

**2024**

**NAPEO  
Associate Member  
Buyer's Guide**



**THE 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 250 PEO members provide payroll, benefits, workers' comp, regulatory compliance assistance, and other HR services to more than 173,000 small and mid-size businesses employing 4 million people. Our members account for more than 90 percent of the industry's \$273 billion in revenue. An additional 250 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 12/31/2024.

- ✓ **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, as well as inclusion in up to three service categories, hyperlink to your corporate Web site and email address.
- ✓ **NAPEO's Financial Ratio Survey and Operating Statistics Survey** — This comprehensive report provides valuable insight on PEO industry trends. (2023 Report is included in your 2024 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 (coming Feb'24).
- ✓ **Online Member Resources** — This access includes NAPEO legal reviews and insights, an extensive online library, 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** on Advertising, Exhibits, Event Sponsorships and Registration fees.
- ✓ **Use NAPEO's distinctive Associate Member logo** to tout your company's membership status in advertising and marketing materials, including websites, brochures, and stationery.



# MEDALLION PARTNERSHIP

NAPEO's unique advertising, sponsorship, exhibiting, and extensive Medallion partnership opportunities can help you engage and build brand awareness to NAPEO's 250+ PEO member audience. NAPEO's Medallion packages offer companies an array of opportunities to maximize their presence at NAPEO industry events. Each Medallion level provides set core benefits, plus additional and discretionary benefits. Medallion partners may also add to our list of sponsor and advertising event options to maximize branding and exposure to NAPEO's members at a discounted rate. Our director of member development will collaborate with you to design an event that fits your budget and meets your marketing goals. **(NEW this year:** Medallion Partners will receive the member list monthly to maximize your marketing efforts)  
**(Shown below are sample Medallion programs in 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 at all 4 core events	Premier Sponsorship Package at Annual Conference, and Partner Level at PEO Capitol Summit, Risk Management & CFO Seminar	Partner Sponsorship at all 4 core events	Supporter Sponsorship at all 4 core events	Friend Sponsor Package at Annual Conference & PEO Capitol Summit, and either Risk Management or CFO Seminar	Friend Sponsor Package in Annual Conference, and either Risk Management or CFO Seminar
<b>Sponsor investment rate, based on above</b>	\$123,000	\$93,000	\$66,000	\$40,500	\$19,500	\$13,000
<b>PEO Insider Advertising*</b>	10 Full-Page Ads \$39,750	10 Full-Page Ads, \$39,750	6 Full-Page Ads, \$28,500	10 Half-Page Ads, \$26,500	8 Half-Page Ads \$21,200	3 Half-Page Ads \$8,775
<b>Host a Virtual First Friday</b> <small>(*guaranteed)</small>	\$5,000*	<i>add on optional, based on availability</i>	<i>add on optional, based on availability</i>	<i>add on optional, based on availability</i>	<i>add on optional, based on availability</i>	<i>add on optional, based on availability</i>
<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>\$186,750</b>	<b>\$142,250</b>	<b>\$101,300</b>	<b>\$71,750</b>	<b>\$45,450</b>	<b>\$26,525</b>

**Medallion Payment Terms:** 5% discount available for prepayment (to receive 5% pre-payment discount on non-dues elements, full payment must be received by 1/15/2024).

All others payable in three installments (50%/25%/25%). • Prior year Medallion account status will not carry over without a signed Medallion agreement • Maximum amount allowable charged on credit card is \$10,000/ member company per year.

