

NAPEO's 2023 Annual Conference & Marketplace – Exhibitor Information

- Everything you need to know for a successful show experience
- Prepared by: Nancy Benoudiz, Director of Membership Development



The Stats!



**120 EXHIBITING
COMPANIES THIS YEAR**



**28 FIRST-TIME NAPEO
EXHIBITORS**



**1,000 ATTENDEES
EXPECTED**

Items covered in guide



CONFERENCE
SCHEDULE REVIEW



EXHIBITOR SCHEDULE
REVIEW



EXHIBITOR
REGISTRATIONS

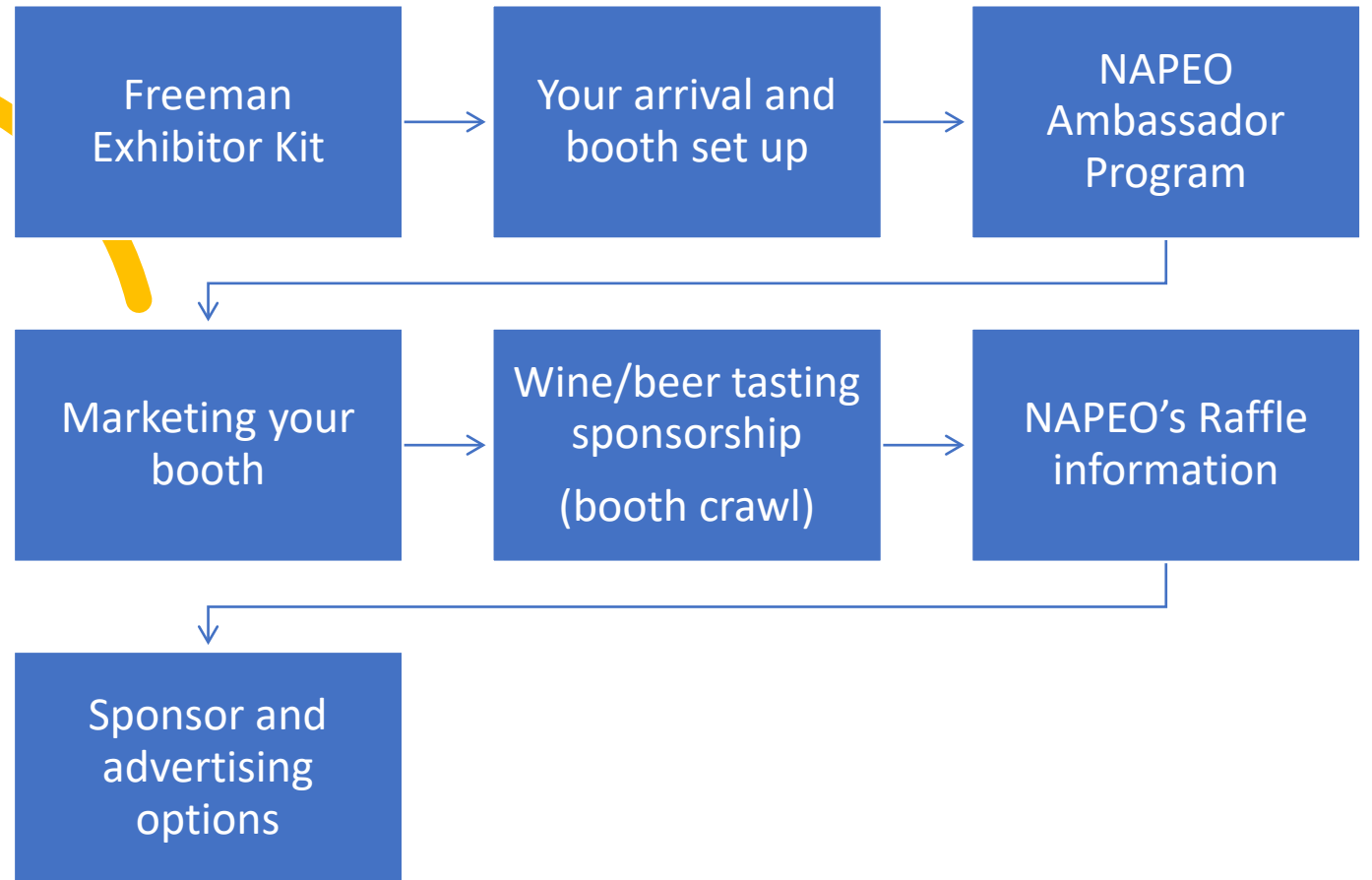


HOTEL INFORMATION
– PLEASE BOOK ASAP



ITEMS INCLUDED, AND
NOT INCLUDED IN
YOUR BOOTH

Items covered Continued



Quick Exhibitor Links

- [NAPEO Conference Page](#)
- [Exhibitor Resource Page](#)
- [Register Now](#)
- [Exhibit Space Rental Agreement](#)
- [Floor Plan](#)
- [Booth Schematic](#)
- [Lead Retrieval Order Form](#) | [Benefits of Lead Retrieval](#)
- [Onsite Branding Options](#) | [Sponsor](#) | [Advertise](#)
- [Contact List](#) (booth F&B, electricity & internet, hotel meeting spaces)

Conference Schedule

Sunday, October 8, 2023

1:00pm – 7:00 pm NAPEO's Registration Desk Open

11:00am – 1:30pm Executive Committee Meeting & Lunch

1:30pm - 3:00pm Federal Government Affairs Committee Meeting

3:00pm - 4:30pm State Government Affairs Committee Meeting

4:30pm - 6:00pm Legal Advisory Council Meeting

4:30pm – 6:00pm PAC Committee Meeting

6:00pm - 7:00pm Service Partner Reception
(Open to all exhibitors & Associate Members)

7:00pm – 9:00pm Women in NAPEO (WIN) Reception
(Separate registration and fee required to attend)

Conference Schedule

Monday, October 9, 2023

| | |
|------------------------|--|
| 7:00am – 8:00pm | NAPEO's Registration Desk Open |
| 8:00am – 3:00pm | Exhibitor Set Up (must have name badge to enter the Osceola Ballroom) |
| 9:00am – 10:00am | Healthcare Committee Meeting |
| 8:30am - 1:00pm | PEO University Session & Lunch (Additional registration and fee to attend) |
