

National Association of Professional Employer Organizations

NAPEO's 2026 Buyers' Guide

Explore Strategic Opportunities to Build Brand Awareness

NAPEO's Buyers Guide offers customized promotional opportunities to elevate your brand, connect with key PEO decision-makers and expand your reach in the industry.

National Association of Professional Employer Organizations

Service Provider Membership

The National Association of Professional Employer Organizations (NAPEO) is The Voice of the PEO Industry™. NAPEO's 185 PEO members provide payroll, benefits, workers' comp, regulatory compliance assistance and other HR services to hundreds of thousands of small and mid-size businesses. Our members represent more than \$372 billion in revenue. An additional 190 companies that provide services to PEOs are associate members of NAPEO.

For more information, please visit www.napeo.org.

Join NAPEO and connect with decision makers in the industry.

Service Provider Membership Benefits

These services are included with NAPEO membership for an annual fee of \$5,000.

All memberships are valid through December 31, 2026, regardless of join date.

- **Electronic Membership Directory** — This valuable resource is provided twice a year and includes comprehensive contact information for senior managers within our PEO member companies (for privacy protection, this list does not include email addresses). Use it to update your prospect list or to facilitate direct marketing campaigns.
- **Referrals through NAPEO's Online Directory** — Your NAPEO online membership listings include complete contact information, a description of your company's services, as well as inclusion in three service provider categories, along with a hyperlink to your corporate Web site and email address.
- **NAPEO's Financial Ratio Survey and Operating Statistics Survey** — This comprehensive report provides valuable insight on PEO industry trends. (The 2025 Report is included in your 2026 membership).
- **Use NAPEO as your PEO industry networking forum** - Service Provider members enjoy access to speaking opportunities and committee participation, as well as authorship opportunities in *PEO Insider*. Share your expertise while gaining valuable exposure within the industry.
- **Education Vital to Your Success** — The Source for PEO Education®, NAPEO offers educational programming throughout the year on all aspects of the PEO industry. Service Provider members enjoy significant discounts on registration fees at events, as well as complimentary subscriptions to *PEO Insider* and access to *PEO Insider* Online.
- **Online Member Resources** — This access includes NAPEO legal reviews and insights, an extensive online library and a searchable 5-year archive of PEO Insider articles.
- **Online access to NAPEO's Regulatory Database** —A comprehensive tool that provides detailed information on PEO licensing and registration, workers' comp, unemployment insurance, health benefits and more in all 50 states and at the federal level.
- **Valuable discounts** - on Advertising, Exhibits, Event Sponsorships and Registration fees.
- **Leverage NAPEO's distinctive Service Provider Member logo** - to proudly showcase your membership in your company's advertising, marketing materials, website, brochures and stationery.



Medallion Partnership

NAPEO offers a variety of exclusive advertising, sponsorship, exhibiting and Medallion partnership opportunities designed to connect you with more nearly 200 PEO member companies. Our Medallion packages provide a comprehensive mix of benefits to ensure maximum visibility at NAPEO’s industry events. Each level includes core benefits plus flexible options you can customize to meet your specific marketing goals. As a Medallion partner, you’ll also receive preferred pricing on a wide range of sponsorships—further amplifying your brand’s presence within the NAPEO network. To ensure your investment delivers maximum impact, our Vice President of Member Development will partner with you to create an annual program tailored to your budget and strategic objectives. ***Below, you’ll find sample Medallion programs at various investment levels, built on à la carte pricing.***

