



NAPEO's 2024 Annual Conference & Marketplace – Exhibitor Information

- **Everything you need to know for a successful show experience**

**Prepared by: Nancy Benoudiz,
Vice President of Membership Development**

**NAPEO's 2024 Annual Conference & Marketplace –
JW Marriott Orlando Grande Lakes, Orlando, Florida.
September 16 - 18, 2024**

Your Contact for the Marketplace



Nancy Benoudiz
Vice President of Membership
Development

(703) 739-8169

nbenoudiz@napeo.org

EXHIBITOR REGISTRATIONS (3 TYPES)

Registrations are not included in the booth rental fee. All staff must register online and select from any of the registration types that best-fits their attendee experience needs. NAPEO offers three (3) types of discounted registrations to NAPEO's 2024 Marketplace Exhibitors:

EXHIBITOR **REGULAR** REGISTRATION

- **\$495/person***
- includes access to the exhibit hall and general sessions.
(Note: this registration does not include access to educational sessions beyond the general sessions and does not include the Tuesday evening event.)

EXHIBITOR – **FULL** REGISTRATION

- **\$895/person***
- includes access to the exhibit hall, general sessions, breakout sessions, and does include the Tuesday evening event.

EXHIBITOR – **PLUS FULL** REGISTRATION

- **\$1,650/person***
- includes access to the exhibit hall, general sessions, breakout sessions, and does include the Tuesday evening event.

***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.

EXHIBITOR REGISTRATIONS (CONTINUED)

10' x 10' exhibitors may have up to **3** booth workers (of either the \$495 or \$895 pass, again, any combination of options #1 or #2). If your company wants to send more than the **3 allotted** booth workers, each additional registrations will be offered at the Exhibitor **Plus Full** Registration option of \$1,650 (before the sponsor discount is applied).



10' x 20' exhibitors may have up to **6** booth workers (of either the \$495 or \$895 pass, again, any combination of options #1 or #2). If your company wants to send more than your **6 allotted** booth workers, each additional registrations will be offered at the Exhibitor **Plus Full** Registration option of \$1,650 (before the sponsor discount is applied).



10' x 30' exhibitors may have up to **9** booth workers (of either the \$495 or \$895 pass, again, any combination of options #1 or #2). If your company wants to send more than your **9 allotted** booth workers, each additional registrations will be offered at the Exhibitor **Plus Full** Registration option of \$1,650 (before the sponsor discount is applied).



20' x 20" exhibitors may have up to **12** booth workers (of either the \$495 or \$895 pass, again, any combination of options #1 or #2). If your company wants to send more than your **12 allotted** booth workers, each additional registrations will be offered at the Exhibitor **Plus Full** Registration option of \$1,650 (before the sponsor discount is applied).

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 \$259/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, August 19th, 2024** (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.*





Quick Exhibitor Links

- [NAPEO Conference Page](#)
- [Exhibitor Resource Page](#)
- [Registration Information \(coming soon\)](#)
- [Exhibit Space Rental Agreement](#)
- [Floor Plan](#)
- [Booth Schematic](#)
- [benefits of lead retrieval](#) and the lead [retrieval order form](#)
- [Freeman Decorator Kit](#)