| 10:00am – 1:00pm | NAPEO Board of Directors Meeting & Lunch |
| 1:30pm – 2:00pm | Conference Opening with NAPEO's President & CEO, Pat Cleary |
| 2:00pm - 3:00pm | Opening General Session |
| 3:00pm - 3:30pm | Networking Break |
| 3:30pm - 4:30pm | PEO Educational Breakout Sessions |
| 4:45pm - 6:45pm | Opening Marketplace Reception |
| 7:00pm - 9:30pm | CEO Forum Dinner (Separate registration and fee required to attend) |
| 8:30pm - 10:00pm | NextGen Mixer (Separate registration & fee, for NAPEO members 40 and younger) |

Conference Schedule

Tuesday, October 10, 2023

8:00am – 7:30pm

NAPEO's Registration Desk Open

7:00am - 8:20am

ESAC Annual Participant Breakfast Meeting

7:00am - 8:30am

Networking Breakfast

8:30am - 9:30am

General Session

9:30am - 10:30am

Annual NAPEO Membership Meeting

10:30am - 11:00am

Networking Break

11:00am - 12:00pm

PEO Educational Breakout Sessions

12:00pm - 2:00pm

Lunch in the Marketplace

12:30pm – 2:00pm

Accounting Practices Committee Meeting

12:30pm – 2:00pm

Marketing & Communications Committee Meeting

2:15pm - 3:15pm

PEO Educational Breakout Sessions

3:15pm - 3:45pm

Networking Break

3:45pm – 4:45pm

PEO Educational Breakout Sessions

5:00pm - 6:30pm

Marketplace Reception (raffle calls at 6pm), breakdown 6:30pm-8:30pm

6:00pm - 7:00pm

Florida Leadership Council Reception

7:00pm - 10:00pm

Evening Event

NAPEO's 2023 Annual Conference & Marketplace – Gaylord Palms Resort & Convention Center, Orlando, Florida, October 9-11, 2023



Conference Schedule

Wednesday, October 11, 2023

| | |
|-------------------|---|
| 8:00am – 12:30pm | NAPEO's Registration Desk Open |
| 7:00am – 8:00am | YoGA – Yoga at the Gaylord – get your flow on! |
| 8:00am – 10:00am | Exhibitor Breakdown |
| 9:00am – 10:00am | Networking Breakfast and Roundtable Discussions |
| 10:15am – 11:15am | PEO Educational Breakout Sessions |
| 11:30am – 1:00pm | Closing General Session & Lunch |