Marketing Elements	Industry Champion	Diamond	Platinum	Gold	Silver	Bronze
Investment Level (Medallion Level is based on gross Investments before discounts)	\$200,000+	\$145,001 - \$200,000	\$90,001 - \$145,000	\$65,001 - \$90,000	\$45,001 - \$65,000	\$30,000 - \$45,000
Discretionary Investments (Examples: Core event sponsorships, PAC, CEO Forum, NextGen, onsite branding, or other, etc)	\$132,350	\$87,575	\$81,050	\$34,050	\$14,225	\$3,005
PEO Insider Advertising*	10 Full-Page Ads \$41,750	10 Full-Page Ads, \$41,750	6 Full-Page Ads, \$28,500	10 Half-Page Ads, \$25,500	10 Half-Page Ads \$25,550	6 Half-Page Ads \$16,770
Host a Virtual First Friday or Marvelous Monday (*guaranteed on a 'first-come basis)	\$7,000*	\$7,000*	add on optional, based on availability	add on optional, based on availability	add on optional, based on availability	add on optional, based on availability
Marketplace Exhibit Booth (can upgrade/downgrade) * Price shown is for returning exhibitors.	20’ x 20’ Peninsula*, \$20,900	10’ x 30' booth*, \$15,675	10’ x 20' booth*, \$10,450	10’x 20' booth*, \$10,450	10'x 10' booth*, \$5,225	10'x 10' booth*, \$5,225
Bonus Exhibitor Points	700	500	400	300	200	100
Discount percent extended to Event Sponsorships	15%	13%	12%	10%	8%	5%
TOTAL GROSS Sample PACKAGE Investment	\$200,000	\$150,000	\$125,000	\$75,000	\$50,000	\$30,000

Medallion Payment Terms: 5% discount available for prepayment (to receive 5% pre-payment discount on non-dues elements, full payment must be received by 1/15/2026). All others payable in three installments (50%/25%/25%). • Prior year Medallion account status will not carry over without a signed Medallion agreement.
 • **Medallion Partners will have the option to submit payments via check or ACH transfer only. NAPEO will no longer accept credit cards payments due to increasing merchant fees.**
 *All Medallion partners must invest a minimum of **\$6,150** (or a minimum of two (2) half-page ads annually in *PEO Insider advertising*.

PEO Insider Editorial Calendar

Reflecting A Vibrant Industry | With a sleek, modern look and an engaging new format that reflects a vibrant and growing industry, PEO Insider is the place to be for advertisers looking to reach PEO leaders and decision-makers. Readability, relevance, refreshing insight, and technical expertise are the hallmarks of PEO Insider, and there is no more effective and impactful way to get your message to the right people in the industry.

Issue Focus | Each issue of PEO Insider focuses on an overarching issue of importance to the PEO industry. Each article examines one aspect of the issue, with varying perspectives and approaches provided from peers in the industry

Tracks | Each track examines subject matter in the PEO context in a variety of ways: Commentary/perspective, questions and answers, case histories, success stories, best practices, infographics and statistical reports, point/counterpoint, discussion and debate, and interviews and profiles

- **Letter from the NAEPO Chair** | NAEPO Board news, global industry issues, NAEPO initiatives and reflection and perspective from the NAEPO Chair
- **Quick Hits** | The latest nuggets of relevant information pertinent to PEOs: who/what/where, breaking news and industry stats
- **PEO Voices** | Point/counterpoint on important issues, discussion of industry trends, compelling and controversial industry issues, industry threats and challenges, C-level strategies, up-and-comers and rising stars and PEO impact on the community
- **Legal, Legislative, & Regulatory** | Legal hot topics, federal and state regulatory and legislative updates, healthcare from the regulatory perspective, and laws and regulations that affect the various areas of the PEO: HR, operations, benefits, insurance, payroll and tax
- **HR, Employment, & Benefits** | Human resources and benefits developments, workforce and employment issues, strategic and transactional HR, benefits administration, workers' compensation and risk management and insurance
- **Operations & Technology** | Payroll policies and procedures, budgeting/finance/ accounting, cybersecurity, the PEO operating platform and infrastructure, innovative ideas and new technologies
- **PEO Growth** | Traditional marketing and sales strategies and tactics, digital marketing and social media strategies and tactics, market research and trends, the PEO value proposition, solutions to common sales and marketing problems, PEO industry statistics, economic updates and leveraging IRS certification
- **Letter from the NAEPO President** | Events, issues and insight from the NAEPO President and CEO

