



Exhibit Where the PEO Industry

Makes Buying Decisions

NAPEO's 2026 Annual
Conference & Marketplace



Audience. Access. Opportunities.

The NAPEO Annual Conference & Marketplace is the must-attend event for companies that sell to professional employer organizations. If your customers are PEO executives, this is where you meet them—face to face, and ready to talk opportunities.

The Audience You Want

- ▶ CEOs, COOs, CFOs and presidents of PEOs
- ▶ Senior leaders overseeing operations, HR, benefits, risk and compliance
- ▶ Decision-makers with budgets and active vendor needs

1000+ Attendees

475+
Representatives
from PEO
companies

This is a senior decision-making audience. These are the people who approve partnerships. We expect 1,000+ attendees at NAPEO's 2026 Annual Conference & Marketplace, including 475+ representatives from PEO companies.



Why Exhibit at NAPEO 2026

You meet buyers, not badge scanners.

NAPEO's audience is unusually senior, and exhibitors consistently report meaningful conversations within hours of the Marketplace opening.

The Marketplace is the main event.

Dedicated exhibit hours ensure strong, consistent flow—no competing sessions, no empty aisles.

Relationships close deals in this industry.

PEO sales cycles are trust-based. The conference compresses months of outreach into days of in-person connection.



What You Get as an Exhibitor

- ▶ A professionally designed exhibit space that puts your brand front and center
- ▶ Discounted conference registrations for your team
- ▶ Six hours of dedicated Marketplace exposure with guaranteed attendee traffic
- ▶ Inclusion in official conference materials and the mobile app
- ▶ Pre-event and on-site promotional visibility
- ▶ Three comprehensive attendee mailing lists—two before the conference and one after—delivered electronically to power targeted marketing outreach. Attendee email addresses are included unless an individual opts out.
- ▶ Standard booth setup, including a 7" × 44" ID sign, one 2' × 6' draped table, two side chairs and a wastebasket
- ▶ Exhibitor packages are intentionally designed to spark high-value conversations and drive real business outcomes

Optional event sponsorships, including print, digital and on-site signage, are available separately to enhance your brand visibility before and throughout the conference. For details and customized sponsorship options, **contact Nancy Benoudiz**.

Who Should Exhibit

Companies serving the PEO ecosystem, including:

- ▶ HR and payroll technology providers
- ▶ Benefits administration and insurance carriers
- ▶ Workers' compensation and risk services
- ▶ Compliance, legal, and regulatory solutions
- ▶ Financial services, data, and cybersecurity providers

Limited Space. Proven Demand.

**If PEOs are your customers,
this event belongs in your sales plan.**

Exhibitor space is limited and historically sells out. Early commitments receive priority placement and expanded visibility. View [NAPEO's Exhibit Point System](#) for additional details.

**If you want
direct access to
the executives who
make purchasing
decisions in the PEO
industry, the NAPEO
2026 Annual Conference &
Marketplace is where you exhibit.**

Event Dates and Details

NAPEO's 2026 Annual Conference & Marketplace

Wednesday September 16 through Friday, September 18, 2026

The JW Marriott Marco Island Beach Resort, Marco Island, Florida

- ▶ **Opening Marketplace Reception:** Wednesday, September 16, 2026
from 4:45pm – 6:45pm
- ▶ **Lunch in the Marketplace:** Thursday, September 17, 2026
from 12:00pm – 2:00pm
- ▶ **Closing Marketplace Reception:** Thursday, September 17, 2026
from 5:00pm – 7:00pm



NAPEO has secured a special block of rooms at JW Marriott Marco Island for registered attendees. Take advantage of our discounted rates. A booking link will be provided upon registration, which is expected to open in April. We highly recommend booking your accommodation early to ensure availability.

Marketplace Setup:

Wednesday, September 16, 2026

from 8:00am – 3pm

Marketplace Breakdown:

Thursday, September 17, 2026

from 7:00pm – 9:00pm and

Friday, September 18, 2026

from 8:00am –

10:00am



Exhibit Pricing & Registration Information

Exhibitor Pricing

▶ Early Bird Rate

\$5,225 per 10' of booth space

Available to new exhibitors and returning exhibitors reserving space at the 2025 Marketplace.

▶ Standard Rate (after October 15, 2025)

\$5,550 per 10' of booth space

Available to new exhibitors and returning exhibitors reserving space at the 2025 Marketplace.

Booth pricing is based on each 10' increment of exhibit space.

▶ Exhibitor Registration Options

Registrations are not included with booth rental and must be purchased separately.

▶ Exhibitor Regular Registration – \$655 per person

Includes access to the Exhibit Hall and General Sessions. 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.

Exhibitor Requirements & Policies

▶ Membership

Requirement: Companies must be current NAPEO members to exhibit.

Annual NAPEO Associate Member dues are \$5,000.

▶ Booth Configuration:

Due to high demand, all 20' × 20' booths and larger will default to peninsula configurations unless an alternative configuration is specifically purchased.

▶ Reservation Deadline for 20' × 20' Booths:

Companies interested in 20' × 20' booth space must confirm intent by December 15, 2025. After this date, availability will be limited and assignments will be made on a first-come, first-served basis.

Reserve Your Space

Contact **Nancy Benoudiz**, NAPEO's Vice President of Membership Development

Email: nbenoudiz@napeo.org

Phone: (703) 739-8169

[Exhibitor Website](#)

- ▶ [Exhibit Space Reservation Agreement](#)
- ▶ [2026 Marketplace Floor Plan](#), contact NAPEO for additional information and booth availability.