Summary Exhibitor Schedule



Sunday, October 8, 2023

- 1:00pm - 7:00pm – Registration Open
- 5:00pm - 6:00pm - PEO Ambassador Program (for first-time exhibitors)
- 6:00pm – 7:00pm – Service Partner Reception (Open To exhibitors & Associate Members)

Monday, October 9, 2023

- 7:00am – 8:00pm – Registration Open
- 8:00am – 3:00pm – Exhibitor Set-up**, **All Booths must be fully set by 3pm, and all booth personnel must vacate the ballroom.**
- 4:15pm – 4:45pm – Exhibitors May Enter The Marketplace to make final booth preparations**
- 4:45pm – 6:45pm – Opening Marketplace Reception & Ribbon Cutting Ceremony**

Tuesday, October 10, 2023

- 8:00am – 7:30pm – Registration Open
- 11:30am – 12:00 PM – Exhibitors can enter The Marketplace to make final booth preparations**
- 12:00pm – 2:00pm – Lunch In The Marketplace**
- 2:00 pm – 2:15pm – Turn in completed raffle form to Nancy or Cass, if participating.
- 4:30pm – 5:00pm - Exhibitors May Enter The Marketplace to make final booth preparations**
- 5:00pm – 6:30pm – Marketplace Reception** raffles will be called starting around 6pm
- 6:30pm – 8:30pm – Exhibitor Breakdown** **(and/or) breakdown Wednesday, October 11, 2023, from 8:00am-10:00am**
- 7:00pm – 10:00pm – Evening Event

** All exhibit personnel must be registered and have name badges always enter marketplace). Security will be checking badges. .

EXHIBITOR REGISTRATIONS (2 TYPES)

All staff must register online and select from either registration type that best-fits their attendee experience needs. NAPEO offers two (2) types of discounted registrations to NAPEO's 2023 Marketplace Exhibitors:

EXHIBITOR – FULL CONFERENCE REGISTRATION

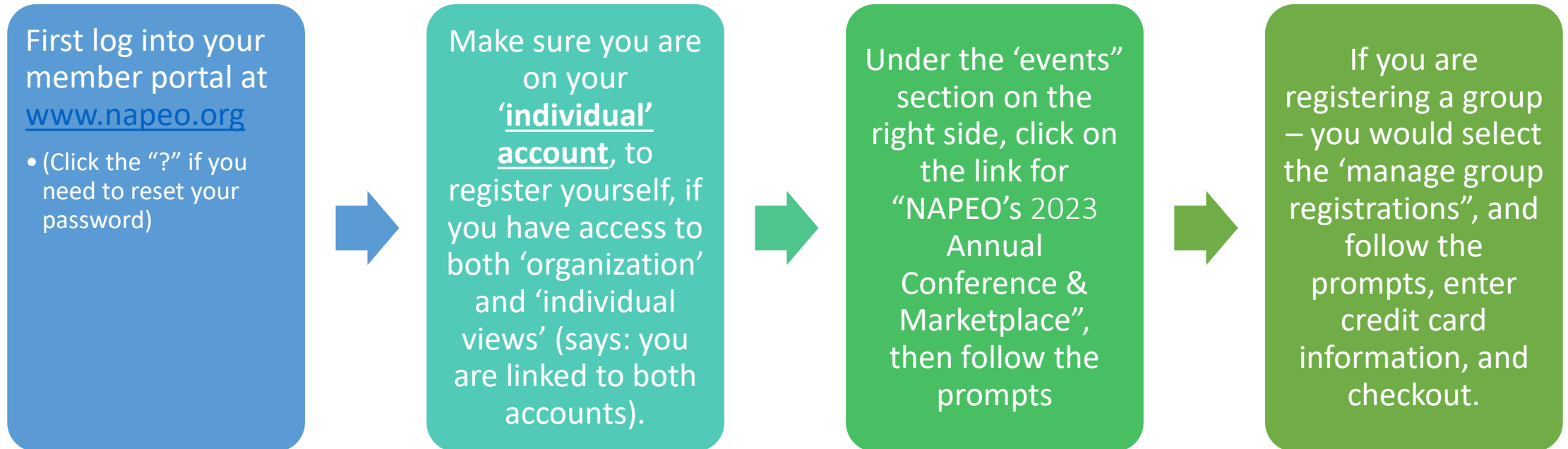
- **\$795/person***
- includes access to the exhibit hall, general sessions, breakout sessions and NAPEO's evening event

EXHIBITOR – BOOTH REPRESENTATIVE REGISTRATION

- **\$495/person***
- includes access to the exhibit hall, general sessions & NAPEO's evening event (***does not include access to education sessions beyond the general sessions***)

***Please note:** Some sessions (PEO University, CEO Forum, and Women in NAPEO carry a separate registration and fee and may be added on to either registration type shown above.

