

NAPEO'S 2025 * ANNUAL CONFERENCE & MARKETPLACE OCTOBER 6-8 * JW MARRIOTT AUSTIN * AUSTIN, TX

Exhibitor Webinar

Everything you need to know for a successful show experience.

Presented by: Nancy Benoudiz, Vice President of Membership Development

Special Presenter – Building Collaborative Connections During the Conference

Sharlie Reynolds

NAPEO's Associate Member Committee Chair

Sharlie Reynolds is the Executive Vice President of Libertate Insurance Services, LLC sreynolds@libertateins.com





NAPEO Staff Introductions – your onsite team



Nancy Benoudiz

Vice President –

Membership

Development



Andrea Desmond
Director,
Member Engagement



Cass Likouris
Manager,
Member Engagement



Jonathon Bridgeman

Manager,

Events & Virtual Education



Maggie Freedy
Coordinator, Events and
Member Engagement





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Quick Notes

This session is being recorded, and both the recording and presentation slides will be shared with all participants. We'll also have time for questions at the end, but please feel free to submit your questions anytime using the Q&A feature.

About The Annual Conference & Marketplace

NAPEO's Annual Conference & Marketplace is the premier event for vendors serving — or seeking to enter — the Professional Employer Organization industry. As our flagship gathering, it offers unmatched opportunities to build relationships with a large and influential PEO audience.

You'll have direct access to **top decision-makers**, including PEO CEOs, presidents, owners, and senior executives. The conference draws **over 1,000 attendees**, with about **475 from PEO companies**, representing functions such as:

- Accounting/Finance, Benefits, Compliance
- General PEO Operations, HR, Marketing/Sales
- PEO Industry Data, PEO University, Technology

This is your chance to showcase your solutions, expand your visibility, and strengthen your presence in the PEO marketplace. Visit: Education - Annual Conference & Marketplace



Marketplace Exhibitor Demographics - at-a-glance

- 106 Exhibitors
- 38 First-Time Exhibitors
- 31 Medallion Partners
- 33 Conference Event Sponsors





What's New This Year!

- First time attendee lunch 12:00PM-1:00PM Monday
- New education tracks PEO Industry, Data Compliance, etc.
- Texas LCF immediately following the Conference Wednesday afternoon



Why Exhibit at NAPEO's Marketplace?

- Generate high-quality sales leads by connecting directly with PEO decision-makers.
- Strengthen relationships with existing clients through face-to-face interactions.
- Showcase your innovative products and services to a targeted PEO audience.
- Gain first-hand insights into industry trends and market shifts to better serve clients.
- Analyze competitors and refine your market positioning for greater impact.
- Demonstrate your commitment to the PEO industry by supporting NAPEO.
- Expand your target markets and drive ongoing business growth.
- Enhance brand visibility and recognition within the PEO community.



Agenda for Today

- 1. Planning & Registration
- 2. Pre & Post Show Marketing & Follow Up
- 3. Maximizing your Show Experience
- 4. Tools & Resources
- 5. Q&A / Open Discussion





Planning, Preparation & Registration

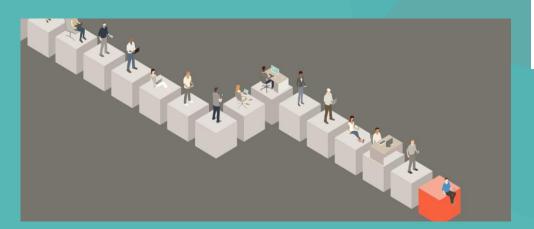


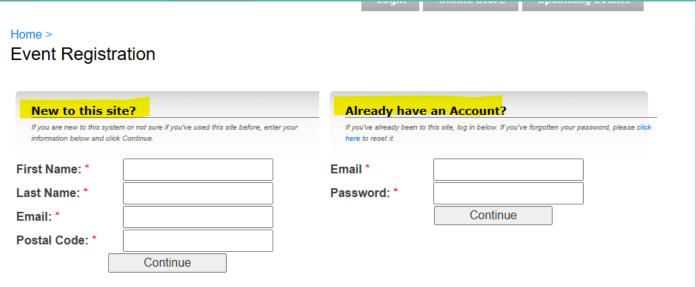
- Registration process for booth staff
- Hotel/Travel Reminders
- Booth assignment tips
- Freeman's Decorator Kit & Deadlines



