



NAPEO's 2018 Event Sponsorship Marketing Elements Guide

NAPEO's Annual Conference & Marketplace

1, 2

Opening General Session, General Session Day 2, and General Session/Sit-Down Luncheon on Day 3

(Each individual event offered to up to 3 non-competing companies)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
 - Prominent sponsor recognition onsite, including signs at entrance to event, logo on plasma podium on stage, and verbal recognition at start and end of session
 - Placement of single piece of company literature on attendee chairs (copies to be provided by sponsor—if multi-piece, must be pre-assembled—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.
 - Onsite sponsor recognition in proceedings notebook
 - Post-conference recognition in *PEO Insider*
 - First right of refusal to sponsor event the following year
-

3

Wi-Fi

(Limited to 1 sponsor)

- Branded splash page appearing after access/login code page, as available from hotel
 - Ability to customize password for additional promotional name/branding, as available from hotel
 - Prominent sign recognition in the pre-function space
 - Recognition of Wi-Fi sponsor in all conference marketing collateral, advertisements, email promotions, and website;
 - NAPEO will promote login/access information on the Program-at-a-Glance
 - First right of refusal to sponsor event the following year
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4

Evening Event

(Co-sponsored; 4 non-competing sponsorships available)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- 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 at start and end of event
- Onsite sponsor recognition in proceedings notebook
- Cocktail napkins with your company logo at bar stations
- Post-conference recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

5

Turndown Service with Gift

(Limited to 1 sponsor per night; 2 available)

(Choose Tuesday, Wednesday, or Thursday evenings—NAPEO to confirm assignment)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Opportunity to provide candy, treat, or custom (preapproved) item the sponsor provides at its expense, plus piece of literature on each attendee's pillow during evening turndown service
- Onsite sponsor recognition in proceedings notebook;
- Post-conference recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

6

Onsite Starbucks Gift Card

- \$5 branded Starbucks gift card for use at the onsite full-service Starbucks during annual conference to be handed out to all fully registered Annual Conference attendees
- 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 attendee at registration
- Logo included in all conference marketing collateral
- Onsite sponsor recognition in proceedings notebook
- Post-conference recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

7

Exhibit Hall Row-Directional Signs with your Logo

(Limited to 1 sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- NAPEO will place row-directional signs (with your company logo) at the front and rear of the exhibit hall for all rows during Marketplace
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

8

Registration Desk

(Limited to 1 sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent graphic recognition at registration desk
- Company literature placed near registration desk, if desired and pre-arranged
- Onsite sponsor recognition in proceedings notebook;
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

9

Mobile Device Charging Station/Lounge

(Limited to 1 sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- 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)
- Onsite sponsor recognition in proceedings notebook
- Post-conference recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

10

Room Drop or Do-Not-Disturb Hangers

(Limited to 1 sponsor per night)

(Choose Tuesday, Wednesday, or Thursday evenings—NAPEO to confirm 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
- First right of refusal to sponsor similar item the following year

11

Combined Service Partner/Leadership Reception

(Limited to 2 sponsors)

- Sponsor name and/or logo recognition on reception invitation to the NAPEO leadership
- Prominent sponsor recognition onsite, including signs at entrance to event, and verbal recognition at start of event
- Opportunity for company to provide one company-branded giveaway item and/or company literature to the leadership during the event, if desired
- Cocktail napkins with your company logo at bar stations
- First right of refusal to sponsor event the following year

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Conference Proceedings Notebook

(Limited to 1 advertiser)

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

13, 14, 15

Marketplace Receptions/Marketplace Lunch

(Opening, Lunch, and Second Evening)

(Co-sponsored, 3 non-competing sponsorships available in each session)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent signs at entrance to exhibit hall and at food stations and bars
- Sponsor recognition announcements at the start and end of the event
- Sponsor's logo on cocktail napkins provided at food stations and bars
- Onsite sponsor recognition in proceedings notebook
- Post-conference recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

Conference Mobile App—Exclusive: Static Top Banner Ad

(Limited to 1 sponsor)