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





# PEO INSIDER EDITORIAL CALENDAR

**Reflecting A Vibrant Industry** | With a sleek, modern look and an engaging new 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	Employee Engagement	12/15/2023	1/5/2024
March	PEO Risk	1/15/2024	2/1/2024
April	Growth & Transformation	2/15/2024	3/1/2024
May	Legal & Regulatory	3/15/2024	4/1/2024
June/July	Finance & Profitability	4/15/2024	5/1/2024
August	Leadership	6/14/2024	7/1/2024
September	Sales & Marketing	7/15/2024	8/1/2024
October	Workforce	8/15/2024	8/30/2024
November	External Influences	9/15/2024	9/29/2024
December/January	Technology	10/16/2024	11/1/2024

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% discount.)			\$4,575
Inside FRONT COVER. Must run as a 2-page spread.			\$6,975
Inside BACK COVER			\$4,300
OUTSIDE BACK COVER			\$4,550
BELLY WRAP (A minimum of 1/2 page ad must run in the magazine when reserving a belly wrap). Ad dimensions provided when reserved.			\$7,650

AD SIZE	DIMENSIONS INCHES	DIMENSIONS DECIMAL
FULL PAGE FULL BLEED	8-5/8" x 11-1/8"	8.625" x 11.125"
FULL PAGE NON-BLEED	7-3/8" x 9-7/8"	7.375" x 9.875"
HALF-PAGE HORIZONTAL	7-3/8" x 4-7/8"	7.375" x 4.875"
TWO-PAGE SPREAD FULL BLEED	17-1/16" x 11-1/8"	17.025" x 11.125"
TWO-PAGE SPREAD NON-BLEED	15-3/4" x 9-7/8"	15.750" x 9.875"
PUBLICATION TRIM SIZE	8-3/8" x 10-7/8"	8.375" x 10.875"

Convert all RGB and Spot Colors to 4/C process.

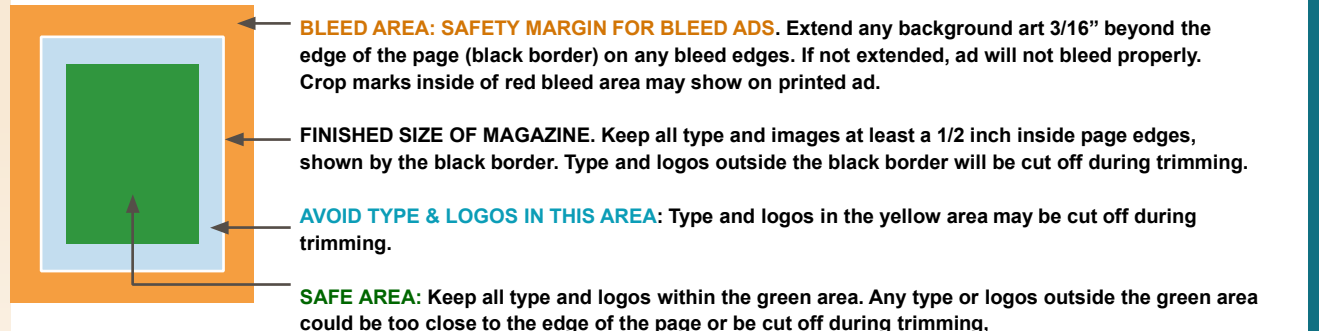
**When Exporting PDF Files**

- Select "Adobe PDF Preset: High Quality Print"
- Select "Compatibility: Acrobat 5 (PDF 1.4)"

**Marks and Bleed Menu (full-page and 2-page spread bleed ads only)**

- Select "All Printer's Marks"
- Weight: 0.25 pt
- Offset: 1p0 (0.1667")
- Bleed: 0p9 (0.125")

All photos, logos, and images in ad must be 300 dpi.  
Email pdf files to [nbenoudiz@napeo.org](mailto:nbenoudiz@napeo.org)



\*All rates are quoted at the member rate, as companies must be a member to advertise in PEO Insider.

# PEO Insider Online

[www.peoinsider.org](http://www.peoinsider.org)

NAPEO's new *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.