Steps to Register Online

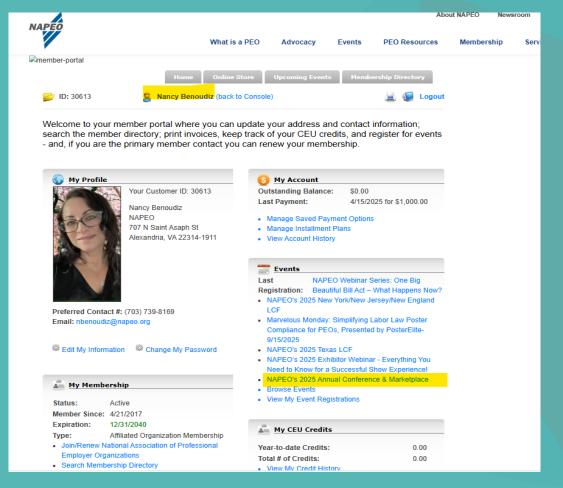
- 1. <u>Click here</u> to register for the Conference!
- 2. Log into your individual portal account online







Steps to Register Online – continued



Registration Tips:

First, check that your name appears at the top of the screen.

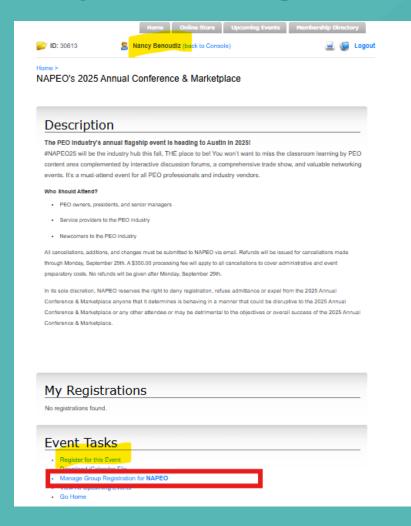
If you are the Main Member Contact, you will see both your organization account (company) and your individual account.

Since conference registrations must be completed under an **individual account**, be sure you are logged into your personal profile. You can switch profiles using the same login, just below the **My Membership** section.

Once in your individual account, click on the **Annual Conference & Marketplace** link to proceed.



Steps to Register Online - continued



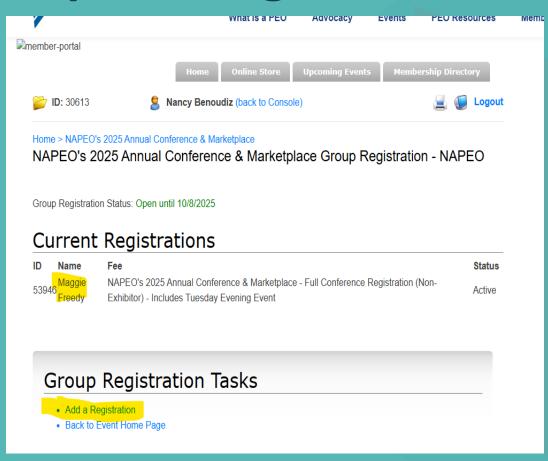
Registration Tips:

If you are registering just yourself, you can click on the **Register for this Event** link.

If you are registering a group from your organization, click on the **Manage Group registration for your company**



Steps to Register Online - continued



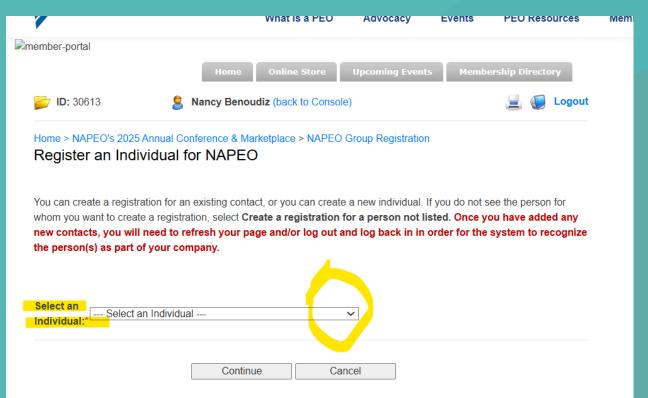
Registration Tips:

This next screen shows my colleague(s) that have previously registered for the event.