- Sponsor's logo branded within the conference design on the Mobile Application for all users to see
- Sponsor name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Onsite sponsor recognition in proceedings notebook and post-conference recognition in *PEO Insider*
- Your logo will also appear static on the top banner and rotate at the bottom of the mobile app
- First right of refusal to sponsor similar event the following year

Hotel Keycards

(1 sponsor—keycards are provided to hotel from sponsor; art must be pre-approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have hotel venue distribute corporate artwork keycards to all attendees upon check-in at the hotel
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

Buffet Breakfast (Day 3)

(Co-sponsored, 3 non-competing sponsors)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent signs at entrance to exhibit hall and at food stations and bars
- Ability to put gift/literature on seats of all attendees
- Sponsor recognition announcements at the start and end of the event
- Sponsor's logo on cocktail napkins provided at food stations and bars
- Onsite sponsor recognition in proceedings notebook
- Post-conference recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

Program-at-a-Glance

(Limited to 1 sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Company logo/sponsor recognition included on back of program-at-a-glance
- Onsite sponsor recognition in proceedings notebook and online
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

20

PEO University Programming

(Full morning session to include PEO Primer and specific PEO University topics for a combined session)

(4 available*)

Additional registration fee to attend for conference registrants; approximate attendance will be 25 new executives to the PEO industry

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- 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 where applicable
- 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);
- Onsite sponsor recognition in proceedings notebook; where applicable
- Post-conference recognition in *PEO Insider*
- First right of refusal to sponsor similar event the following year.

21

Networking Breaks/Continental Breakfast

(5 available for sponsorship)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at break/breakfast table
- Sponsor's logo on cocktail napkins provided
- Company literature placed on table near break period, if desired and pre-arranged
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

22

Sunrise Yoga Session

(Limited to 1 sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Smoothies provided to all attendees after yoga; company literature/giveaway placed on smoothie table, if desired and pre-arranged
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

23

Arizona Welcome Reception

(Up to 4 sponsors)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at entrance
- Lead the promenade to the Opening Marketplace Reception
- Recognition at start and end of event
- Sponsor's logo on cocktail napkins provided
- Company literature placed on table in reception, if desired and pre-arranged
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

24

Coffee Mugs/Drink Tumblers

(Placed in conference bags; mugs/tumblers supplied by sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute coffee mugs/drink tumbler in the conference bags for all fully registered guests
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

25

Conference Bags

(Limited to 1 sponsor; bags supplied by sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute corporate logo bag to all attendees upon check-in at the conference
- Inclusion of single piece of company literature (600 copies to be provided by sponsor; if multi-piece, must be pre-assembled)
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor same item the following year

26

Conference Notepads

(Limited to 1 sponsor; Notepads supplied by sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute corporate logo notepads during first breakout session on Thursday morning
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor same item the following year

27

Conference Pens

(Limited to 1 sponsor; Pens supplied by sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute corporate logo pens during first breakout session on Thursday morning
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor same item the following year

Lanyards

(Limited to 1 sponsor; 900 lanyards supplied by sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- 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
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

Luggage Tags

(Limited to 1 sponsor; placed in conference bags; luggage tags supplied by sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute corporate logo luggage tags to all attendees upon check-in at the conference
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

Item Giveaway

(Unlimited; item must be pre-approved; 600 items supplied by sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute item giveaway either in the conference bags, to all attendees at registration, or on the tables at the first breakout session (Sponsor's choice)
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

Conference Proceedings Notebook Advertisement

(Open to unlimited number of advertisers)

- Full page (8.5"x11") b/w ad in conference proceedings notebook.

Drink Tastings in the Exhibit Hall

(Unlimited number of sponsors)

Sponsor fee plus separate beverage fee (beverages provided by hotel venue)

- Designed to drive traffic to your Marketplace booth and generate excitement among attendees for your company and trade show giveaway
- Sponsoring companies' names will be included in the menu, along with the beverages they will pour samples of at their booths
- Inclusion of company name and booth number in "Beverage Menu" provided to all fully registered PEO conference attendees in conference workbook and/or signage
- Company name promoted in conference marketing brochures and online
- Prominent sponsor recognition onsite
- Sponsor recognition in proceedings notebook