The screenshot shows the PEO Insider Online website. At the top is a navigation bar with the PEO Insider logo on the left and links for COVER STORY, LATEST ISSUE, ALL ISSUES, TOPICS, and CONTRIBUTE in the center. On the right is a search icon and the word SEARCH. Below the navigation bar is a main heading: "THIS MONTH'S FOCUS: PEO OPERATIONS" with a right-pointing triangle icon and a "VIEW ALL" link with an arrow. The main content area features three article cards. The first card has a large illustration of a person in a yellow shirt pointing at a laptop screen with a circuit board icon above it. The article title is "HOW TO CHOOSE AN AI VENDOR" and the text begins with "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...". The second card has a yellow and purple illustration of a person at a desk. The article title is "AI: THE IMPACT ON MERGERS & ACQUISITIONS" and the text begins with "When I was young, I watched movies with robots and drones; we called this science fiction because such things...". The third card has a yellow and purple illustration of a city skyline. The article title is "THE GOLDDLOCKS OF PEO GROWTH" and the text begins with "Two different sales approaches follow. One leads to fast growth and chaos while the other leads to slow growth...". Each article card has a "FINANCE & OPERATIONS" tag, and the third card also has a "SALES & MARKETING" tag. At the bottom of the screenshot, the beginning of a fourth article is visible with the title "RUNNING AN EFFICIENT PEO OPERATION BY LEVERAGING THE...".

## Announcing NAPEO's *PEO Insider* Online.

Target your marketing efforts with our digital advertising options and reach 6,200 PEO professionals monthly.

Online ads provide visibility and brand awareness.

NAPEO offers 5 rotating ad spot locations.  
A maximum of 3 digital ad placements per each location.

\*Companies are required to run print ads in the magazine to run Online.  
\*\*Digital Ads will be offered first to full page advertisers that run in all 10 issues of *PEO Insider* magazine.

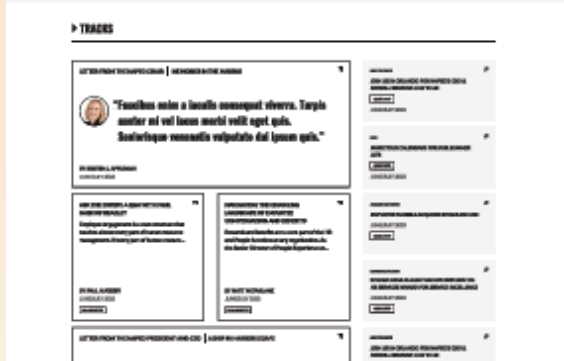
Visit: [www.peoinsider.com](http://www.peoinsider.com)