To add additional registrations for my company, I can then click on **Add a Registration**, and follow the prompts



Steps to Register Online – Group Registration



Registration Tips:

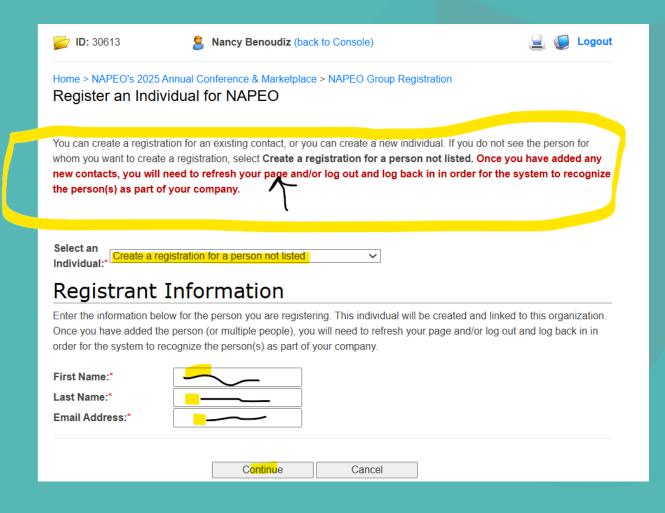
From here, use the arrow key to view a list of employees—or yourself—who you want to register.

Select the individual's name and follow the prompts.

You can add multiple people to a single registration before proceeding to the payment screen.



Steps to Register Online – Group Registration



Registration Tips:

If you want to register an individual who has not created an account on our portal, use the drop-down arrow to select Create a registration for a person not listed. Please read the section in red:

Please note that if you create a new individual not listed, you must refresh the page and log out/log back in to refresh the system to bring them into your account and proceed to register.



Steps to Register Online – Group Registration

Event Registration - Create Registration

GROUP REGISTRATION MODE

Group: NAPEO

Registrant: Nancy Benoudiz

Select a Registration Fee

OFull Conference Registration (Non-Exhibitor) - Includes Tuesday Evening Event - \$1,900.00

OMonday Only Registration (Non-Exhibitor) - \$900.00

OTuesday Only Registration - Includes Tuesday Evening Event (Non-Exhibitor) - \$1,000.00

OWednesday Only Registration (Non-Exhibitor) - \$700.00

OExhibitor Plus Full Registration - For Confirmed Exhibitors Only - This registration is required once your company exceeds 3 booth staff per 100' of booth space. Includes access to the exhibit hall, general & breakout sessions & Tuesday evening event - \$1,850.00 (in the limit)

OBooth Rep - For Confirmed Exhibitors Only - Includes access to the exhibit hall and general sessions. Does not include access to educational sessions beyond the general sessions & does not include the Tuesday evening event - \$495.00 (include)

OBooth Rep Full Conference - For Confirmed Exhibitors Only - Includes access to the exhibit hall, general sessions, breakout sessions, and the Tuesday evening event - \$895.00

Registration Tips:

Exhibitors have three registration options...

Ignore where it may say ineligible.





Registration Types for Exhibit Booth Staff

As a reminder, registrations are not included in the booth rental fee.

Multiple registration options are available for the NAPEO conference for exhibitors to customize their attendee experience.

Booth Registration Limits & Rates

Max per 10'x10' booth: 3 Regular Booth Representative or Full Registrations (any combination) When you exceed your limit based on your booth size, \$1,850 Exhibitor Plus Full each

Туре	Rate	Access Includes
Exhibitor Regular Registration	\$495	Exhibit Hall + General Sessions (No Breakout Sessions / No Tuesday Event)
Exhibitor Full Registration	\$895	Exhibit Hall + General Sessions + Breakout Sessions + Tuesday Event
Exhibitor Plus Registration	\$1,850	Same as Full

Exhibitor Registrations by Booth Size

Booth Size	Maximum Discounted Exhibitor Registrations	
10' x 10'	3	
10' x 20'	6	
10' x 30'	9	
20' x 20'	12	
20' x 30'	18	

Any registrations beyond your maximum allotted discounted exhibitor registrations must be purchased at the **Exhibitor Plus Full Registration for \$1,850 per person**.