PEO Insider Advertising – Rates, Deadlines, and Ad Specifications



AD SIZE	*Per Ad Rate		
	1 ad/Year	6 ads/Year	10 ads/Year
FULL PAGE	\$5,150	\$4,750	\$4,175
HALF PAGE	\$3,075	\$2,795	\$2,550
SPECIAL PLACEMENT FULL PAGE ADS (must run in all 10 issues to request specific positioning. Special placement ads include a 15%			\$5,050
Inside FRONT COVER. Must run as a 2-page spread.			\$7,325
Inside BACK COVER			\$4,515
OUTSIDE BACK COVER			\$4,775
BELLY WRAP (A minimum of ½ page ad must run in the magazine when reserving a belly wrap). Ad dimensions provided when reserved.	\$8,750		

AD SIZE	DIMENSIONS INCHES	DIMENSIONS DECIMAL
FULL PAGE FULL BLEED	8-5/8" x 11-1/8"	8.625" x 11.125"
FULL PAGE NON-BLEED	7-3/8" x 9-7/8"	7.375" x 9.875"
HALF-PAGE HORIZONTAL	7-3/8" x 4-7/8"	7.375" x 4.875"
TWO-PAGE SPREAD FULL BLEED	17-1/16" x 11-1/8"	17.0.25" x 11.125"
TWO-PAGE SPREAD NON-BLEED	15-3/4" x 9-7/8"	15.750" x 9.875"
PUBLICATION TRIM SIZE	8-3/8" x 10-7/8"	8.375" x 10.875"

Convert all RGB and Spot Colors to 4/C process.

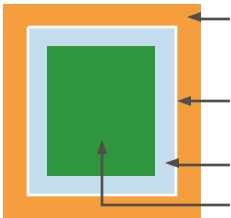
- When Exporting PDF Files
- Select "Adobe PDF Preset: High Quality Print"
 - Select "Compatibility: Acrobat 5 (PDF 1.4)"

- Marks and Bleed Menu
(full-page and 2-page spread bleed ads only)
- Select "All Printer's Marks"
 - Weight: 0.25 pt
 - Offset: 1p0 (0.1667")
 - Bleed: 0p9 (0.125")

All photos, logos, and images in ad must be 300 dpi.
Email pdf files to nbenoudiz@napeo.org

ISSUE	EDITORIAL THEME*	AD CLOSE DATE	MATERIAL DUE DATE
February	Employee wellness, engagement & culture	12/16/2026	1/6/2026
March	Client Experience	1/15/2026	1/30/2026
April	Leadership & Professional Development	2/16/2026	2/27/2026
May	Compliance & Legal	3/16/2026	3/31/2026
June/July	Risk & Safety	4/15/2026	4/30/2026
August	Healthcare	6/12/2026	6/30/2026
September	Supporting SMBs	7/15/2026	7/31/2026
October	Strategic HR	8/17/2026	8/31/2026
November	Tech, Data & Innovation	9/15/2026	9/30/2026
December/January	Business Resilience	10/15/2026	10/31/2026

*The editorial theme is subject to change at any time at the sole discretion of NAPEO, without prior notice or obligation.



BLEED AREA: SAFETY MARGIN FOR BLEED ADS. Extend any background art 3/16" beyond the edge of the page (black border) on any bleed edges. If not extended, ad will not bleed properly. Crop marks inside of red bleed area may show on printed ad.

FINISHED SIZE OF MAGAZINE. Keep all type and images at least a 1/2 inch inside page edges, shown by the black border. Type and logos outside the black border will be cut off during trimming.

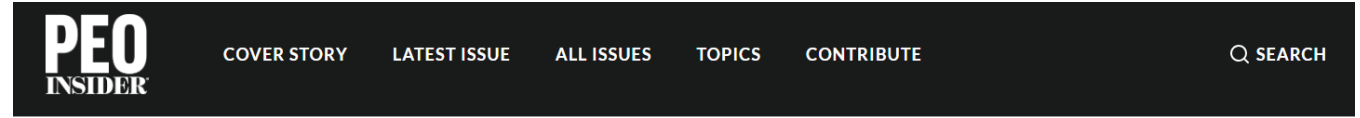
AVOID TYPE & LOGOS IN THIS AREA: Type and logos in the yellow area may be cut off during trimming.

SAFE AREA: Keep all type and logos within the green area. Any type or logos outside the green area could be too close to the edge of the page or be cut off during trimming.