Items covered in guide



EXHIBITOR SCHEDULE
REVIEW



EXHIBITOR
REGISTRATIONS

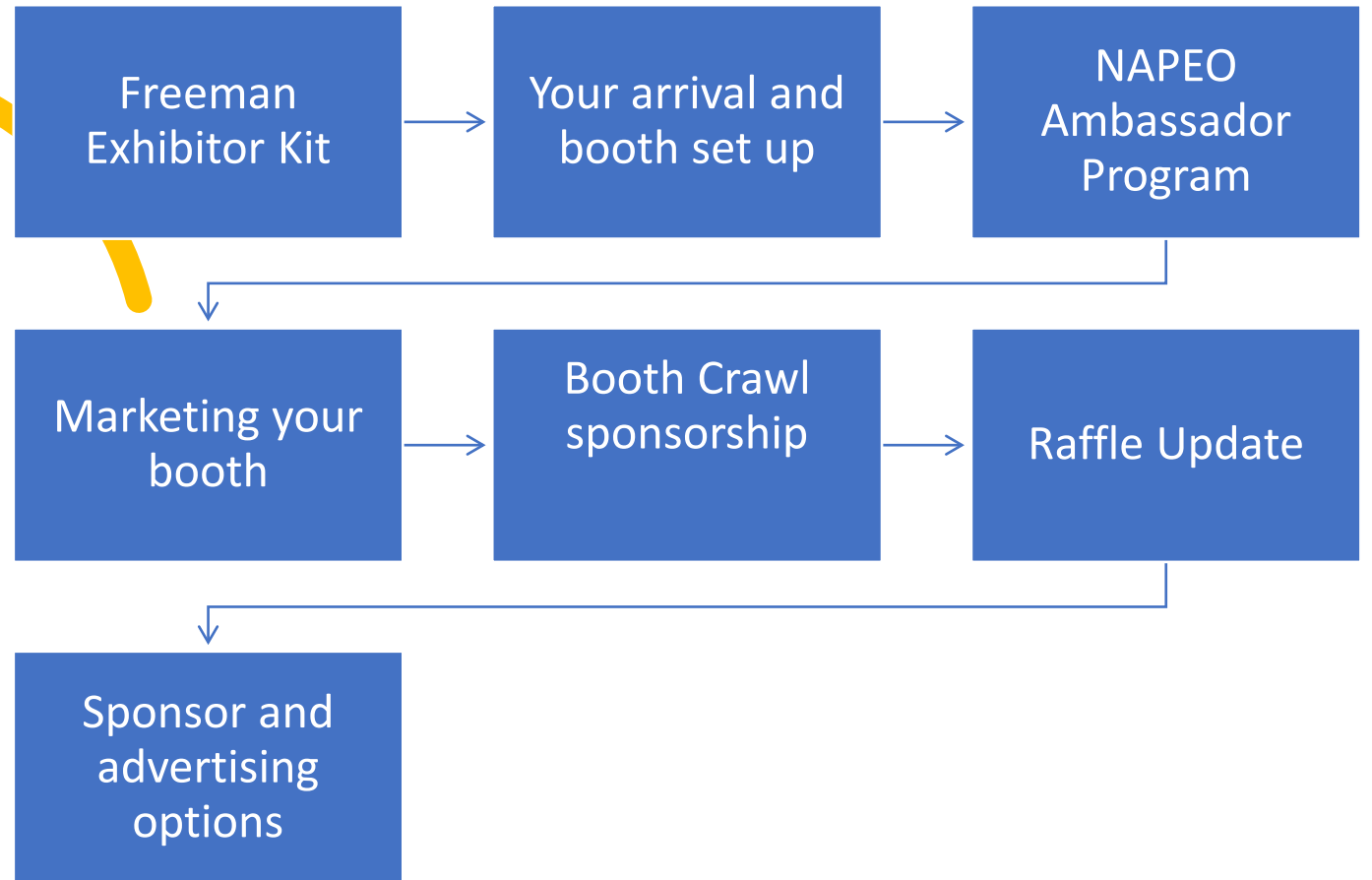


HOTEL INFORMATION –
PLEASE BOOK ASAP



ITEMS INCLUDED, AND
NOT INCLUDED IN YOUR
BOOTH

Items covered Continued



Summary Exhibitor Schedule +

Sunday, September 15, 2024

- 1:00pm -7:00pm – Registration Open

Monday, September 16, 2024

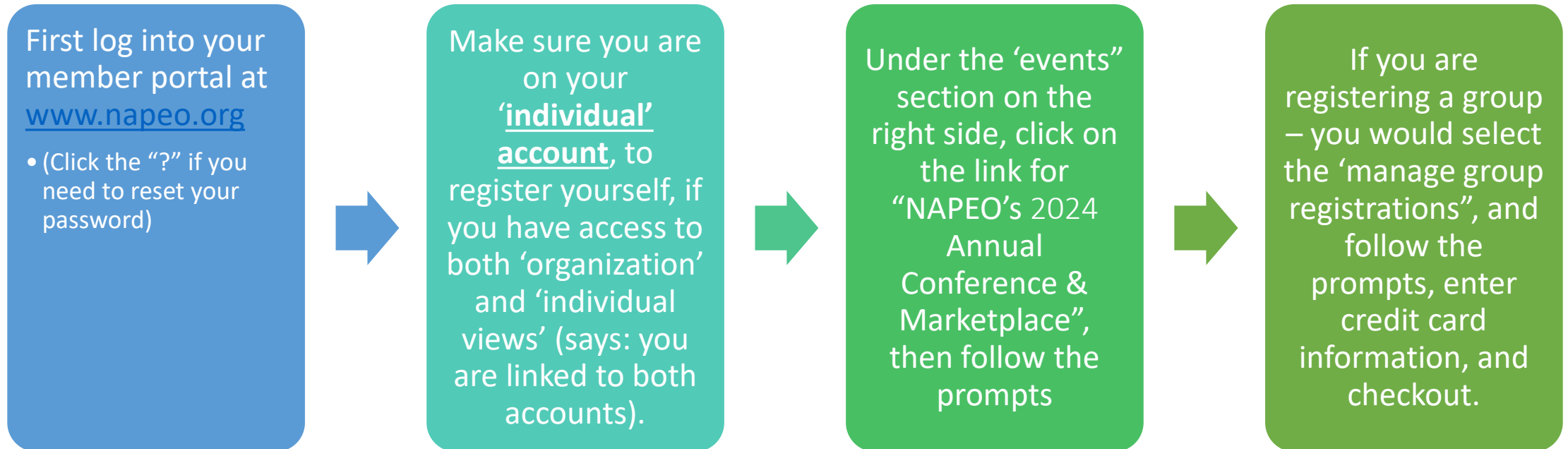
- 7:00am – 8:00pm – Registration Open
- 8:00am – 3:00pm – Exhibitor Set-up**, **All Booths must be fully set by 3pm, and all booth personnel must vacate the ballroom.**
- 4:15pm – 4:45pm Exhibitors May Enter The Marketplace to make final booth preparations**
- 4:45pm – 6:45pm – Opening Marketplace Reception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