33

Rotating Bottom Logo in Conference Mobile App

(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, 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 website
- Onsite sponsor recognition in proceedings notebook and post-conference recognition in *PEO Insider*

Annual Conference Marketing & Advertising Options

34

Branded Clings on Water Coolers

(Includes 6 coolers, limited to 1 sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

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Branded Clings on Stairs

(Limited to 1 sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

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Branded Column Clings

(Branded all 4 sides, sold as pairs, 4 sponsors)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

37

Branded Column Clings

(All 4 sides branded, sold as singles, 4 sponsors)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

NAPEO's PEO Capitol Summit

40, 41, 42

Evening Event

(Limited to 4 sponsors)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
 - Sponsor recognition/logo imprint on event-related collateral, including tickets
 - Verbal sponsor recognition at start and end of event
 - Complimentary access to event for company representative
 - Onsite sponsor recognition in proceedings notebook
 - Post-conference recognition in *PEO Insider*
 - First right of refusal to sponsor similar event the following year
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43

Congressional Directories

- Company logo and company description included in the customized congressional directories to be included in each attendee's conference bag
 - Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
 - Post-conference recognition in *PEO Insider*
 - First right of refusal to sponsor similar item the following year.
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44

Wednesday Evening Reception

(Up to 3 non-competing sponsors)

- Sponsor name and/or logo recognition on the reception invitation
 - Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition at start of event
 - Opportunity for company to provide one company-branded giveaway item and/or company literature during the event
 - Opportunity for 1 company representative to attend the event
 - First right of refusal to sponsor event the following year.
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45

Keynote Sit-Down Breakfast

(Tuesday Morning)

(3 Available)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
 - Sponsor recognition/logo imprint on event-related collateral, including tickets
 - Verbal sponsor recognition at start and end of event
 - Company literature or giveaway on seats
 - Onsite sponsor recognition in proceedings notebook
 - Post-conference recognition in *PEO Insider*
 - First right of refusal to sponsor similar event the following year
-

46

Wednesday Keynote Speaker

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Sponsor recognition/logo imprint on event-related collateral, including tickets
- Verbal sponsor recognition at start and end of event
- Onsite sponsor recognition in proceedings notebook
- Post-conference recognition in *PEO Insider*
- First right of refusal to sponsor similar event the following year

47

Capitol Hill Visit

(Wednesday—Includes Sponsorship of lunch and bus)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Sponsor recognition/logo imprint on event-related collateral
- Verbal sponsor recognition at start and end of event
- Onsite sponsor recognition in proceedings notebook
- Post-conference recognition in *PEO Insider*
- First right of refusal to sponsor similar event the following year

48

Registration Desk

(Limited to 1 sponsor)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at registration desk
- Company literature placed near registration desk
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

49

Conference Mobile App—Exclusive: Static Top Banner Ad

(Limited to 1 sponsor)

- Sponsor's logo branded on the Mobile Application for all users to see
- Sponsor name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Onsite sponsor recognition in proceedings notebook and post-conference recognition in *PEO Insider*
- Your logo will also appear static on the top banner and rotate at the bottom of the mobile app
- First right of refusal to sponsor similar item the following year

50

Conference Proceedings Notebook (Includes Color Back Cover Ad)

(Limited to 1 advertiser)

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

51

Wi-Fi

(Limited to 1 sponsor)

- Branded splash page appearing after access/login code page, as available from hotel
- Ability to customize password for additional promotional name/branding, as available from hotel
- Recognition of Wi-Fi sponsor in all conference marketing collateral, advertisements, email promotions, and website
- NAPEO will promote login/access information on the Program-at-a-Glance and conference workbook with sponsor logo
- First right of refusal to sponsor item the following year

52**Wednesday Luncheon**

(2 luncheons available for sponsorship; up to 3 non-competing companies per lunch)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition at start and end of program
- Onsite sponsor recognition in proceedings notebook
- Placement of single piece of company literature on attendee chairs (copies to be provided by sponsor; if multi-piece, must be pre-assembled)
- Post-conference recognition in *PEO Insider*
- First right of refusal to sponsor similar event the following year