PEO Insider Online

- NAPEO's *PEO Insider* website presents the industry's leading publication in a sleek, modern format.
- Readers view the latest issue and top stories displayed prominently on the homepage along with the latest bits of industry news. Readers will also benefit from an improved search function, allowing easy access to many years of past articles.



► THIS MONTH'S FOCUS: PEO OPERATIONS

[VIEW ALL](#) ↗



HOW TO CHOOSE AN AI VENDOR

I have often found myself standing for minutes in my nearby Publix trying to figure out which item to buy. Did I want the \$2 name brand product, or the \$1.50 Publix



AI: THE IMPACT ON MERGERS & ACQUISITIONS

When I was young, I watched movies with robots and drones; we called this science fiction because such things...

[CYBERSECURITY & TECHNOLOGY](#)

[FINANCE & OPERATIONS](#)



THE GOLDDLOCKS OF PEO GROWTH

Two different sales approaches follow. One leads to fast growth and chaos while the other leads to slow growth...

[FINANCE & OPERATIONS](#)

[SALES & MARKETING](#)



RUNNING AN EFFICIENT PEO OPERATION BY LEVERAGING THE

Enhance your marketing impact with NAPEO's PEO Insider Online, where you can reach 8,700 PEO professionals each month through our targeted digital advertising options. Online ads boost both visibility and brand recognition.

Boost your brand visibility with six premium rotating ad placements!

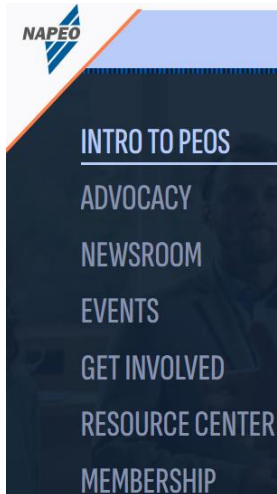
Each location features a maximum of just three digital ads, ensuring your message stands out and gets noticed.

Reminder: Online advertising is available exclusively to companies that also advertise in print—making your brand presence even stronger across both platforms.

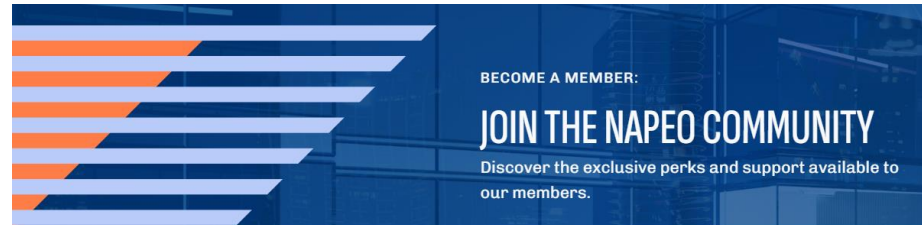
PEO Insider Online Options

Ad Placement Locations:

- Horizontal Ad in the middle of the [Latest Issue page](#)
- Horizontal Ad at the bottom of the [Latest Issue page](#)
- Horizontal Ad at the bottom of the [All-Issues Page](#)
- Vertical ad at the sidebar on the [Topics Page](#)
- Horizontal Ad at the bottom of the [Topics Page](#)
- Horizontal Ad at the bottom of the [Search Page](#)



Vertical Ad example



Horizontal Ad example

PEO Insider Online Rates and Specifications

Maximize Your Reach with PEO Insider Digital Advertising!

Print + Digital: Online ads are available exclusively to companies running print ads in PEO Insider Magazine.

Priority Placement: Full-page advertisers in all 10 issues receive first access to premium digital spots.

Aligned Timeline: Digital ads run on the same schedule as PEO Insider Magazine—February 2026 through January 2027.

High-Impact Exposure: NAPEO offers **6 rotating digital ad locations**, with up to **3 ads per location**—a total of **18 spots** to showcase your brand.

Get noticed across print and online—your brand, front and center!

Electronic ad spots are available for \$5,000 per placement.

Horizontal Ads - Supply artwork in all 3 file formats as shown below (for desktop, tablet, and mobile views).