Avoiding Issues when Registering online

The most common issue we hear about is when someone tries to register for the

Conference but receives an 'ineligible' message

Q: I'm receiving an error message when trying to register for the conference. What do I do?

A: This usually happens when someone logs into their **Organization account** instead of their linked **Individual account**.

Since conference registrations are for individuals, you'll need to log in using your individual account to complete the process.

Please try switching to your individual account and give it another try!

<u>Click here</u> to register for the Conference!

need personalized help: email Maggie Freedy at mfreedy@napeo.org







Hotel Room Reservations

Once you complete your Conference registration, you'll receive a confirmation email that includes the hotel room block reservation link.

NAPEO has secured a block of rooms at the JW Marriott Austin at a discounted rate of \$339 per night.

2025, based on availability. Book now!

This room block is available until Friday, September 12,



The hotel is located at 110 East 2nd Street in Austin. The hotel is 6.6 miles from the Austin-Bergstrom International Airport (AUS). Rideshare and Taxis are readily available.



The Conference & Marketplace Schedule

Ulhova



The Overall Conference Schedule

The Exhibitor Specific Schedule

A few days before the conference, you'll be able to download our Conference App to view the full schedule, connect with fellow attendees, and plan your personalized conference experience.











Annual Conference Schedule

Sunday, October 5 -

- 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 7:30PM Women in NAPEO (WIN) Reception (separate fee to attend)



Monday, October, 6

- 8:00AM 3:00PM Exhibitor Set Up in the JW Grand Ballroom (4th Floor)
- 9:00AM 10:00AM Healthcare Committee Meeting
- 10:00AM 1:00PM NAPEO Board of Directors Meeting & Lunch
- 1:30PM 2:00PM Conference Opening with NAPEO's President & CEO, Casey Clark
- 2:00PM 3:00PM Opening General Session
- 3:00PM 3:30PM Networking Break
- 3:30PM 4:30PM PEO Educational Breakout Sessions include (Accounting/Finance, Compliance, Marketing/Sales, PEO Industry Data)
- 4:45PM 6:45PM Opening Marketplace Reception (exhibitors can enter at 4:15PM)
- **7:00PM 9:30PM** CEO Forum Dinner
- **7:30PM 9:00PM** NextGen Mixer



Tuesday, October 7

- 7:00AM 8:20AM ESAC Annual Participant Breakfast
- 8:00AM 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 (Accounting/Finance, Compliance, Marketing/Sales, PEO Industry Data)
- 12:00PM 2:00PM Lunch in the Marketplace (exhibitors can enter at 11:45AM)
- 12:30PM 2:00PM Accounting Practices Committee Meeting
- 12:30PM 2:00PM Marketing & Communications Committee Meeting
- 2:15PM 3:15PM PEO Educational Breakout Sessions



Tuesday, October 7

- 3:15PM- 3:45PM Networking Break
- 3:45PM 4:45PM PEO Educational Breakout Sessions
- 5:00PM 7:00PM Marketplace Reception (exhibitors can enter at 4:45PM)
- 7:00PM 10:00PM Evening Event NAPEO City Limits
- 7:00PM 9:00PM Exhibitors can break down at 7pm, but not sooner



We are bringing Austin City Limits to NAPEO

Tuesday evening event will be bringing Austin's famous music festival into the Lonestar Ballroom at the JW Marriott Austin! Live music, tastes of Austin's world-famous Food Trucks, creative cocktails (or mocktails) including the chance to smoke your drink, fun activations where you will be able to try your hand playing vintage guitars or be a part of a mural making, all while networking with the most PEO professionals under one roof all year long. You won't want to miss this fun evening, you never know what will be there, we always have some surprises up our sleeve!

Full registrations (exhibitor and non-exhibitor) and Tuesday-only registrations include the event, Booth representatives will need to purchase a ticket in addition to their registration to attend this event.