53**Closing Lunch**

(3 available*)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition at start and end of program
- Onsite sponsor recognition in proceedings notebook
- Verbal recognition at event
- Placement of single piece of company literature on attendee chairs (copies to be provided by sponsor; if multi-piece, must be pre-assembled)
- Post-conference recognition in *PEO Insider*
- First right of refusal to sponsor similar event the following year

54**Hotel Do-Not-Disturb Hangers or Room Drop**

(Limited to 1 sponsor; hangers provided by sponsor—artwork must be approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have hotel venue place hangers on doors on first eve of the Conference
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

55**Hotel Keycards**

(Limited to 1 sponsor; keycards provided by sponsor)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have The Ritz-Carlton, Pentagon City distribute corporate artwork keycards to all attendees upon check-in at the hotel
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

56

Associate Member Breakfast

(Limited to 1 sponsor)

- Social and networking opportunity designed specifically for associate members and service providers
- Spend the morning getting to know your fellow service partner colleagues and gaining insight into the issues facing your PEO clients and prospects
- Sponsor name and/or logo recognition on invitation to the breakfast
- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition at start of event
- Opportunity for company to provide one company-branded giveaway item and/or company literature to the leadership during the event
- First right of refusal to sponsor event the following year

57

Continental Breakfast/Networking Breaks

(5 available)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at break/breakfast table
- Sponsor's logo on cocktail napkins provided at break/breakfast
- Company literature placed on table near break during break/breakfast period
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

58

Program-at-a-Glance

(Limited to 1 sponsor)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Company logo/sponsor recognition included on back of Program-at-a-Glance
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

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Conference Bags, Conference Notepads, Conference Pens, Item Giveaway

(Limited to 1 sponsor per each item above; 300 pre-approved items supplied by sponsor shipped in advance to NAPEO; pads and pens will be set out during first session on Thursday morning)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute items in conference bag to all attendees upon check-in at the conference
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

63

Lanyards

(Limited to 1 sponsor; lanyards supplied by sponsor)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- 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
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

64

Coffee Mugs or Drink Tumbler

(Limited to 1 sponsor; sponsor will provide pre-approved coffee mugs or drink tumblers, shipped in advance to NAPEO)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute items in conference bag to all attendees upon check-in at the conference
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

65

Advertisement in Conference Proceedings Notebook

(Open to unlimited number of advertisers)

- Full page (8.5"x11") b/w ad in conference proceedings notebook

66

Rotating Bottom Logo on Conference Mobile App

(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, 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 website
- Onsite sponsor recognition in proceedings notebook and Post-conference recognition in *PEO Insider*

Specialty Seminars

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Specialty Seminar Series

(Includes both Risk Management Workshop and CFO/COO Seminar)

(Each seminar limited to 6 event sponsors)

- Top-line name and/or logo recognition in 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 projected over stage, and verbal recognition at start and end of program
- Onsite sponsor recognition in proceedings notebook
- Company literature placed on each chair during the seminar
- 1 complimentary registration for company rep to attend each seminar
- Emailed version of final registration list for post-event follow up (to include name, title, company, mailing address, and phone number; excludes email addresses)
- First right of refusal to sponsor event the following year

Risk Management Workshop

71

Risk Management Workshop Event Sponsor

(Single session)

(Each seminar limited to 6 event sponsors)

- Top-line name and/or logo recognition in all workshop marketing collateral including printed promotion, advertisements, email promotions, and website
 - Complimentary full page (8.5"x11") b/w ad in workshop proceedings notebook;
 - Prominent sponsor recognition onsite, including signs at entrance to event, logo recognition on screensaver projected over stage, and verbal recognition at start and end of program
 - Onsite sponsor recognition in proceedings notebook
 - Company literature placed on each chair during the workshop
 - 1 complimentary registration for company rep to attend workshop
 - Emailed version of final registration list for post-event follow up (to include name, title, company, mailing address, and phone number; excludes email addresses)
 - First right of refusal to sponsor event the following year
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Wi-Fi

(Limited to 1 sponsor)

- Branded splash page appearing after access/login code page, as available from hotel
 - Ability to customize password for additional promotional name/branding, as available from hotel
 - Recognition of Wi-Fi sponsor in all conference marketing collateral, advertisements, email promotions, and website
 - NAPEO will promote login/access information in the conference workbook
 - First right of refusal to sponsor item the following year
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73