# Option 1

# PEO INSIDER ONLINE OPTIONS



Horizontal Ad – middle of the Latest Issue page

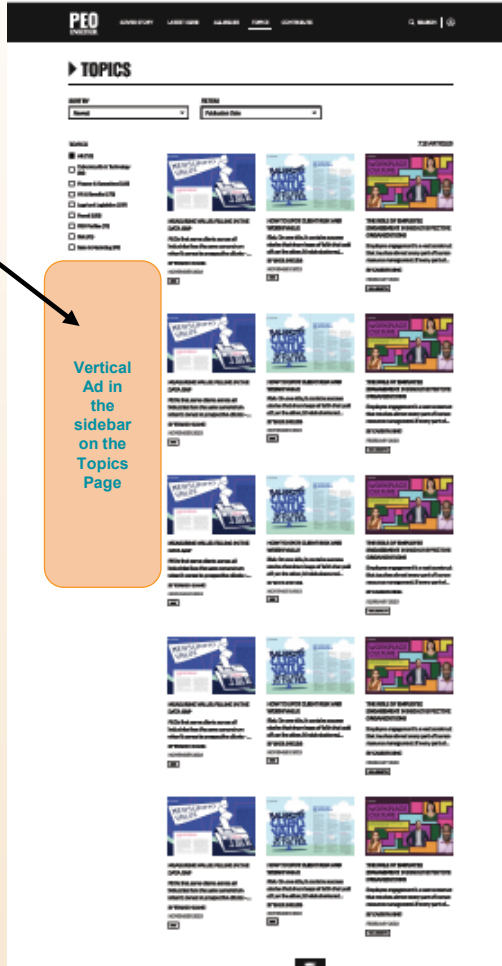


# Option 2



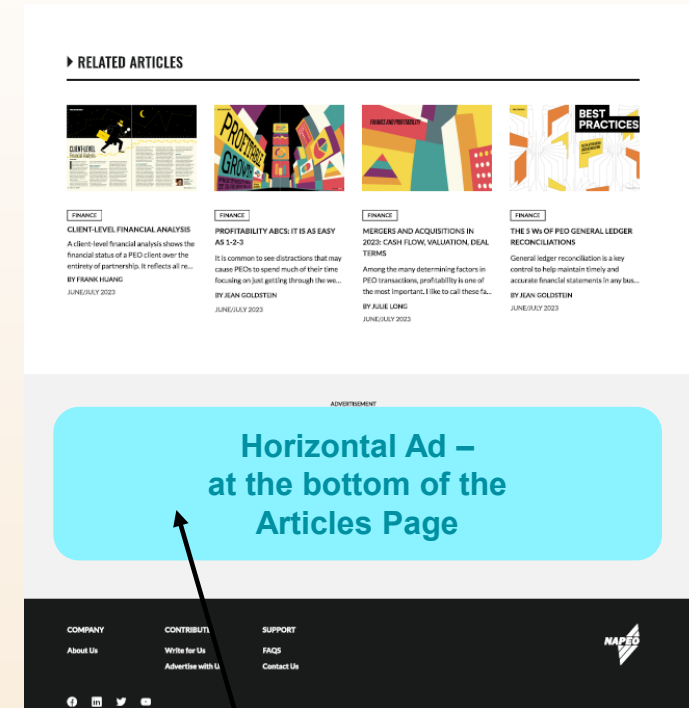
Horizontal Ad – at the bottom of the Latest Issue Page

# Option 3



Vertical Ad in the sidebar on the Topics Page

Horizontal Ad – at the bottom of the Topics Page



Horizontal Ad – at the bottom of the Articles Page

# Option 5

Advertisers will supply their ad materials and ads will be hyperlinked to the URL provided.

# Option 4







# PEO Insider Online Rates and Specifications

## Horizontal Ads offered at \$3,975/year \*

### Placement Location Options (4 options)

1. Horizontal ad in middle of latest issue
2. Horizontal ad at bottom of latest issue page
3. Horizontal ad at bottom of topics page
4. Horizontal ad at bottom of articles

Supply artwork in all 3 file formats as shown below  
(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 offered at \$3,975/year\*

### Placement Location Option (1 option)

- Vertical ad in sidebar of topics page

Supply artwork in all 3 file formats as shown below  
(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

\*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 2024 – January 2025.

NAPEO offers 5 rotating ad spot locations. A maximum of 3 digital ad placements per each location. (for a total of 15 locations)

# ANNUAL CONFERENCE & MARKETPLACE – EXHIBIT OPPORTUNITIES

## Marketplace Trade Show – NAPEO’s Flagship Event

Imagine the business opportunities available when a thousand decision-makers from the PEO and HR outsourcing industry gather under one roof. Join NAPEO as an exhibitor at NAPEO’s 2024 Marketplace, and capitalize on the opportunity to meet face-to-face with PEO professionals eager to expand their service offerings. Marketplace exhibitors also receive the full attendee registration list for your marketing purposes, including attendee emails (when the individuals have not opted out).



Booth Size	Member Rate*
10' x 10' booth	\$4,750
10' x 20' booth	\$9,500
10' x 30' booth	\$14,250
20' x 20' peninsula**/**	\$19,000

## Exhibitor Registrations:

Registrations are not included in the booth rental fee. Multiple registration options are available for NAPEO conference exhibitors. NAPEO has a maximum of 3 booth workers allowed per each 10' of space purchased. Additional registrations may be purchased as shown below.

**Booth Worker Registration Options:** Exhibitors may purchase any combination of up to three per each 10' of space purchased.

