUNT: \$

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ITEM(S) SELECTED:

TOTAL AMOUNT: \$

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ITEM(S) SELECTED:

TOTAL AMOUNT: \$

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**NATIONAL ASSOCIATION OF PROFESSIONAL EMPLOYER ORGANIZATIONS**

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