New: Evening Event

(Co-sponsored; 4 non-competing sponsorships available)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
 - Prominent sponsor recognition onsite, including signs throughout event and verbal recognition at start and end of event
 - Onsite sponsor recognition in conference notebook
 - First right of refusal to sponsor event the following year
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Registration Desk

(Limited to 1 sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at registration desk
- Company literature placed near registration desk, if desired and pre-arranged
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

75

PEO University Programming

(Full morning session to include PEO Primer and specific PEO University topics for a combined session)

(Limited to 1 sponsor)

Additional registration fee to attend for conference registrants; approximate attendance will be 25 new executives to the PEO industry

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition at start and end of session
- 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)
- Onsite sponsor recognition in proceedings notebook
- First right of refusal to sponsor similar event the following year

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Networking Reception

(3 available for sponsorship)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at reception
- Onsite sponsor recognition in conference notebook
- First right of refusal to sponsor event the following year

77

Lunch

(3 available for sponsorship)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at lunch
- Onsite sponsor recognition in conference notebook
- First right of refusal to sponsor event the following year

78

Hotel Keycards

(1 sponsor; keycards are provided to hotel from sponsor—art must be pre-approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have hotel venue distribute corporate artwork keycards to all attendees upon check-in at the hotel
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

79

Lanyards

(Limited to 1 sponsor; sponsor provides lanyards—artwork must be approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- 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
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

80

Hotel Do-Not-Disturb Hangers or Room Drop

(Limited to 1 sponsor; hangars are supplied by sponsor—artwork must be approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have hotel venue place hangers on doors on first eve of the Conference or material dropped under the door of each room
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

81

Continental Breakfast

(5 available for sponsorship)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at breakfast
- Onsite sponsor recognition in conference notebook
- First right of refusal to sponsor event the following year

82

Networking Breaks

(2 available)

- Name and/or logo recognition in all seminar marketing collateral including printed promotion, advertisements, email promotions, and website
- Prominent sponsor recognition onsite, including sign at a la carte event and verbal recognition before or after scheduled sponsored event
- Onsite sponsor recognition in proceedings notebook
- Company literature placed on table at a la carte event (on each attendee's chair for lunch)
- 1 complimentary registration for company rep to attend a la carte event;
- Emailed version of final registration list for post-event follow up (to include name, title, mailing address, and phone number; excludes email addresses)
- First right of refusal to sponsor event the following year

83

Conference Bags

(Limited to 1 sponsor; bags supplied by sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute corporate logo bag to all 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 pre-assembled)
- Onsite sponsor recognition in conference notebook
- First right of refusal to sponsor same item the following year

84

Conference Notepads

(Limited to 1 sponsor; notepads provided by sponsor—artwork must be pre-approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute corporate logo notepads during first session
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

85

Conference Pens

(Limited to 1 sponsor; pens provided by sponsor—artwork must be pre-approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute corporate logo pens during first session
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

86

Item Giveaway

(Unlimited number of sponsors; item must be pre-approved and shipped to NAPEO in advance of event)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute item giveaway to all attendees at registration
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

CFO/COO Seminar

90

Keynote Speaker

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website
- Verbal sponsor recognition at start and end of event
- Onsite sponsor recognition in conference notebook
- First right of refusal to sponsor similar event the following year

91

CFO/COO Seminar Event

(Single session)

(Each seminar limited to 6 event sponsors)

- Top-line name and/or logo recognition in 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 projected over stage, and verbal recognition at start and end of program
- Onsite sponsor recognition in proceedings notebook
- Company literature placed on each chair at the beginning of seminar
- 1 complimentary registration for company rep to attend seminar
- Emailed version of final registration list for post-event follow up (to include name, title, company, mailing address, and phone number, excludes email addresses)
- First right of refusal to sponsor event the following year

92

Wi-Fi

(Limited to 1 sponsor)

- Branded splash page appearing after access/login code page
- Ability to customize password for additional promotional name/branding
- Prominent sign recognition in the pre-function space
- Recognition of Wi-Fi sponsor in all conference marketing collateral, advertisements, email promotions, and website
- NAPEO will promote login/access information on the Program-at-a-Glance
- First right of refusal to sponsor item the following year