- **Exhibitor Booth Regular Registration** is \$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 Booth Full Registration** is \$895 per person and includes access to the exhibit hall, general sessions, and breakout sessions, and includes the Tuesday evening event.

**Exhibitor Plus Full Registrations:** \$1,650 per person. Exhibitor Plus Full Conference Registration includes access to the exhibit hall, general sessions, breakout sessions, and the Tuesday evening event.

(For example, a 10x10' exhibitor may have up to 3 booth workers, 2 can be Exhibitor Regular, and the other can be Exhibitor full – or any combination. If your company wants to send 5 attendees, your first three may be purchased as the Exhibitor Regular Registrations, and the 2 additional will be offered at the Exhibitor Plus Full Registration option. )

\*Companies must be a member of NAPEO to exhibit.

\*\*Due to demand for booth space, all 20' x 20' booths will be offered as peninsula configurations.

\*\*\*Companies interested in 20' x 20' booth space must confirm intent by December 15, 2023. After that time, 20' x 20' booth spaces will be sold based on availability.

# CORE EVENT SPONSORSHIP OPPORTUNITIES



Benefits	PREMIER	PARTNER	SUPPORTER	FRIEND
<b>Tier and Sponsor Recognition Included in Package:</b>	<b>Top-tier sponsor recognition.</b> Includes a High-end branded item of your choice included in the Conference bags, a Full-Page ad (black/white) in the Conference Notebook, rotating logo included on the Conference Mobile App, Pre- and post-conference registration lists, and program event support and recognition selection includes one (1) element from the program offerings from the Premier sponsor list. Actual program element assignment will be designated by NAPEO closer to the event as options change based on venue and may include a General Session sponsor assignment or other similar opportunity.	<b>Second-tier sponsor recognition.</b> Includes a Small branded item of your choice included in the Conference bags, a Half-Page ad (black/white) in the Conference Notebook, rotating logo included on the Conference Mobile App, Pre- and post-conference registration lists, and program event support and recognition selection includes one (1) element from the program list from the Partner list of offerings. Actual program element assignment will be designated by NAPEO closer to the event as options change based on venue and may include the evening event, breakfast, & keynote, or other similar opportunity.	<b>Third-tier sponsor recognition.</b> Includes 20% off all registrations, rotating logo included on the Conference Mobile App, Pre- and post-conference registration lists, and program event support and recognition selection includes one (1) element from the program list from the Supporter list of offerings. Actual program element assignment will be designated by NAPEO closer to the event as options change based on venue and may include either small group meet-ups, a Marketplace Reception, Breakfast & Roundtable Discussions etc.	<b>Fourth-tier sponsor recognition.</b> Includes 20% off all registrations, rotating logo included on the Conference Mobile App, Pre- and post-conference registration lists, and program event support and recognition selection includes one (1) element from the program list from the Contributor list of offerings. Actual program element assignment will be designated by NAPEO closer to the event as options change based on venue and may include Networking Break or Continental Breakfast.
<b>Event Registrations Included:</b>	<ul style="list-style-type: none"> <li>Annual Conference &amp; Marketplace: 3                             <ul style="list-style-type: none"> <li>PEO Capitol Summit: 2</li> </ul> </li> <li>Risk Management and CFO &amp; Payroll: 1</li> </ul>	<ul style="list-style-type: none"> <li>Annual Conference &amp; Marketplace: 2                             <ul style="list-style-type: none"> <li>PEO Capitol Summit: 1</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Annual Conference &amp; Marketplace: 1                             <ul style="list-style-type: none"> <li>PEO Capitol Summit: 1</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
<b>Discount on additional registrations:</b>	25% discount	20% discount	20% discount	20% discount

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
Risk Management Workshop	\$20,000	\$14,000	\$8,000	\$4,500
CFO & Payroll Seminar	\$20,000	\$14,000	\$8,000	\$4,500

\* 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](mailto:nbenoudiz@napeo.org)

# PREMIUM LEADERSHIP EXPERIENCE SPONSORSHIPS

## NAPEO'S BOARD OF DIRECTORS EVENT SPONSORSHIPS

- **Board of Directors Spring Retreat | \$15,000**  
Feb 26-28, 2024, The Ritz Carlton, Dove Mountain, Marana, AZ
- **Board of Directors Fall Event | \$15,000**  
November 12-14, 2024, San Juan Marriott Resort & Stellaris Casino

(\*both options above include a maximum of 6 sponsoring companies, and competing categories are allowed. Sponsorship includes a maximum of one company attendee).