- 640 x 960 pixels for screen sizes 767px and below
- 1472 x 348 pixels for screen sizes 786px to 1151px
- 2880 x 680 pixels for screen sizes 1152px and above

Vertical ads - Supply artwork in all 3 file formats as shown below (for desktop, tablet, and mobile views).

- 640 x 960 pixels for screen sizes 767px and below
- 448 x 1418 pixels for screen sizes 786px to 1151px
- 648 x 2052 pixels for screen sizes 1152px and above

Please note that electronic ads can be submitted in either a static or animated format.

Accepted file types include JPG, JPEG, GIF, PNG, SVG, and HTML.

Annual Conference & Marketplace Exhibit Opportunities

Marketplace Trade Show – NAPEO’s Flagship Event

Unlock New Business at NAPEO’s 2026 Marketplace
Join us at NAPEO’s 2026 Marketplace, where **1,000+ PEO and HR outsourcing professionals** gather under one roof to explore solutions, build partnerships, and advance their businesses.

As an exhibitor, you’ll:

- **Connect face-to-face** with decision-makers eager to strengthen and expand their service offerings.
- **Gain powerful marketing access** with the full attendee registration list (including emails, unless individuals have opted out).
- **Position your company front and center** at the industry’s most dynamic and influential event.

Don’t miss this opportunity to showcase your expertise, grow your network, and drive new business.

Booth Size	Member Rate*
Early Bird Discount. Price is per each 10’ of booth space (extended to returning exhibitors reserving space by 10/16/2025)	\$5,225
For Each 10’ of booth space	\$5,550

Important Registration Information for Exhibitors

Please note that registrations are not included in the booth rental fee. Exhibitors have two registration options for the NAPEO Annual Conference.

Registration Types:

Exhibitor Regular Registration – \$650 per person

Includes access to the Exhibit Hall and General Sessions.

Note: Does not include breakout educational sessions or the Tuesday evening event

Exhibitor Full Registration – \$995 per person

Includes access to the Exhibit Hall, General Sessions, all Breakout Sessions, the Tuesday evening event and the Conference gift bag.

- **Membership Required:** Companies must be a member of NAPEO to exhibit.
- **Booth Configuration:** Due to high demand, all 20’ x 20’ booths and larger will default to **peninsula configurations** unless another option is specifically purchased.
- **Reservation Deadline:** Companies interested in 20’ x 20’ booth space must **confirm intent by December 15, 2025**. After this date, availability will be limited and booths will be assigned on a **first-come, first-served** basis.



Core Event Sponsorship Opportunities

Benefits	PREMIER	PARTNER	SUPPORTER	FRIEND
Tier and Sponsor Recognition Included in Package:	Top-Tier Sponsor Recognition Enjoy premier visibility as a top-tier sponsor. This package includes: • A high-end item gift included in the conference bags. • Rotating logo placement on the conference mobile app. • Access to pre- and post-conference registration lists. • Verbal, logo and/or company name on program materials. • Program event support and recognition, allowing you to select one element from the Premier Sponsor offerings. Potential assignments include sponsorship of a General Session or other similar opportunities	Second-Tier Sponsor Recognition Gain valuable exposure as a second-tier sponsor, which includes: • A small item of included in the conference bags. • Rotating logo placement on the conference mobile app. • Access to pre- and post-conference registration lists. • Logo and/or company name on program materials. • Program event support and recognition, allowing you to select one element from the Partner offerings. Potential assignments include sponsorship of an evening event, breakfast,	Third-Tier Sponsor Recognition Enjoy valuable benefits as a third-tier sponsor, which includes: • Rotating logo placement on the conference mobile app. • Access to pre- and post-conference registration lists. • Logo and/or company name on program materials. • Program event support and recognition, allowing you to select one element from the Supporter offerings. Potential assignments may include small group meet-ups, Marketplace Reception, Breakfast & Roundtable Discussions and more.	Fourth-Tier Sponsor Recognition As a fourth-tier sponsor, you'll receive valuable benefits, including: • Rotating logo placement on the conference mobile app. • Access to pre- and post-conference registration lists. • Logo and/or company name on program materials. • Program event support as a networking break sponsor.
Event Registrations Included:	Annual Conference & Marketplace: 4 PEO Capitol Summit: 3 PEO Operations Workshop: 2	Annual Conference & Marketplace: 3 PEO Capitol Summit: 2 PEO Operations Workshop: 1	Annual Conference & Marketplace: 2 PEO Capitol Summit: 2 PEO Operations Workshop: 1	One per each event sponsored
Discount on additional registrations:	25% discount	20% discount	20% discount	20% discount