Wednesday, October 8

- 8:00AM 10:00AM Final Exhibitor Moveout (all materials)
- 9:00AM 9:30AM Networking Breakfast
- 9:30AM 10:30AM PEO Educational Breakout Sessions
- 10:30AM 10:45AM Networking Break
- 10:45AM 11:45AM PEO Educational Breakout Sessions
- 12:00PM 1:00PM Lunch & Roundtable Discussions



• 1:30PM – 5:30PM NAPEO's Texas Leadership Council Forum



Consolidated Marketplace Exhibitor Schedule

Exhibitors - Annual Conference & Marketplace

Exhibitor Schedule -

Monday, October 6

- **Move-In & Setup**: 8:00AM 3:00PM
- Y Opening Marketplace Reception: 4:45PM 6:45PM (exhibitors may enter the ballroom at 4:15PM)

Tuesday, October 7

- Lunch in the Marketplace: 12:00 PM 2:00PM (exhibitors may enter the ballroom at 11:45AM)
- Closing Marketplace Reception: 5:00 PM 7:00PM (exhibitors may enter the ballroom at 4:45PM)
- Move-Out & Breakdown: 7:00PM 9:00PM (if not attending NAPEO's Evening event).. and

Wednesday, October 8

Final Move-Out: 8:00AM – 10:00AM



Exhibitor Booth Package (10' x 10')

Standard Equipment Provided:

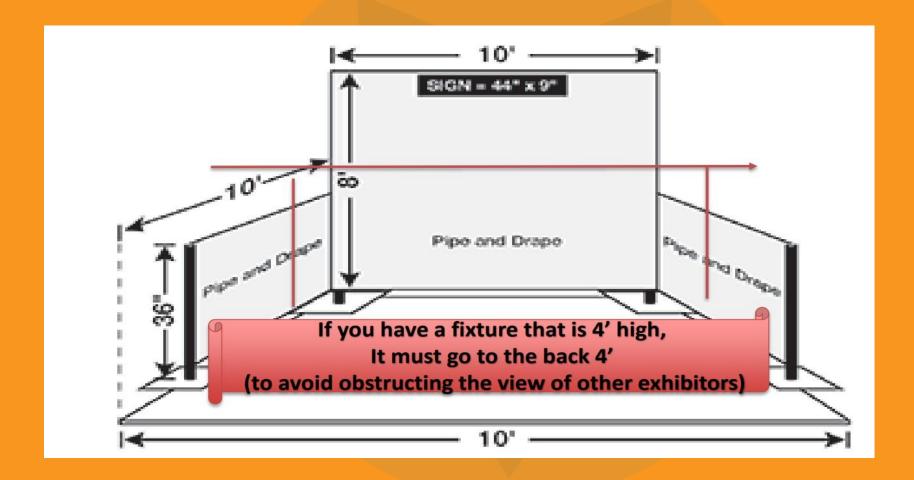
- •1 draped & skirted table (2' x 6')
- •2 side chairs & 1 wastebasket
- •8' high draped back wall
- •33" high draped side rails
- •1 paper sign (7" x 44") with company name.

Additional Information:

- Booth space is fully carpeted
- •Complimentary Wi-Fi is available (courtesy of our sponsor). For a faster or dedicated connection—especially if you're running demos—we recommend placing an advance order.
- •Electrical not included; can be ordered via Freeman's exhibitor kit.

All Island and Peninsula exhibitors must submit a schematic of their booth space to Nancy for approval by August 15 for pre-approval.

Booth Schematic – for 10' x 10' booths





Early Tear Down Policy



Early teardown negatively impacts the overall quality of the show and the experience for attendees.



Exhibitors may begin booth teardown on Tuesday, October 7, starting at 7:00 PM.



Exhibitors who break down early may forfeit all accumulated points and could be prohibited from exhibiting at future NAPEO events.



If an emergency arises that may require an early departure, please discuss alternative arrangements with our show decorator. For guidance and available options, contact Nancy Benoudiz, who can provide advice and support.



Pre-Show Marketing

1. Announce Your Presence Early

Send emails or newsletters to your clients and prospects letting them know you'll be at the event. Highlight your booth number and any special activities or giveaways.

2. Leverage Social Media

Post on LinkedIn, Twitter, and other relevant platforms about your attendance. Use the event hashtag to increase visibility and connect with attendees in advance. Share teaser content about new products, demos, or presentations.

3. Offer Pre-Event Incentives

Schedule meetings or demos with prospects before the event. Promote exclusive show-only offers, discounts, or giveaways.

4. Engage Your Network

Reach out personally to key clients or decision-makers you want to meet. Encourage employees and partners to share your participation on their channels.