## BOARD OF DIRECTORS LUNCH SPONSORSHIPS

- **Board of Directors Lunch Sponsor during NAPEO's Annual Conference & Marketplace.**  
Up to 4 companies, competing categories allowed | **\$4,500**
- **Board of Directors Lunch Sponsor during NAPEO's PEO Capitol Summit.**  
Up to 4 companies, competing categories allowed | **\$3,500**

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

January 29-31, 2024. The Washington Marriott Capitol Hill, Washington, D.C.

The Federal Government Affairs Committee meets in late Jan./early Feb. in Washington, D.C. 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 allowed), | **\$6,550**

## NAPEO'S PAC APPRECIATION EVENT

NAPEO's PAC Appreciation event is a unique event to thank individuals who have contributed to the PAC during the current calendar year. Demographics of the attendees include 70-80 individuals, mostly CEOs and other C-Level executives. The event may include a reception or other event, and the vibe is fun, casual, laid back, and a perfect way for sponsors to network with the PEOs in attendance. Sponsoring companies must have a PAC Solicitation form on file to sponsor. Sponsorship includes a maximum of one company attendee per sponsor. This unique event includes an unlimited number of sponsors, and competing categories are allowed | **\$7,500**

## CEO FORUM SPONSORSHIPS

NAPEO's CEO Forum combines practical and hard-hitting executive education and PEO related content along with informal in-person peer networking. Sponsorships are limited and offered to non-competing companies. Sponsors may provide a pre-approved item to be included in the gift bags for attendees, if desired. Also included is one complimentary registration for the May event dates, and two for the September 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.

- **Dinner sponsorship in conjunction with NAPEO's PEO Capitol Summit in May. (Event held Sunday evening on May 19, 2024)** Limited to 7, non-competing companies **\$10,000.**
- **Dinner sponsorship in conjunction with NAPEO's Annual Conference & Marketplace in September.** Limited to 7, non-competing companies | **\$12,500.**

2023 returning sponsors have first right of renewal for 2024, if contracted by 12/15/2023. 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 Only)

NAPEO's Leadership Councils host 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 one exclusive sponsorship for all events during the year. A minimum of 8 events are expected in 2024. Sponsors will have a two-minute sponsor introduction that will rotate between companies per event date, (one introduction per event date). Sponsors may provide a pre-approved branded item to be handed out to 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), and the full attendee registration list for your marketing purposes. Limited to 6 non-competing categories | **\$15,000**

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

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 2024 includes three in-person events in conjunction with the Risk Management Workshop, the CFO & Payroll Seminar, and the Annual Conference & Marketplace. Limited to 6 non-competing categories. Also included is one complimentary registration for each event date. | **\$6,000**

## NAPEO'S NEXTGEN (In-Person Only)

NextGen event is designed to facilitate social networking for NAPEO members under the age of 40. 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 5 sponsors, competing categories allowed | **\$4,000**

## 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 2024, 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 4 non-competing categories. | **\$12,000**

## NAPEO'S BRANDED WEBINAR SERIES (Virtual Only)

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. Sponsorship consists of a two-minute sponsor introduction, which rotates between companies per event date (One (1) introduction per date). Sponsor receives logo recognition for all NAPEO event promotions, and the complete attendee registration list for your marketing purposes. Limited to 6, competing categories allowed. | **\$8,500**