Tuesday, September 17, 2024

- 8:00am – 7:30pm – Registration Open
- 11:30am - Exhibitors May Enter The Marketplace to make final booth preparations**
- 12:00pm – 2:00pm – Lunch In The Marketplace**
- 4:30pm – 5:00pm - Exhibitors May Enter The Marketplace to make final booth preparations**
- 5:00pm – 7:00 pm – Marketplace Reception**
- 7:00pm – 9:00 pm Exhibitor Breakdown** **(and/or) breakdown Wednesday, September 18, 2024, 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.

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](#)

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?

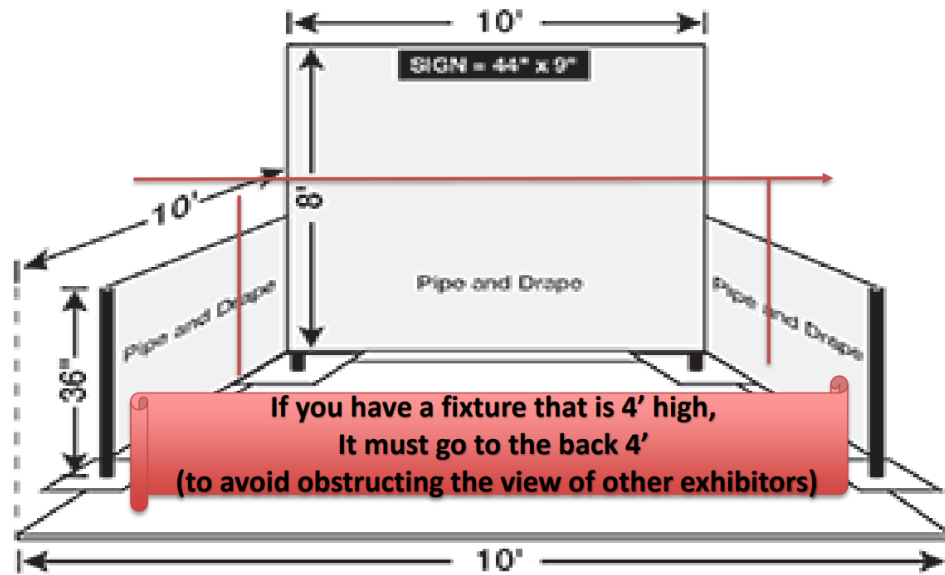
- The entire exhibitor space is carpeted
- Wi-Fi is included, thanks to the generosity of our sponsor.
- Electrical is **not** included, you may order through the Freeman Exhibitor kit with Freeman's authorized electrical provider
- **All Island Exhibitors must submit a schematic of your space to Nancy for approval, by August 1, 2024 for pre-approval.**

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 September 16, 2024.
- Tear Down: Do NOT dismantle your booth before 7:00 pm on Tuesday, September 17, 2024.
- 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 August 1, 2024.**
- 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 JW Gaylord.

