



Regional Forum Sponsorship

Event Description

In response to requests for additional networking opportunities, the NAPCP offers regional forums. These one-day education and networking events are sponsored by providers and hosted by end-user organizations, with typically 30-50 attendees. Regional forums establish and foster meaningful relationships between Commercial Card and payment professionals. Educational presentations by end-users organizations and the NAPCP cover Commercial Card and payment best practices, case studies and practical “how-to” advice. Roundtable discussion groups and a networking lunch round out the agenda.

There is a \$69 fee for NAPCP members to attend and an \$99 fee for non-members. To ensure the forum remains end-user focused, the NAPCP reserves the right to limit one attendee per provider organization.

The Sponsorship Opportunity

Supporting the NAPCP through regional forum sponsorship shows your commitment to the Commercial Card and payment industry and brings you face-to-face with industry professionals in a more intimate setting. This unique business-development opportunity allows you to network with attendees during check-in, lunch and share expertise during roundtable discussions. Through a series of marketing promotions over an eight- to ten-week period (see below), you’ll gain low-cost brand exposure to thousands of Commercial Card and payment professionals.

Cost of Sponsorship

Regional Forum sponsorship rates are currently:

-\$3,000 for NAPCP partner sponsors

-\$4,500 for non-partner sponsors

Sponsorship funds are used to help offset the cost of breakfast, lunch, coordination of the event and travel by NAPCP staff to the event.

Marketing Promotions and Benefits for Regional Forum Sponsors			
Marketing Vehicle	Open/Sent to	Frequency/Duration	Optional
NAPCP webpage: regional forum event page with logo and hyperlink to company website	All website visitors	10+ weeks	
NAPCP webpage: homepage and subpage “calendar of events”	All website visitors	10+ weeks	
NAPCP webpage: “What’s New?” summary of events and new resources	All website visitors	10+ weeks	
E-mail: Upcoming Events	20,000 members and subscribers	Minimum 3 e-mails	
E-mail: 60 days in 60 seconds summary of events	20,000 members and subscribers	1-2 e-mails, dependent on timing	
Quarterly NAPCP eNews newsletter	NAPCP members	1 issue, dependent on timing	
Social networking: posted to LinkedIn events	All LinkedIn subscribers	8-10 weeks	

Marketing Promotions and Benefits for Regional Forum Sponsors			
Social networking: posted as a discussion to several card and payment-related LinkedIn groups, including the NAPCP LinkedIn group	Thousands of LinkedIn group members	Minimum one discussion post	

At the Event	Optional
Two complimentary attendee passes	
Welcome address during opening remarks (five minutes) <ul style="list-style-type: none"> • Summarize role in the industry and partnership with the NAPCP • Introduce the end-user presenter* • Facilitate a roundtable discussion 	X X X X
Display collateral at event check-in site	X
Provide attendee giveaway	X
Final thank-you at close of event	X

The NAPCP:

- Secures a forum host
- Secures speakers and roundtable facilitators*
- Provides information on www.napcp.org/events regarding the forum
- Promote the forum
- Coordinates event registration
- Communicates event agenda and logistics to attendees and speakers

*If you would like one of your clients to be considered for the end-user speaker role, please let Rachel Porter know so we can get them in contact with our content experts.

For more information about regional forums, visit our website at www.napcp.org/events.

You may also contact Rachel Narveson at rachel_narveson@napcp.org or (952) 546-1880 ext. 7