CORE EVENTS	Premier	Partner	Supporter	Friend
Annual Conference & Marketplace	\$50,000	\$30,000	\$18,000	\$10,000
PEO Capitol Summit	\$36,750	\$20,000	\$13,500	\$8,000
PEO Operations Workshop	\$32,000	\$23,000	\$13,000	\$8,500

** Members may invest in any number of core events, and at various levels based on your unique marketing and budget objectives. Let NAPEO’s Vice President of Membership Development customize a sponsorship package for you. Contact Nancy Benoudiz at (703) 739-8169 or nbenoudiz@napeo.org*



Premium Leadership Experience Sponsorships

NAPEO’S BOARD OF DIRECTORS EVENT SPONSORSHIPS

- **Board of Directors First Quarter Event \$18,500**
February 23–25, 2026. | The Ritz-Carlton Barbara, Santa Barbara, CA (exclusive event, by invitation only)
Board of Directors Fall Event | \$18,500
December 7-9, 2026. The St. Regis Deer Valley, Park City, Utah (exclusive event, by invitation only)
Limited to 6 sponsors per event (competing categories allowed). Includes one company attendee.

BOARD OF DIRECTORS LUNCH SPONSORSHIPS

- **Board of Directors Lunch Sponsor during NAPEO’s Annual Conference & Marketplace.**
(Maximum of 4, competing categories allowed) | **\$4,500**
- **Board of Directors Lunch Sponsor during NAPEO’s PEO Capitol Summit.**
(Maximum of 4, competing categories allowed) | **\$3,500**

NAPEO’S FEDERAL GOVERNMENT AFFAIRS COMMITTEE MEETING EVENT SPONSORSHIP

January 20-21, 2026. The Westin Downtown DC, Washington DC
The Federal Government Affairs Committee meets in Washington, DC to determine NAPEO’s federal legislative direction. Attendees include 50-60 PEO executives, primarily CEOs, government relations, and legal personnel from PEO member companies. The event includes an upscale dinner in Washington, facilitating great conversations and networking opportunities for attendees. Sponsorship includes a maximum of one company attendee per sponsor. Limited to 4 (competing categories are allowed), | **\$6,975**

NAPEO’S PAC EVENT

NAPEO’s PAC Event is scheduled for Monday evening during the PEO Capitol Summit. The event will feature an offsite reception or dinner, open to all individuals who have contributed to the PAC. Additionally, elected officials will be invited to participate.
Unlimited # of sponsors, competing categories allowed| \$7,975

CEO FORUM SPONSORSHIPS

NAPEO’s CEO Forum offers a unique opportunity to engage with senior-level PEO leaders in an intimate, invitation-only setting. The Forum blends insightful executive-level programming with relaxed, in-person peer networking. As a sponsor, you’ll have the option to include a pre-approved item in the curated attendee gift bags. Sponsorship includes two (2) complimentary registration for the September gathering.
Sponsors receive prominent brand visibility through logo placement on event promotions (website and email), on-site signage and verbal acknowledgments during the event. In addition, sponsors are provided the full attendee registration list to support your post-event outreach.
Dinner sponsorship in conjunction with NAPEO’s Annual Conference & Marketplace in October. Limited to 8 companies, competing categories are allowed. | **\$13,500**

2025 returning sponsors have first right of renewal for 2026, if contracted by 12/15/2026. After that time all unrenewed sponsorships will be offered in turn to those on the wait list. Investing in NAPEO sponsorships includes sponsor name and/or company logo recognition in all conference marketing collateral, advertisements, email promotions and website where promoted, and first right to sponsor the event the following year, in addition to attendee lists and other benefits. Membership is required for all sponsorship opportunities.



