2019 NAEP
Sponsorship Prospectus
Stand out above the crowd at the NAEP Annual Meeting.

Packages are available to help differentiate yourself from the over 100 suppliers in attendance. Build a national presence year-round with a Director or Presidential level sponsorship. These packages will allow you to present your data and expertise to NAEP members through webinars, presentations and marketing.

Whether you are looking to maximize your investment in NAEP’s face-to-face events or extend your reach to members throughout the year, the National Sponsorship Program offers opportunities that get results.

Sponsors enjoy the following advantages over traditional event-based sponsorships:
- Increased visibility to NAEP membership throughout the year with memorable brand recognition
- Creative opportunities aligned with specific content development and delivery
- Access to year-round benefits and face-to-face interaction with NAEP members

Why Sponsor the NAEP Annual Meeting?

- **Connect with over 600 attendees**
- **Showcase your products and services**
- **Network with thought leaders**
- **Present to an audience of procurement professionals**
- **Promote your brand through our various marketing channels**
- **Meet the NAEP Board of Directors at various networking events**

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
PRESIDENT PLUS $35,000 (Only 1 available)

- 20x20 Exhibit Space
- **SDI Sponsorship** - The Supplier Diversity Institute is going on at the same time as the Annual Meeting so your company will have exposure at both events.
- (10) Full registrations and (6) exhibit hall only passes
- 20 Minute Impact Session at the Annual Meeting*
- Exclusive recognition in the Annual Meeting mobile app as the President Plus sponsor and an opportunity to have 1 pop up advertisement*
- Pre- and Post- Conference Attendee List*
- Full page advertisement in the onsite Annual Meeting Booklet*
- 3-part webinar series produced by NAEP and hosted on the NAEP website for MEMBERS only (must present with an institution/NAEP member*)
- Editorial in the NAEP Pulse (online monthly newsletter) co-written with an NAEP member or institution*
- Sponsor logo on expo hall entrance panel
- Sponsor recognition at general session and throughout the facility
- Co-Host the opening event on Sunday night in Kansas City*

*ADDITIONAL DETAILS PROVIDED IN YOUR SPONSORSHIP AGREEMENT

Choose ONE additional marketing benefit as part of the sponsorship:

- **Sponsor NAEP TV Advertorial & TV Channel***
  
  o NAEP will create a 2-3 minute video for participating sponsors ON-SITE to demonstrate new products or services. We will show the video at the general session at the Annual Meeting, on our Annual Meeting home page following the event, and we can play it on the "dark channel" so every attendee will see it when they turn on their TV. You’ll also receive a link for your own distribution.

- **Mobile App Sponsor**
  
  Put your company’s brand and message right in attendees’ hands with a Mobile App Sponsorship package! Attendees will have the ability to access session content, a schedule of events, exhibitor listings, all general event information and a map of the exhibit hall floor plan using their mobile devices. Mobile app sponsorship packages include branding opportunities for your company on certain pages within the app, providing you guaranteed impressions from all attendees using the mobile app! The mobile application will be promoted through marketing prior to the event.

*ADDITIONAL DETAILS PROVIDED IN YOUR SPONSORSHIP AGREEMENT
PRESIDENT LEVEL-$20,000

- 10x20 Exhibit Space
- 20 Impact Speaking Session at the Annual Meeting*
- (8) Full registrations and (4) exhibit hall only passes
- Recognition in the annual meeting mobile app*
- Sponsor logo, and URL on the Annual Meeting website
- Pre- and Post- Conference Attendee List*
- Acknowledgement in the Educational Procurement Journal with logo
- Half page advertisement in the Annual Meeting Booklet*
- Enhanced listing on the floor plan with logo and description
- 2-Part Webinar Series produced by NAEP and hosted on the NAEP website for NAEP members ONLY (must present with an institution/NAEP member**
- Sponsor logo on expo hall entrance panel
- Sponsor recognition at general session and throughout the facility.

*ADDITIONAL DETAILS PROVIDED IN YOUR SPONSORSHIP AGREEMENT

Choose ONE marketing benefit as part of your sponsorship package:

- **Host Event Sponsor (Co-Sponsored with non-competing company)**
  - Your company can host our biggest event at the meeting! Your logo will be branded on giveaway’s provided by NAEP (with your approval) and signage. We will send out pre-event messaging to the attendees mentioning your company as a sponsor. Also, you can invite all your colleagues and guests! Lastly, our board president and CEO will personally thank you in front of all the guests at the event.

- **Exclusive Table at the Reception (Registration Celebration!)-7 tables left!**
  - You’ll be able to connect with attendees as the register and provide marketing items. It's the NEWEST way to network with our members! There will be food, beverages, networking activities, music and more.

- **Conference Bag sponsor**
  - Your logo will be placed on all conference bags at the annual meeting

- **Sponsor NAEP TV Advertorial (2 available)**
  - NAEP will create a 2-3 minute video for participating sponsors ON-SITE to demonstrate new products or services. We will show the video at the general session at the Annual Meeting and on our Annual Meeting home page following the event. You’ll also receive a link for your own distribution.