93

Evening Event

(Co-sponsored; 4 non-competing sponsorships available)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sponsor recognition onsite, including signs throughout event and verbal recognition at start and end of event
- Onsite sponsor recognition in conference notebook
- First right of refusal to sponsor event the following year

94

Registration Desk

(Limited to 1 sponsor)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at registration desk
- Company literature placed near registration desk, if desired and pre-arranged
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

95

PEO University Programming

(Full morning session to include PEO Primer and specific PEO University topics for a combined session)

(Limited to 1 sponsor)

Additional registration fee to attend for conference registrants; approximate attendance will be 25 new executives to the PEO industry

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition at start and end of session
- 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)
- Onsite sponsor recognition in proceedings notebook
- First right of refusal to sponsor similar event the following year

96

Networking Reception

(3 available for sponsorship)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at reception
- Onsite sponsor recognition in conference notebook
- First right of refusal to sponsor event the following year

97

Lunch

(3 available for sponsorship)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at lunch
- Onsite sponsor recognition in conference notebook
- First right of refusal to sponsor event the following year

98

Hotel Keycards

(1 sponsor; keycards are provided to hotel from sponsor—art must be pre-approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have hotel venue distribute corporate artwork keycards to all attendees upon check-in at the hotel
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor item the following year

Lanyards

(Limited to 1 sponsor; 100 lanyards provided by sponsor—artwork must be pre-approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- 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
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

Hotel Do-Not-Disturb Hangers

(Limited to 1 sponsor; hangers are provided by sponsor—artwork must be pre-approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have hotel venue place hangers on door on first eve of the Conference
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

Continental Breakfast

(5 available for sponsorship)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Prominent sign at breakfast
- Onsite sponsor recognition in conference notebook
- First right of refusal to sponsor event the following year

Networking Break

(2 available)

Each a la carte option includes:

- Name and/or logo recognition in all seminar marketing collateral including printed promotion, advertisements, email promotions, and website
- Prominent sponsor recognition onsite, including sign at a la carte event and verbal recognition at start and end of program
- Onsite sponsor recognition in proceedings notebook
- Company literature placed on table at a la carte event (on each attendee's chair for lunch)
- 1 complimentary registration for company rep to attend a la carte event
- Emailed version of final registration list for post-event follow up (to include name, title, mailing address, and phone number; excludes email addresses)
- First right of refusal to sponsor event the following year

103

Conference Notepads

(Limited to 1 sponsor; notepads provided by sponsor—artwork must be pre-approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute corporate logo notepads during first concurrent session
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

104

Conference Pens

(Limited to 1 sponsor; pens provided by sponsor—artwork must be pre-approved by NAPEO)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute corporate logo pens during first concurrent session
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

105

Item Giveaway

(Unlimited number of sponsors; item must be pre-approved and shipped to NAPEO in advance of event)

- Sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions, and website
- Exclusive right to have NAPEO distribute item giveaway either in the conference bags, to all attendees at registration, or on the tables at the first breakout session (Sponsor's choice)
- Onsite sponsor recognition in proceedings notebook
- Post-conference sponsor recognition in *PEO Insider*
- First right of refusal to sponsor event the following year

Other Events and Sponsorships

110

Leadership Council Forums

(Up to 5 non-competing companies)

- 14+ city locations throughout the year (Most will be lunch or an 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
- 1 complimentary registration for company rep to attend each Leadership Council Forum meeting
- First right of refusal to sponsor event the following year

111, 112, 113**CEO Forum**

(Co-sponsored; 4 total sponsorships available)

- This forum is for NAPEO's CEO/owners/presidents of PEO member companies
- Sponsor name and/or logo recognition in all series marketing collateral (printed and online)
- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition at start and end of each event
- Opportunity for company to provide one company-branded giveaway item per attendee at one event; each event has a different sponsor's giveaway
- Onsite sponsor recognition as sponsor in attendee handouts
- First right of refusal to sponsor event the following year

114**CEO Forum—Annual Conference**

This forum/networking experience is exclusively for NAPEO's CEO/owners/presidents of PEO member companies.