5. Highlight Educational or Interactive Opportunities

Promote any presentations, workshops, or speaking sessions you may be presenting at. Tease interactive booth experiences or product demos.

6. Prepare a Landing Page or Online Hub

Create a page with booth details, event info, and a way for attendees to schedule meetings. Collect leads even before the show.

7. Utilize Direct Mail or Invitations

Send postcards, emails, or branded items inviting top prospects to visit your booth.

8. Track Engagement

Monitor RSVPs, clicks, and interactions to prioritize follow-up at the show.

9. Lead Tracking - Click here to order with ATS, if desired.

Our registration partner ATS provides lead tracking.





Registration Lists to Support Your Marketing Efforts

Registration Lists

- As an exhibitor, you'll receive four (4) attendee registration lists, including:
- Company, Name, Title, Contact Info, email addresses if registrants have not opted out*, and Registration Date
- Planned Distribution Dates:
- 1st: Wednesday, September 3
- 2nd: Wednesday, September 17
- 3rd: Wednesday, October 1
- Post-event: no later than Tuesday, October 14
- We ask that you honor the privacy of those who opted out when registering and avoid sending them emails.





Maximizing the Show Experience

- . Booth do's & don'ts (engagement, signage, staffing)
- Lead capture best practices
- . Networking outside the exhibit hall (receptions, sessions, meals)
- . Realistic goals & how to track them



Making a Great Impression at Your Booth

Prepare Your Booth

- Clear branding & visuals
- Organized layout & functional tech

Appearance

- Branded shirts -
- Coordinated attire think of your theme/brand

Engage Attendees

- Warm greetings
- Interactive pieces in your booth
- Exciting swag/giveaways/booth crawl

Show Value Quickly

- Highlight benefits, not just features
- Use short demos or visuals

Lead Collection & Giveaways

- Capture contact info efficiently
- Tie giveaways to engagement

Follow Up

Personalized emails or calls within days

Stay Energetic

Rotate shifts, hydrate, maintain enthusiasm



Post-Show Follow-Up

- Immediate follow-up
 - (timing & personalization)
- Lead segmentation
 - (hot, warm, cold)
- Internal team debrief & ROI measurement
- Staying engaged with your prospects and clients year-round





NAPEO Gives Back Partner for 2025 is Anthropos Arts • We are thrilled to announce that NAPEO Gives Back will be partnering that the partnering of the part



- We are thrilled to announce that NAPEO Gives Back will be partnering again with Anthropos Arts as our charity for 2025! Anthropos Arts is an organization whose mission is to connect low-income youth with professional musicians, cultivating confidence, integrity and life-skills through musical instruction and mentorship. This collaboration reflects our shared commitment to making a positive impact in our communities.
- Anthropos Arts does more than just provide free music education to underserved youth in the Austin area
 — the program fosters creativity, discipline and personal growth. It was the first charity NAPEO Gives Back
 partnered with in 2019, and we made a big difference in their ability to help at-risk youth and continue
 their program through the pandemic. We love their mission and have decided to partner again with them
 in 2025! Through this year's partnership, we will support Anthropos Arts in their mission, contributing to
 their efforts to inspire and empower the next generation of musicians.
- <u>Hear firsthand from students</u> who have participated in the Anthropos Arts program to learn about their journeys and how the program has made an impact on their life.
- There are three ways you can support fundraising efforts for Anthropos Arts:
- 1. Make a donation, no matter the size.
- 2. Renew your NAPEO Gives Back banner to highlight your company's support (\$3,000). Reach out to <u>Ashley Martinez</u> for any questions.
- 3. Donate goods and services to the silent auction at NAPEO's Annual Conference & Marketplace. Contact Emily Duncan for more details.





If you have any questions about NAPEO Gives Back, please contact Andrea Desmond.



Plan for future events:

 Annual Conference & Marketplace
 September 14-16, 2026
 JW Marriott Marco Island Beach Resort, Marco Island, FL

Annual Conference & Marketplace
 2027 | The Gaylord Rockies, Denver,
 CO





Tools & Resources

https://napeo.org/conference/exhibitors/



Exhibitor Reference Page



Early Bird Rate until **September 8, 2025.**



Exhibitor Agreement & Guidelines





Time for Questions!





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Thank you for joining us today!
We look forward to seeing you in Austin.