2020 Sponsorship & Exhibit Prospectus

Stand Above the Crowd

APRIL 5-8* NASHVILLE
NAEP 2020 ANNUAL MEETING
GETTING IN TUNE WITH PROCUREMENT
NAEP is divided into 6 Districts and hold meetings throughout the year.

4600 members make up NAEP

60% of our membership are Procurement Managers, Directors or Executives

NAEP represents over 800 institutions and 4600 procurement professionals

NAEP is
procuring the future
The NAEP Marketplace

We have reinvented the exhibit hall for 2020 by combining traditional exhibit booths with more networking.

Monday: Traditional Exhibit Hall
Tuesday: NEW! Networking Lunch for Vendors & Attendees

Become of part of the Marketplace!

When you register to be part of the Marketplace, you receive the following benefits:
• 10x10 exhibit space
• Pipe and Drape
• One full registration/ Two exhibit hall only passes
• Full attendee list
• 24 hour security

Exhibit Booth $2695
Additional Full Conference Registration $600
Additional Marketplace only pass $100
Upgrade to a Full Conference Registration from Marketplace Only pass $500
Corporate Registration $1500

Is this your first time to an NAEP Annual Meeting? The corporate registration gives you a chance to explore the meeting and see if it’s the right fit.
The NAEP Sponsorship Program

Stand Above the Crowd

Chairman Sponsorship—$50,000

- Upgrade to a 20x20 exhibit space
- 10 full registrations/ 6 exhibit hall only passes
- Concurrent Session or Panel Discussion
- Pop-up advertisement in the Mobile App
- Sponsor logo recognition throughout the conference, general session and workbook
- Insert in the conference bag
- Sponsor the President’s Reception Toast
- Full Page advertisement in the meeting workbook
- Rotating Banner advertisement on the NAEP website throughout the year
- Full attendee list
- Table at the Registration Celebration (3-hours to network with attendees outside of the Marketplace)
- Sponsor a Salon and engage conference attendees. Grab a cup of coffee during the day or a glass of wine after the sessions and invite select conference attendees to discuss your procurement hot topics in an informal setting.
- Priority advance booth selection for 2021 annual meeting

Choose FOUR additional marketing benefits:

- Article in the quarterly NAEP Procurement Journal
- 2-3 minute advertorial video to be played at the general session and stored in our Supplier Video Library on the NAEP website.
- Official Hotel key card sponsor (logo and message on each card)
- Co-Host the NAEP Welcome Event (highest attended event at the meeting)
- Write a 3-4 page white paper or case study with an institution
- 2-part webinar series
- 2-part pod cast series
- Host a 30 minute “Break with Facilitated Reflection.” NAEP will provide a white board and you can sit with a group discuss best practices for small schools, e-procurement systems, supplier diversity, a topic that was presented during a keynote or session, etc.
Executive Sponsorship—$35,000

• Upgrade to a 10x20 or 10x30 exhibit space
• 8 full registrations/ 5 exhibit hall only passes
• 20-minute Impact Session
• Table at the Registration Celebration
• Invitation to the President’s Reception
• Sponsor logo recognition throughout the conference, general session and workbook
• ½ page advertisement in the meeting workbook
• Host a 30 minute “Break with Facilitated Reflection.” NAEP will provide a white board and you can sit with a group discuss best practices for small schools, e-procurement systems, supplier diversity, a topic that was presented during a keynote or session, etc.
• Full attendee list
• Priority booth selection for the 2021 annual meeting

Choose **THREE** additional marketing benefits:

• Official Lanyard Sponsor
• Write a 3-4 page white paper or case study with an institution
• Keynote Introduction with video (optional)
• Co-Host the Welcome Event (highest attended event at the meeting)
• Article in the NAEP Pulse (monthly e-newsletter distributed to 5k people)
• Mobile app sponsor-Includes 2 pop up ads and 1 banner ad
• 2-3 minute advertorial video to be played at the general session and stored in our Supplier Video Library on the NAEP website
• 2-part webinar series
• 2-part pod cast series
• Sponsor a Salon and engage conference attendees. Grab a cup of coffee during the day or a glass of wine after the sessions and invite select conference attendees to discuss your procurement hot topics in an informal setting.
President Sponsorship—$20,000

- 10x10 or 10x20 exhibit space
- 20-minute Impact Session or 3-5 minute video to be played at one of the General Sessions
- 6 full registrations/3 exhibit only passes
- ¼ page advertisement in the annual meeting workbook
- Sponsor logo recognition throughout the conference, general session and workbook
- Invitation to the President’s Reception
- Table at the registration celebration
- 1 webinar or 1 podcast
- Full attendee list
- Priority booth selection for the 2021 annual meeting

Choose ONE marketing benefit:

- Official Conference Bag sponsor
- 2-3-minute advertorial video to be played at the general session and storied in our Supplier Video Library on the NAEP website (4 available)
- Article in the quarterly NAEP Procurement Journal (3 available)
- Keynote Introduction (1 available)
- Signage Sponsor (1 available) Set up a rest area on the way to sessions for people to stop by and take a break!
- Write a 3-4 page white paper or case study with an institution
- Sponsor a Salon and engage conference attendees. Grab a cup of coffee during the day or a glass of wine after the sessions and invite select conference attendees to discuss your procurement hot topics in an informal setting.
- Sponsor the Delta River Boat at the Gaylord Resort. This boat travels through the resort by water and will be seen/used by attendees.

Director Sponsorship—$12,500

- 10x10 exhibit space
- 5 full registrations/2 exhibit hall only passes
- Article in the NAEP Pulse (monthly e-newsletter distributed to 5k people)
- Sponsor logo recognition throughout the conference, general session and workbook
- Full attendee List
- Priority booth selection for the 2021 annual meeting
- Insert or marketing material included in the registration bag.

Choose ONE marketing benefit:

- Impact Session (20 min)
- Marketplace Grand Opening Sponsor
- 1 podcast
- 2-3 page white paper
- Table at the registration celebration
- Sponsor the NAEP Massage Station in the exhibit hall on Monday! Includes marketing, signage and branding opportunities.
- Host a 30 minute “Break with Facilitated Reflection.” NAEP will provide a white board and you can sit with a group discuss best practices for small schools, e-procurement systems, supplier diversity, a topic that was presented during a keynote or session, etc.

www.naepnet.org
**Associate PLUS Sponsorship—$7.5k**

- 10x10 exhibit space
- 3 full registrations/2 exhibit hall only passes
- Marketing Insert in conference bag
- Sponsor logo recognition throughout the conference, general session and workbook
- Full Attendee List
- Priority booth selection for the 2021 annual meeting

Choose ONE marketing benefit:
- Networking Lunch Sponsor
- Introduce a speaker at a concurrent session
- Fun Run Sponsor
- Water Bottle Sponsor
- Pop Up advertisement in the annual meeting mobile app
- Sponsor an Advertisement in our Learning Management System

**Associate Sponsorship—$5k**

- 10x10 exhibit space
- 2 full registrations/2 exhibit hall passes
- Sponsor logo recognition throughout the conference, general session and workbook
- Full Attendee List
- Priority booth selection for the 2021 annual meeting

Choose ONE marketing Benefit:
- Refreshment Break Sponsor
- Breakfast sponsor
- Insert in the conference bag
- Sponsor an Advertisement in our Learning Management System

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**Here's How to Stand Out**

Contact Ashley Kmiecik to get started

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