Online Registration Process



Don't have an account yet?

[Create Your Account on our Member Portal Guide](#) and [Create your Account on our Member Portal Video Guide](#)

Hotel Room

- Once you have completed the registration online, you will receive a separate email from NAPEO confirming your registration and will include the custom link to book your hotel at NAPEO's discounted room block rate of \$294/night *plus hotel fees*.
- *All hotel reservations must be made online to take advantage of the NAPEO discounted room rate.*
- *The last day to book a room in the block is **Friday, September 15, 2023** (based on availability). The block sells out quickly, we encourage you to reserve your room as soon as possible.*
- *Individuals must be registered for NAPEO's conference to receive the discounted room block rate.*



What to do when you arrive?

When you enter the hotel, you will notice the hotel registration desks are towards the back, along the right-hand side of the hotel lobby. Please check into the hotel at your convenience.



Check in at NAPEO's Registration Desk, in the **Coastal Landing** area to obtain your name badge, and conference materials. Name badges must always be worn during our Conference



Due to security, individuals may not enter the Marketplace (even to set-up), without a name badge. If you have personnel who is coming specifically to set your booth up, but not registered for the event, please direct your team to ask for a "**set-up only**" badge, which will allow them access during set-up/break down hours.



Booths may not be used a meeting space during non-Marketplace trade show hours.



Items of value should be locked up, and/or stored in your hotel rooms during non-show times. Please never leave anything of value unsecured in your booth. While we have security, and the Marketplace is closed during non-show times, please be cautious to prevent theft.



Please note, the Marketplace is locked during non-show times, you will not be able to enter – so please take anything you may need at the close of each Marketplace show times.

Basic booth set-up – provided items

Each 10' x 10' booth space will have the following standard equipment provided

- One 2' x 6' draped and skirted table
- Two side chairs and a wastebasket
- 8' high draped back wall
- 33" high draped side rails
- one paper 7"x 44" sign w/company name (most exhibitors remove & replace w/their own signage)

What else do I need to know?

- The entire exhibitor space is carpeted
- Wi-Fi is included, thanks to the generosity of our sponsor.
- Electrical is **not** included, you may order through the GAYLORD PALMS RESORT & CONVENTION CENTER. 407-586-2219, gpexhibits@gaylordhotels.com

All Island Exhibitors must submit a schematic of your space to Nancy for approval, by September 1, 2023 for pre-approval.



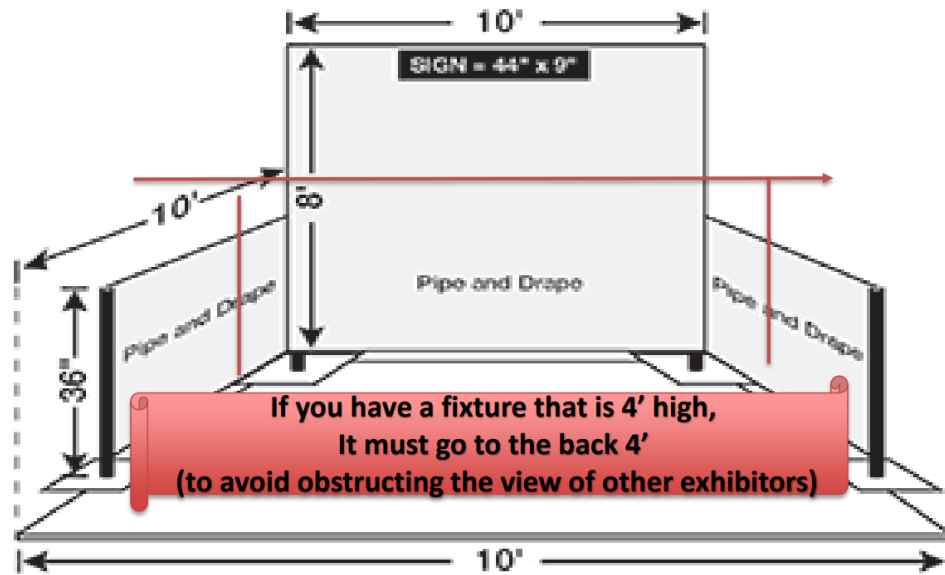
View inside
the Osceola
Ballroom-
Carpet
Coloring