In-Person & Virtual Sponsorship Experiences

NAPEO'S LEADERSHIP COUNCIL FORUM SPONSORSHIP (In-Person events)

NAPEO's Leadership Councils host Leadership Council Forums (LCFs), which are local meetings that offer members an opportunity to discuss close-to-home topics that affect their business, exchange with local government representatives, and access the latest information on IRS Certification for PEOs and other critical PEO-industry issues. This sponsorship is one exclusive sponsorship for all events during the year. A minimum of 5 events are expected in 2026. Sponsors will have a two-minute sponsor introduction that will rotate between companies per event date, (one introduction per event date). Sponsors may provide a pre-approved branded item to be handed out to attendees, if desired. Also included is one complimentary registration for each event date. Sponsor receives logo recognition for all NAPEO event promotions, (website and email promotions), and the full attendee registration list for your marketing purposes. Limited to 8 companies, competing categories allowed. | **\$15,750**

NAPEO'S PEO UNIVERSITY SERIES (In-Person and Virtual Events)

Sponsor NAPEO's PEO University Series, geared towards new entrants into the PEO industry and new employees of NAPEO PEO member companies. NAPEO's PEO University Series features PEO industry experts, leaders, and innovators who cover topics such as co-employment, PEO sales, PEO licensing, tax, benefits, workers' compensation, cybersecurity, CPEO program, and much more. Sponsorship also includes the ability to provide an approved giveaway. Sponsorship in 2026 includes two in-person events in conjunction with the PEO Operations Workshop and the Annual Conference & Marketplace as well as a series of series of virtual events through the year. Included is one complimentary registration for each event date. Limited to 8 companies, competing categories allowed. | **\$6,300**

NAPEO'S NEXTGEN (In-Person Only)

NextGen event is designed to facilitate social networking for NAPEO members under the age of 45. NextGen includes one in-person event during NAPEO's Annual Conference & Marketplace. Sponsors receive the full attendee registration list for your marketing purposes and one complimentary registration to attend. Signage, verbal recognition and visibility opportunities. Limited to 6 sponsors, competing categories allowed. | **\$4,500**

NextGen Leadership Class of 2026. Spotighting 10 PEO Professionals. One premier sponsor. | \$3,675

NextGen Leadership Workshop. Held after the PEO Operations Workshop, includes a half-day educational workshop with leadership training. 3 sponsors, competing categories permitted.) | \$2,650

WOMEN IN NAPEO SERIES SPONSORSHIP (In-Person & Virtual)

The focus of Women in NAPEO (WIN) is to empower women within NAPEO's membership both professionally and personally. Engage as a community to share experiences, insights, best practices, and career advice. This unique program encourages women in our industry to be future leaders of NAPEO. Four (4) total events are expected in 2026, in-person during PEO Capitol Summit and NAPEO's Annual Conference & Marketplace and two virtual events). Sponsors may provide an item to be included in the gift bags for attendees, if desired. Also included is one complimentary registration for each event date. Sponsor receives logo recognition for all NAPEO event promotions, (website and email promotions), verbal recognition and on-site signage during the events and the full attendee registration list for your marketing purposes. Limited to 6 companies, competing categories allowed. | **\$12,500**

NAPEO'S FIRST FRIDAYS

Sponsor a NAPEO Virtual Event and Position Your Company as a Thought Leader

Showcase your expertise and connect with key PEO industry decision-makers by sponsoring a NAPEO virtual event. These sessions highlight timely, trending topics, giving service partners a high-impact platform to engage directly with NAPEO's member community. As a sponsor, you create and deliver a custom presentation—your content, your insights, your style—while NAPEO handles event hosting and promotion to maximize your visibility. Sponsors receive the full registration list for targeted follow-up, helping you convert engagement into actionable leads.

Benefits of Sponsorship:

Audience Reach: Open to employees from all member companies.

Visibility: NAPEO manages event hosting and promotion to ensure maximum exposure.

Leads: Receive the full registration list for focused marketing outreach.

Position your company as a trusted industry resource while gaining direct access to PEO decision-makers and influencers. | **\$7,000** | Availability: 12 total, with priority given to Medallion Partners.