## NAPEO'S FIRST FRIDAYS (Virtual Only)

NAPEO's First Fridays are virtual events held on the first Friday of each month, (possibly later in the month, based on calendar and event schedule). Each month, a NAPEO service partner will provide sponsored education on hot topics of interest to the PEO industry. Employees from all member companies may attend. NAPEO will host and promote the event to members. Sponsors receive the full attendee registration list for your marketing purposes. 12 in total, limit of one event per sponsor | **\$5,000**



# UNIQUE à LA CARTE SPONSOR OPTIONS

## A La Carte Sponsor Options available for NAPEO's Annual Conference & Marketplace

- Registration Desk (\$ TBD)
- Marketplace Aisle Signs (\$ TBD)
- First-Time Attendee Sponsorship (\$ TBD)
- Charging Stations (\$ TBD)
- Onsite Banner Signage (ask for details)
- Welcome Mixer Event (\$ TBD)
- Water Service (\$ TBD)
- Wi-Fi (\$ TBD)
- Relaxation Zone (\$ TBD)
- Mobile App Sponsor (\$ TBD)
- Do-not-Disturb Door Hangers (\$ TBD)
- Booth Crawl (one evening) \$400
- **Ask NAPEO to customize options for you!**



## NAPEO'S FITNESS EVENT SPONSORSHIP

Sponsor NAPEO's Fitness Event, offered as a stand-alone sponsorship during NAPEO's 2024 Annual Conference & Marketplace. Participants will enjoy the opportunity to get some exercise while networking in a relaxed environment. Activity varies by venue, but examples include yoga class or run/walk. Sponsors will receive logo branding on a fitness-related item (we'll suggest based on the activity), and verbal recognition at the start and finish of the event. Sponsors will have the opportunity to provide a branded fitness giveaway, at the sponsor's expense, if desired. Sponsor receives logo recognition for the 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. Offered to four (4) non-competing sponsors | **\$1,750**



## NAPEO'S RECEPTION AT SHRM ANNUAL CONFERENCE & EXPO

Sponsor NAPEO's reception during the SHRM Annual Conference & Expo in Chicago, designed to gather individuals from NAPEO member companies who attend the event. (PEO and Associate Member representatives). Offering a fantastic way to network with your NAPEO friends and colleagues, while attending SHRM. Sponsors may provide a pre-approved item to be included in the gift bags for attendees if desired. 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. The reception will be Monday, June 24, 2024. | Limit of 5 sponsors, competing categories allowed | **\$5,000**

2023 returning sponsors have first right of renewal for 2024, if contracted by 12/15/2023. 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.

# SPONSOR NAPEO CONTENT

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

## NEWSLETTER ADVERTISING OPTIONS

### NAPEO ENews | \$8,500

120 x 240 pixels | Limited to four advertisers.

### NAPEO Government Affairs Roundup | \$8,500

120 x 240 pixels | Limited to four advertisers.

### NAPEO Forum | \$8,500

125 x 1000 pixels | Limited to one advertiser.

## FINANCIAL RATIO & OPERATING STATISTICS SURVEY AD | \$1,650

Gain visibility with a full-page ad in NAPEO's Financial Ratio & Operating Statistics Survey, which has evolved as one of NAPEO's most valuable member services for PEOs. The results are broken out into multiple company size categories to make the data even more relevant as a benchmarking tool. This invaluable benchmarking tool includes an executive summary, financial ratios covering volume, profitability, liquidity, and coverage, as well as operating statistics on benefits, pension plans, sales, client service, HR, payroll, and technology. Data is presented for a variety of company size categories and spans 8+ years of data. Note: This report is free to all PEO member companies who complete the survey, new PEO members, and associate members. Unlimited number of advertisers.

## NAPEO's PULSE SURVEY | \$5,775

The PEO Pulse Survey provides a quarterly snapshot of the PEO industry in areas such as overall revenue, gross profits, number of worksite employees and more. The online survey is sent each quarter to a cross-section of NAPEO members of all sizes. Sponsor recognition includes company logo on webpage, and in the magazine where promoted. Limited to 1 company



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# CONTACT

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