Exhibitor Booth Set up - guidelines

All exhibit attendees should be familiar with all policies outlined in NAPEO's Exhibit Space Rental Agreement. A few of the most important points:

- No subletting of space – one exhibiting company per booth space
- Name Badges must be worn at all times.
- **Exhibitors may not be in their exhibit space outside of scheduled exhibit or set-up hours. All booth personnel must leave the exhibit areas within 15 minutes of closing of the Marketplace sessions**
- **Booth access: Booth space may not be used as a meeting place outside of scheduled exhibit hall hours.**
- Set-Up: All displays must be in place by 3:00pm on Monday, October 9, 2023.
- Tear Down: Do NOT dismantle your booth before 6:30pm on Tuesday, October 10, 2023.
- Operation and Conduct: Exhibitors are not allowed to obstruct the view or adversely affect the displays of other exhibitors.
- All standard linear and perimeter exhibits (10'x 10', 10' x 20', and 10' x 30') must be confined to a maximum height of 10 feet.
- **All display fixtures over 4 feet in height must be confined to the area which is within 4 feet of the back line of exhibit space, or within a 4' radius of the center point of an island.**
- **All island displays must be pre-approved by NAPEO by September 1, 2023.**
- Exhibitors may incorporate two end booths into their exhibit space provided that their exhibit or booth materials do not go over 4' in height outside of 5' on either side of the center line of their booth
- Food & Beverage: Per hotel regulations, exhibitors are not permitted to bring outside food/beverage into the exhibit hall. If you are interested – you may pre-arrange with the Gaylord.

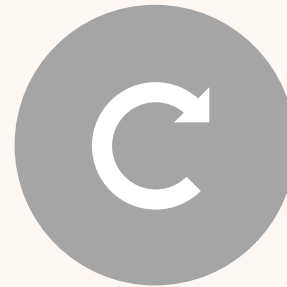
Booth Schematic (for 10'x10' booths)



Premature Breakdown Policy



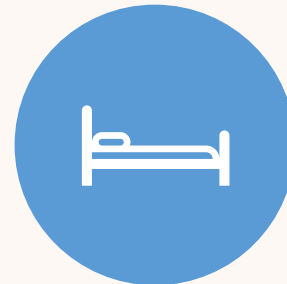
Premature breakdown detracts from the overall merit of the show and experience for our attendees



Exhibitors may not tear down prior to the close of Marketplace at 6:30 pm on Tuesday, October 10, 2023



Penalty for breaking down early: If an exhibitor begins to tear down before the Marketplace close, the exhibitor may forfeit all accumulated points and be denied the opportunity to exhibit with NAPEO in future shows



If you have an emergency that may require early departure, please discuss alternative arrangement options, which may be coordinated with our show decorator. Please contact Nancy Benoudiz who can discuss options with you and coordinate with you and Freeman.

Freeman – NAPEO's official show decorator

Reminder: Booth materials should not be shipped to NAPEO or the hotel, please coordinate shipping directly with Freeman. Please use: Freeman Decorator & Freight Exhibitor Kit

Freeman's critical dates:

Advanced Freight Receiving Starts (date Freeman will begin receiving freight at the warehouse):
September 11, 2023

Early-bird Discount Deadline - Order by Monday, September 11, 2023

Advanced Freight Deadline
(last date and time freight can arrive at the warehouse without late penalties)- Monday, October 2, 2023

Exhibitor Move-in - Monday, October 9, 2023, from 8:00am – 3:00pm

Exhibitor Move-out Starts:
Tuesday, October 10, 2023 from 6:30pm – 8:30pm, and Wednesday, October 11, 2023 8:00am – 10:00am

Exhibitor Clear Deadline - Date and time by which all Exhibitor materials must be removed from the show floor.
Starting at 10:00am on Wednesday, October 11, 2023



FreemanOnline®

US or Canada: (888) 508-5054
International: 1 (817) 210-4869

Call, Live Chat, or Text.
Mon - Thu 7am - 7pm CT
Fri 7am-5pm CT

[Freeman's Decorator Kit](#)
for NAPEO's 2023 Marketplace Exhibitors

[Freeman's FAQ](#)