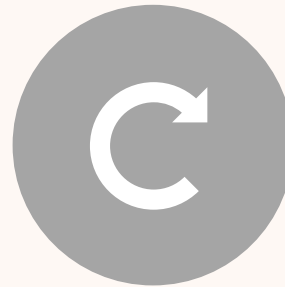
Booth Schematic (for 10'x10' booths)



Premature teardown policy



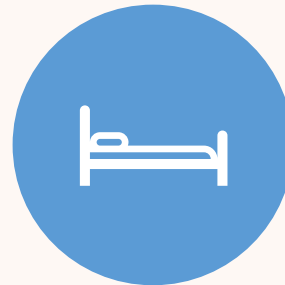
Premature tear down detracts from the overall merit of the show and experience for our attendees



Exhibitors may not tear down prior to the close of Marketplace at 7:00 pm on Tuesday, September 16, 2024



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, 2024

Early-bird Discount Deadline - Order by Monday, September 11, 2024

Advanced Freight Deadline
(last date and time freight can arrive at the warehouse without late penalties)- Monday, October 2, 2024

Exhibitor Move-in - Monday, October 9, 2024, from 8:00am – 3:00pm

Exhibitor Move-out Starts:
Tuesday, October 10, 2024 from 6:30pm – 8:30pm, and Wednesday, October 11, 2024 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, 2024



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 2024 Marketplace Exhibitors

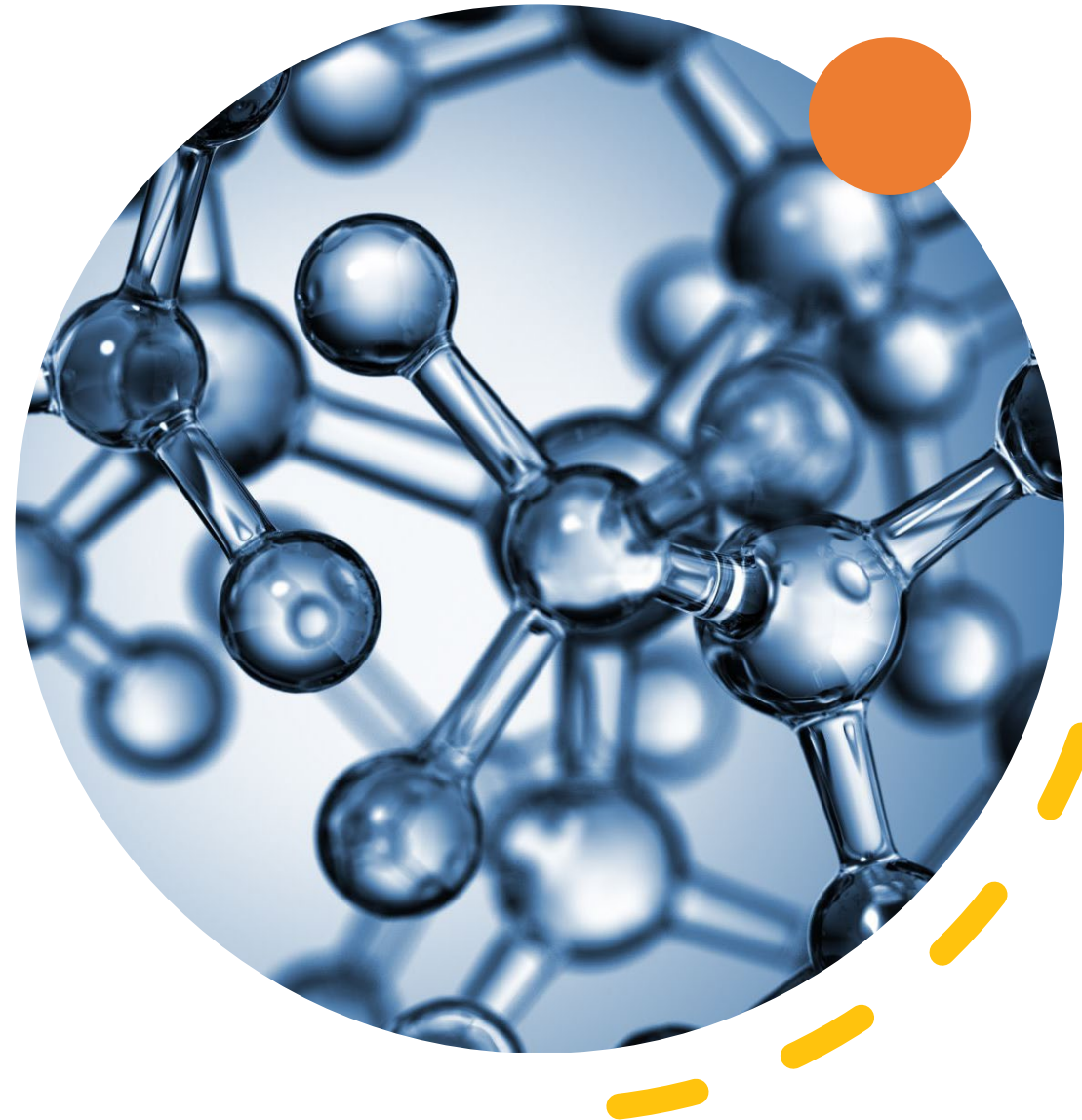
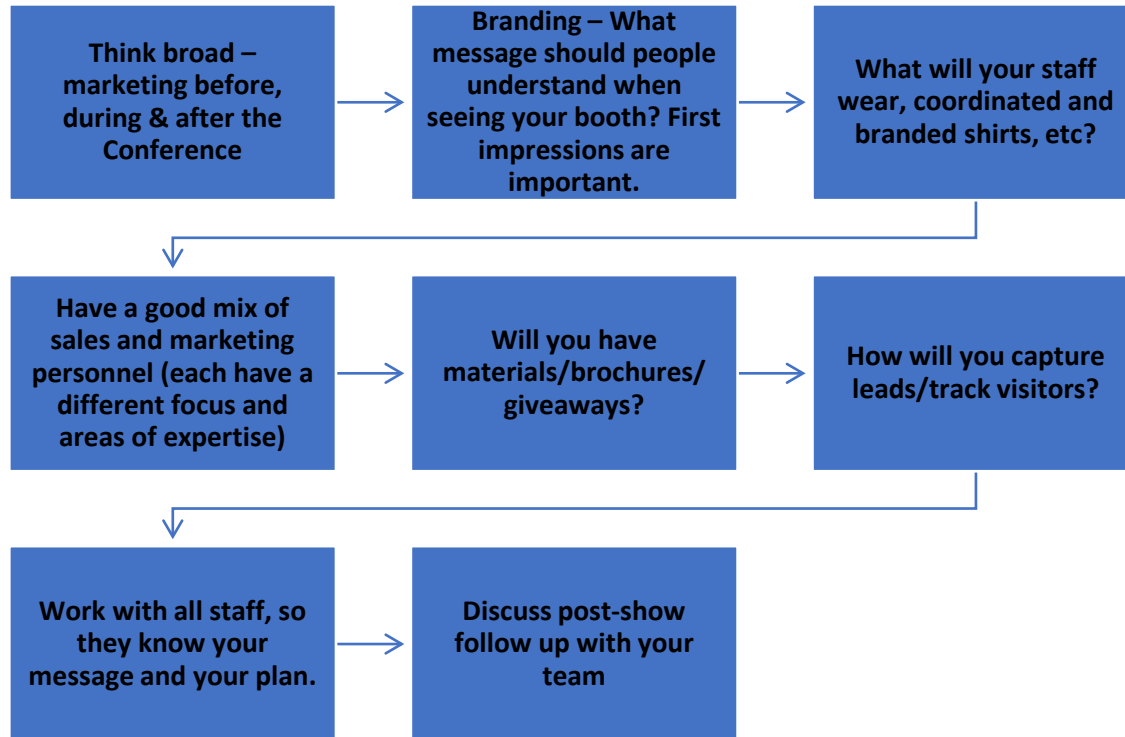


