

Virtual Demonstration Contract



Virtual Demonstration Overview

The NAPCP offers you the opportunity to present a sales and product focused demonstration and gain the undivided attention of the NAPCP's extensive industry audience of more than 20,000 members/subscribers. Here's your chance to showcase your organization's Commercial Card and payment industry technology, products and services in a 60-minute virtual demonstration.

Demonstration Delivery, Recording, Format and Cost

GoToWebinar is the system NAPCP uses to facilitate the demonstration. The NAPCP records each demonstration and is available for our members and subscribers to download complimentary in the NAPCP store. The recording is usually available within one week of the demonstration. The sponsoring company does have the option to not include the recording in our store. The recording will not be shared with the sponsoring company outside of the NAPCP store. A typical demonstration will include a 5-10 minute introduction, 45-50 minute presentation/demonstration and 5-10 minutes of Q&A.

The cost for each demonstration is:

- \$2,500 for Year-Round Partner Sponsors
- \$3,500 for Non Year-Round Partner Sponsors

Attendee Registration Process and List

The NAPCP manages the online registration process via the NAPCP website. Webinar registration may be open to end-user and provider members and subscribers or can be restricted to just end-user members and subscribers. The demonstrating organization may choose. Attendees do not pay a fee to view the demonstration; however, all attendees are required to pre-register for the event. Typically we receive 75-150 registrations for each demonstration. You will receive a list of all registered attendees, who opted in (including contact information) following the event.

Event Marketing

Ideally, the marketing and open registration period for the demonstration is 8-10 weeks prior to the event date, ensuring ample time to market and promote your demonstration. This allows for maximum exposure on the NAPCP website and through our social media channels:

- One dedicated e-mail promoting the event to the NAPCP member and subscriber base of more than 20,000
- Your logo and a link from the NAPCP event website to your website
- Event listing in the NAPCP event calendar
- Multiple promotions such as the *60 days in 60 seconds* e-mail, homepage slideshow graphic, NAPCP newsletter (depending on timing, NAPCP LinkedIn group, Twitter, etc.

Company Name: _____

Name: _____

Title: _____

Mailing Address: _____

City, State, Zip: _____

Payment accepted by check or credit card.
If paying by credit card, please complete the credit card authorization form included in this contract on the last page.

Send Invoice (for check payment)

Credit Card Information Provided

Signature of Representative

Date

Signature of the NAPCP Event Manager

Date