Pre-show marketing

- **Registration Lists:** To help in your pre -show marketing efforts, NAPEO will furnish exhibitors a pre-conference attendee list **one month**, and **two weeks**, and again **one week** prior to the conference. The list will include all key contact of attendees, and email addresses, when the individual has not opted-out.
- We encourage you to use this list in your direct mail, phone campaigns to market in advance to your PEO clients and prospects.
- **Social Media**
The conference hashtag is #NAPEO23
Twitter: @napeo
Facebook: www.facebook.com/NAPEO

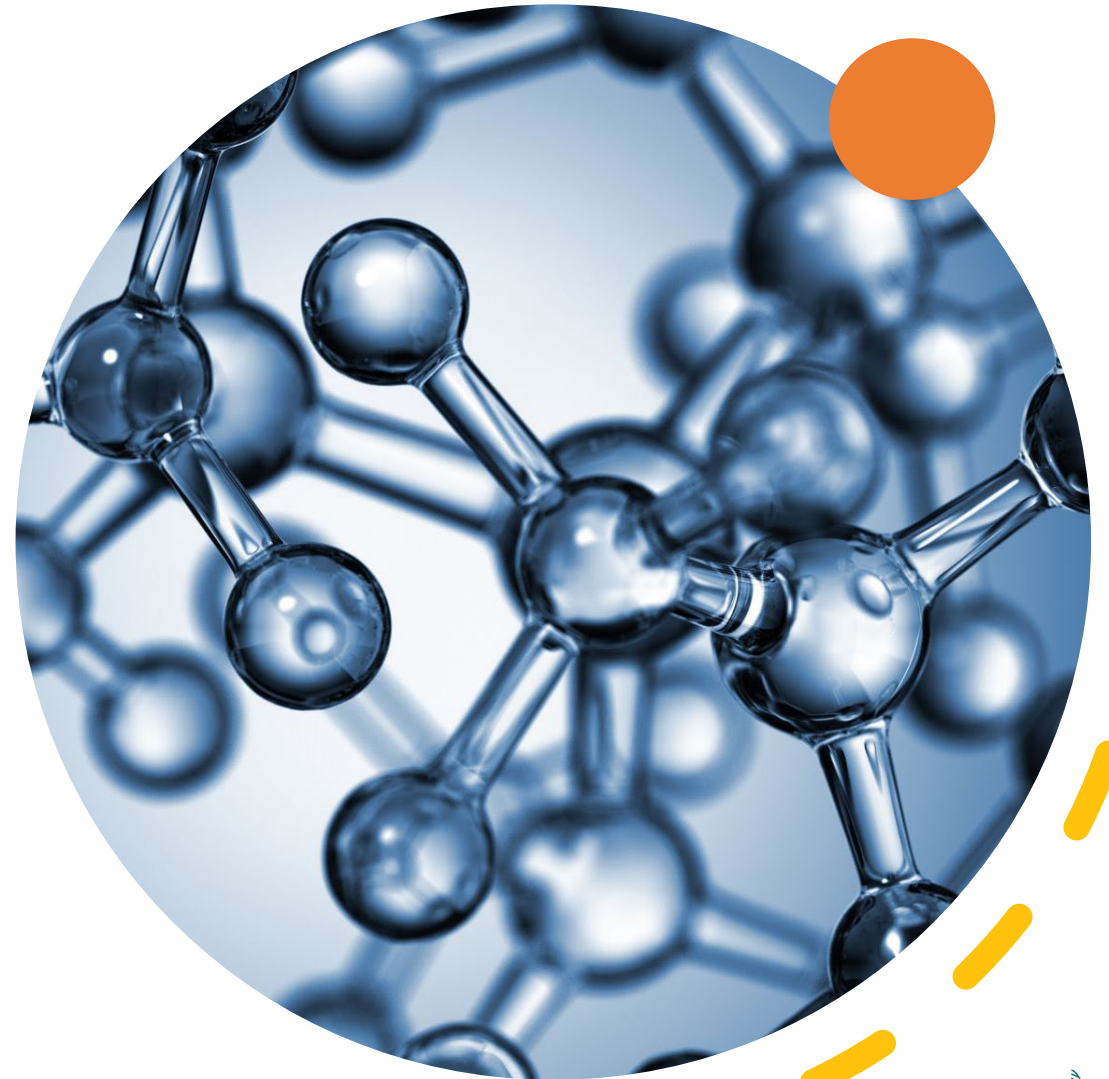
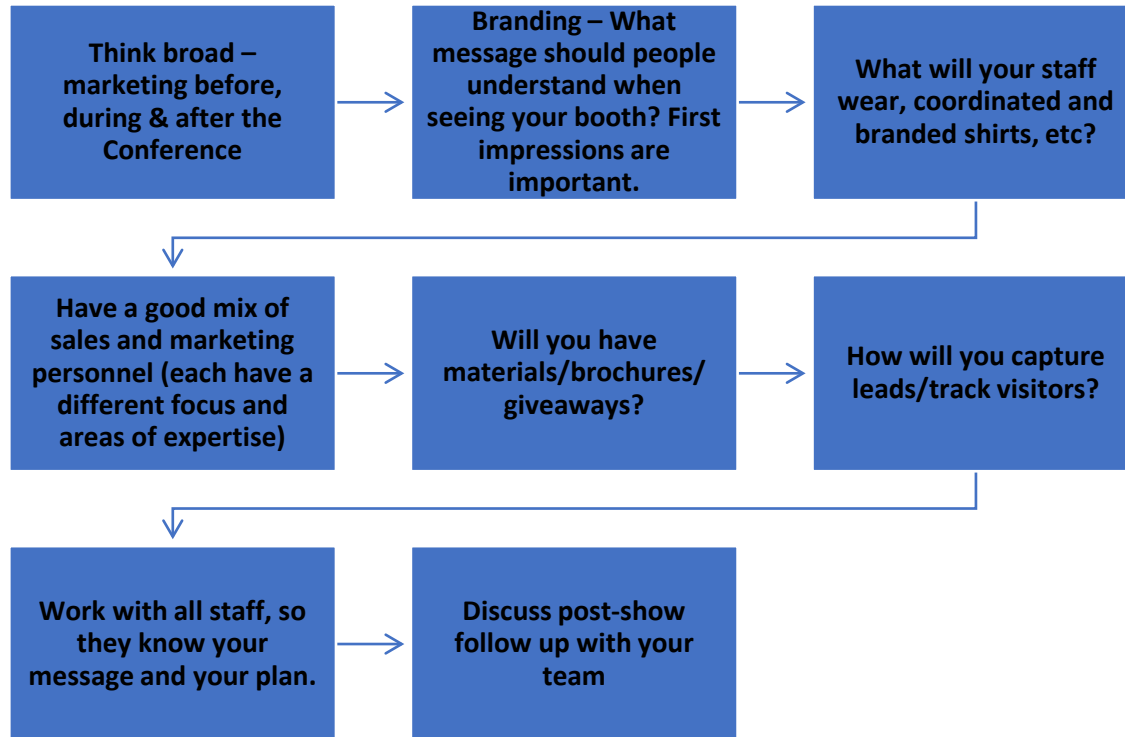