Pre-show marketing

- 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 #NAPEO24
Twitter: @napeo
Facebook: www.facebook.com/NAPEO



Marketing your booth/exhibit



How the 'booth crawl' works?



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 or Beer, and will be assigned one evening to participate, either Monday or Tuesday during our evening Marketplace Receptions



Bartenders are provided, beverages will be set on a high-top table placed in your booth during the evening you are assigned.



Participation Sponsor Fee \$400, paid to NAPEO, (does not include beverages).



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



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.



Raffle Announcements

- NAPEO will not be announcing raffle winners this year.
- You can have a raffle and reach out to your winners directly.



Sponsor/Advertising/On-Site branding

- **Core Event Sponsorships,**
- **Conference Workbook Advertising,**
- **Bar 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 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

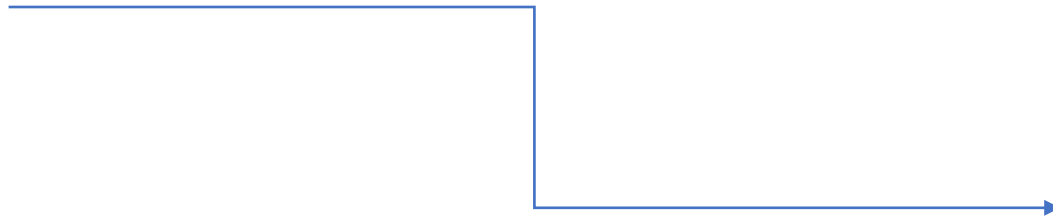


Questions? And Answers!

Thank you!



See you there!



Nancy Benoudiz

nbenoudiz@napeo.org

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