Updates for 2018 Annual Conference CEO Forum include:

- Exclusive CEO-only session with NAPEO's headlining, high-level opening keynote session (speaker selection in process)
- Dinner experience on Wednesday evening
- CEO networking suite 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

(Co-sponsored; 6 total sponsorships available)

- Ability for two company representatives to attend CEO Forum dinner and access the CEO Forum suite
- 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
- First right of refusal to sponsor event the following year

115**NAPEO's Branded Webinar Series***

(Sponsorship is limited to 5 non-competing companies)

- 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 5 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
- First right of refusal to sponsor event the following year

116

Board of Directors 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 placed on each chair during the retreat
- Emailed version of final registration list for post-event follow up (to include name, title, company, mailing address, and phone number; excludes email addresses)
- First right of refusal to sponsor event the following year

117

Leadership Dinner

- 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 placed on each chair during dinner
- First right of refusal to sponsor event the following year

118

New Member Welcome Kits

NAPEO's New Member Welcome kit is designed to engage new PEO members with various branded beneficial items a PEO CEO would use and receive during their first year of joining NAPEO.

- Items offered during the year to help new PEO members stay informed and engaged beyond the first exciting months of membership
- Benefits to the sponsors include providing a customized executive gift (included in the price already) to the CEO of new PEO member companies, co-branded with the company's logo and NAPEO's logo
- Executive gift offerings may include Tuscan leather writing pads, swing USB drives with customized postcards, and reusable steel coffee tumblers.
- Ability to provide welcome letters to new PEO members, on your company stationery
- Every month, NAPEO will send sponsors a list of new PEO members who join, in excel format (for privacy protection; this list does not include email addresses). Use it to update your prospect list or to facilitate direct marketing campaigns
- Your company logo to appear co-branded with NAPEO's on executive gift selected and sent out from NAPEO staff office automatically in a mail campaign
- Items pre-approved, purchased, and assigned by NAPEO (sponsor price includes gift purchased)
- First right of refusal to sponsor item the following year

119, 120

PEO University Video Production

Educational sessions designed specifically for PEO startup companies who wish to gain a deeper understanding of PEO specific education, specifically designed for the Manager/Director levels employees with three focused topic areas to be held during the following in-person meetings.

- Legal Video Production Sponsorship (limited to one sponsor)
- HR Video Production Sponsorship (limited to one sponsor)

Marketing elements include:

- Top-line name and/or logo recognition in marketing materials NAPEO uses to promote the video event, including email promotions, as well as on Web site;
- Company logo to be incorporated into the introductory PowerPoint screen where applicable
- Verbal mention of sponsoring company
- First right of refusal to sponsor similar item the following year.

121

Federal Government Affairs Committee Dinner Sponsorship

(Up to 3 non-competing companies)

- Name and/or logo recognition in conference marketing collateral, advertisements, email promotions, and website (where referenced)
- Prominent sponsor recognition onsite, including signs at entrance to event and verbal recognition at start and end of program
- Placement of single piece of company literature 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 (registration fee for sponsor waived for 1 attendee)
- First right of refusal to sponsor similar event the following year.

122

IRS Certification Email Updates

- Logo recognition in all email updates

123

Financial Ratio & Operating Statistics Survey Report Advertisement

(Unlimited number of advertisers)

- 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

124

PEO University Webinars

(Limited to 1 sponsor)

PEO University Webinar Sponsorship will incorporate Web-based PowerPoint/presentation educational sessions

Educational sessions designed specifically for PEO startup companies who wish to gain a deeper understanding of PEO specific education, specifically designed for the manager/director employee levels.

- Top-line name and/or logo recognition in all webinar marketing materials, including email promotions, as well as on Web site used to promote the event;
- Verbal mention of company's sponsoring during webinar
- Company logo to be incorporated into the introductory PowerPoint screen;
- First right of refusal to sponsor similar event the following year.

* An individual event that has multiple sponsors is sold to non-competing companies. Sponsor benefits conferred based contract date/production timeline. NAPEO reserves the right to make substitution changes based on each particular venue. Ask Nancy for more details.