NAPEO's Ambassador Program (for first time exhibitors)

- **NAPEO's PEO ambassadors will help make your exhibit experience successful, productive, and fun.**
- Every first and second-year exhibitor will be assigned a PEO ambassador who will reach out before the show to introduce themselves and offer their assistance as you prepare for the Conference. Ambassadors help facilitate introductions and appointments in advance. Once you arrive, Ambassadors will be your go-to resource to help you make the most of your time in Orlando. You'll be able to count on them to help you network and make new connections and answer questions you have about the industry.
- Ambassadors will also host a PEO Primer for Exhibitors and Service Partners on **Sunday, October 8th from 5:00-6:00pm**. You'll get an overview of some of the key components of the industry and have an opportunity to ask questions about how PEO's operate.



Marketing your booth/exhibit



How the 'booth crawl' works?

(formerly beer/wine tastings)



Designed to drive traffic to your Marketplace booth and generate excitement among attendees for your company.



Sponsoring companies' names are included in the Program-at-a-Glance floor plan map, and, a customized beer/wine sign will be hung outside of your booth, to designate your participation for attendees.



Participating sponsors can select either Wine, Beer or a Mixed Drink, and will be assigned one evening to participate, either Monday or Tuesday during our evening Marketplace Receptions



A high-top table placed in your booth during the evening you are assigned.



Participation Sponsor Fee \$375, paid to NAPEO, (does not include beverages).