- **Sponsor the Hotel Key Card**
  - Your logo will be on the hotel key card and given to each attendee.

- **Directional Signage Sponsor**
  - The Kansas City Convention center is BIG and we want our attendees to know where to go! Your logo and welcome message will lead the way. Includes carpet clings and window clings
DIRECTOR LEVEL-$12,500

- 10x10 Exhibit Hall space
- You will receive (6) Full registrations and (3) exhibit hall only passes.
- Recognition in the annual meeting mobile app*
- Sponsor logo, and URL on the Annual Meeting website
- Pre- and Post- Conference Attendee List*
- Acknowledgment in the Educational Procurement Journal with logo
- ½ page advertisement in the Annual Meeting Journal
- Pre- and Post-Conference Attendee List*
- Acknowledgment in the Educational Procurement Journal with logo
- Enhanced listing on the floor plan with logo and description
- 1 Webinar produced by NAEP and hosted on the NAEP website for NAEP members ONLY or a recorded session from the NAEP Annual Meeting which will include a short advertisement*
- Sponsor logo on expo hall entrance panel
- Sponsor recognition at general session and throughout the facility

*ADDITIONAL DETAILS PROVIDED IN YOUR SPONSORSHIP AGREEMENT

Choose ONE marketing benefit as part of your sponsorship package:

- **Exhibit Hall Opening Reception (2 non-competing companies)** *
  - Be the exclusive sponsor of the opening of the Exhibit Hall.
- **20 Impact Speaking Session at the Annual Meeting (4 available)** *
  - (20) Minute Impact Session. This will work similar to TED Talks where you will give a short presentation on industry trends and topics. There are 3 sponsors per Impact Session and 4 sessions total.
- **Official Lanyard Sponsor**
  - Your logo will appear around the necks of all NAEP attendees and exhibitors
- **Mobile App Sponsor Advertisement**
  - Put your company’s brand and message right in attendees’ hands with a Mobile App Sponsorship package! Attendees will have the ability to access session content, a schedule of events, exhibitor listings, all general event information and a map of the exhibit hall floor plan using their mobile devices. Mobile app sponsorship packages include branding opportunities for your company on certain pages within the app, providing you guaranteed impressions from all attendees using the mobile app! The mobile application will be promoted through marketing prior to the event.
ASSOCIATE PLUS LEVEL-$7,500

• 10x10 Exhibit Hall space
• You will receive (4) Full registrations and (2) exhibit hall only passes.
• Marketing at Registration-Provide an insert or marketing piece that will be placed at registration
• Recognition in the annual meeting mobile app*
• Sponsor logo, and URL on the Annual Meeting website
• Pre- and Post- Conference Attendee List*
• Acknowledgement in the Educational Procurement Journal with logo
• Enhanced listing on the floor plan with logo and description
• Sponsor logo on expo hall entrance panel
• Sponsor recognition at general session and throughout the facility

*ADDITIONAL DETAILS PROVIDED IN YOUR SPONSORSHIP AGREEMENT

Choose ONE marketing benefit as part of your sponsorship package:

• Advertise within the NAEP Learning Management System (3 available) *
  o Banner advertisements on the NAEP Learning Management System for 1 calendar year on the NAEP website available to all 4500 NAEP members

• Exhibit Hall Lunch Sponsor (2 available)  
  o Sit down for a quick break and chat with attendees at the exhibit hall luncheon. Your logo will be on napkins and signage.

• Sponsor a recorded session from the 2019 NAEP Annual Meeting  
  o Hosted in our Learning Management System to be viewed by members
ASSOCIATE LEVEL- $5,000

- 10x10 Exhibit Hall space
- You will receive (2) Full registrations and (2) exhibit hall only passes.
- Recognition in the annual meeting mobile app*
- Sponsor logo, and URL on the Annual Meeting website
- Pre- and Post- Conference Attendee List*
- Acknowledgement in the Educational Procurement Journal with logo
- Enhanced listing on the floor plan with logo and description
- Sponsor logo on expo hall entrance panel
- Sponsor recognition at general session and throughout the facility

*ADDITIONAL DETAILS PROVIDED IN YOUR SPONSORSHIP AGREEMENT

Choose ONE marketing benefit as part of your sponsorship package:

- Breakfast sponsor (3 available)
  - Mingle with attendees while they have their most important meal of day. You’ll also see your logo napkins and signage.
- Break Sponsor (2 available)
  - Have your presence known! The break you sponsor will include a 22x28 sign, logo’ed napkins, table tents and recognition in the program and general session.
- Fun Run/Walk Sponsor
  - Take a break and run a 5k with attendees. You’ll get the chance to say a few words before it begins, and we’ll get designated running shirts with your logo on it!
- Marketing at Registration
  - Provide an insert or marketing piece that will be placed at registration for each attendee to receive.

When you're ready to sign up, contact: Ashley Kmiecik, Business Development Associate, ashleyk@naepnet.org or call 443.219.97660