CEO Forum Retreat – Rosewood Creek, Dallas, Texas, Monday April 20 – Tuesday, April 21,

2026. Exclusive gathering of C-suite executives from PEO companies, with participation limited to up to two representatives per PEO company and **one** representative per sponsoring company. This high-level event is designed to foster meaningful connections, strategic conversations, and peer-to-peer learning among industry decision-makers. The agenda includes- Monday: Welcome reception and networking dinner. Tuesday: Inspiring morning keynote and featured speaker session, followed by an afternoon facilitated discussion focused on key industry challenges and opportunities. The day concludes with an intimate networking dinner. Wednesday: Attendees depart in the morning.

Limited opportunity. competing categories allowed. | **\$20,000 Gross.**

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Sponsor NAPEO Content

Sponsor NAPEO content to extend your reach beyond traditional marketing and advertising channels.

Get Results with eNewsletter Advertising

Reach your audience where they're already engaged—directly in their inbox. Advertising in a NAPEO eNewsletter gives your brand a powerful platform to connect with PEO decision-makers and influencers.

Why it works:

Clickable & Trackable: Drive traffic to your website with clickable ads and track engagement in real time.

Always Current: Update your messaging frequently to stay relevant and timely.

High Visibility: Your message is delivered straight to member subscribers who are actively reading and engaging.

Maximize your marketing impact with an advertising channel that's measurable, flexible and built for results.

Newsletter Advertising Opportunities

NAPEO eNews – \$8,950

- Ad size: 120 x 240 pixels
- Limited to four advertisers
- Delivered weekly to subscribers
- Average performance: 5,920 recipients, 22.55% open rate, 20.60% click-through rate*

The Update – \$8,950

- Ad size: 120 x 240 pixels
- Limited to four advertisers
- Delivered biweekly
- Average performance: 5,900 recipients, 28.90% open rate, 27.90% click-through rate*

NAPEO Forum – \$8,950

- Ad size: 125 x 1000 pixels
- Exclusive placement (one advertiser only)
- Year-long placement for maximum visibility

**(Metrics reflect the monthly average reported as of September 2025, covering January–September 2025.)*

2025 returning advertisers have first right of renewal for 2026, if contracted by 12/01/2026. After that time all unrenewed positions will be offered in turn to those on the wait list. Investing in NAPEO sponsorships includes sponsor name and/or company logo recognition in all conference marketing collateral, advertisements, email promotions and website where promoted, and first right to sponsor the event the following year, in addition to attendee lists and other benefits. Membership is required for all investment opportunities.

Unique à La Carte Sponsorship Opportunities

NAPEO's Core Events:

For NAPEO's PEO Operations Workshop and the PEO Capitol Summit:

- Hotel Keycards
- Do Not Disturb Door Hangers – \$2,000
- Branded Charging Stations
- Onsite Branding Opportunities
- Fill-it-Forward Water Service
- Mobile App Top-Line Sponsorship – \$2,500

Exclusive Opportunities for NAPEO's Annual Conference & Marketplace:

- Onsite Branding & Digital Signage – starting at \$2,000++
- Exclusive Hotel In-Room Drop (Monday or Tuesday evening) – \$5,000
- Do Not Disturb Door Hangers (Monday or Tuesday evening) – \$3,000
- Mobile App Top-Line Sponsorship – \$2,500

✨ **Looking for something unique? Ask NAPEO to customize a package just for you!**

Secure Your 2026 Sponsorship

Returning 2025 sponsors have the **first priority** to renew for 2026 by confirming their contracts by **December 1, 2025**.

After this date, any unrenewed sponsorships will be offered to organizations on our **waitlist**.

Why Sponsor with NAPEO?

Sponsoring NAPEO offers exceptional visibility and exclusive benefits, including:

- **Prominent recognition** of your name and/or company logo in conference marketing materials, advertisements, email promotions, and on our website
- **Early access** to premier sponsorship opportunities
- **Access to attendee lists** and other exclusive perks

Note: NAPEO membership is required for all marketing and sponsorship opportunities.

To learn more about Napeo's unique marketing options, contact:

 Nancy Benoudiz, Vice President of Membership Development

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