If you have not yet signed up to participate and would like to, please reach out to me ASAP, so we can get you signed up! Nancy Benoudiz, nbenoudiz@napeo.org, or (703) 739-8169. Or complete/return the [rental agreement](#) at your earliest convenience.



Estimated costs, based on your order (approx. \$600-\$1,000 ++ based on quantity, and drink price tiers)



How NAPEO's Raffle Works?



- Designed to drive traffic to help you capture names and contact information for visitors to your booth, and a way for you to capture business cards of attendees.
- To participate, each exhibitor will be provided a raffle sheet in their booth included in your exhibitor welcome kit. Please complete the form after the Marketplace Lunch, on Tuesday, October 10, 2023, indicating your selected winner.
- Here a link to a copy: [Raffle Drawing Form](#)
- Hand the completed raffle form to Nancy Benoudiz or Cass Likouris after the Marketplace lunch or bring to NAPEO's booth by no later than 2:30pm Tuesday to participate. *(take a pic on your phone of the completed form to contact your winner directly.)*
- NAPEO will announce **one** raffle winner per exhibiting company, no exceptions. **Winners will be announced during the Tuesday Evening Marketplace hours around 6:00pm.**
- Prize value must hold a \$50.00 or more minimum to participate.
- Prize winners will be instructed to visit your booth to claim their prize, you must arrange delivery to winner, if they are unable to claim on-site.
- The list of prize winners will be made available on NAPEO's Mobile App.
- If you have any questions, see Nancy Benoudiz during the Marketplace.

RAFFLE FORM

NAPEO will announce raffle winners only during the closing Marketplace Reception on Tuesday, October 10th, 2023, between the hours of 6pm-6:30pm. To participate, please review the rules below and fill out the form.

RULES TO PARTICIPATE

1. When completing the form, please print areas legibly and in BLOCK print, illegible or incomplete entries may not be honored.
2. Once Lunch in the Marketplace concludes Tuesday, October 10th, 2023 at 2pm, please complete/return the form to Nancy or NAPEO's booth by no later than 2:30pm to participate.
3. NAPEO will announce only one raffle winner per exhibiting company, no exceptions.
4. Prize value must hold a \$50.00 or more minimum to participate.
5. Prize winners will be instructed to visit your booth to claim their prize, you must arrange delivery to winner, if they are unable to claim on-site.
6. The list of prize winners will be made available on NAPEO's Mobile App.
7. If you have any questions, see Nancy Benoudiz on-site during the Marketplace. Thank you!

Your Company Name: _____ Booth #: _____
Winner's Name: _____ Winner's Company: _____
Prize Given: _____
Prize Description (Optional): _____



Sponsor/Advertising/On-Site branding

- [Core Event Sponsorships](#),
- Conference Workbook Ads due 9/1/23,
- Booth Crawl (beer/wine tastings), and
- [On-Site Branding](#) options remain

Reach out to me at your earliest convenience, so I may customize options that best meet your marketing objectives.

Nancy Benoudiz, nbenoudiz@napeo.org, or
(703) 739-8169



Future Annual Conference & Marketplace Dates

- NAPEO's 2024 Annual Conference & Marketplace, September 16-18, 2024, JW Marriott Orlando Grande Lakes, Florida
- NAPEO's 2025 Annual Conference & Marketplace, October 6-8, 2025, Austin, TX
- NAPEO's 2026 Annual Conference & Marketplace, September 14- 16, 2026, Marco Island, FL
- NAPEO's 2027 Annual Conference & Marketplace, Denver, CO

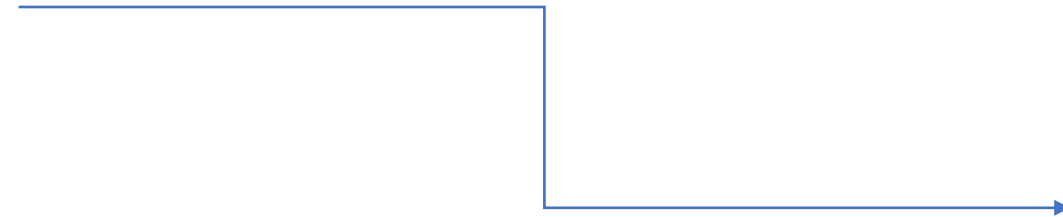


Questions? And Answers!

Thank you!



See you there!



Nancy Benoudiz

nbenoudiz@napeo.org

(703) 739-8169

