



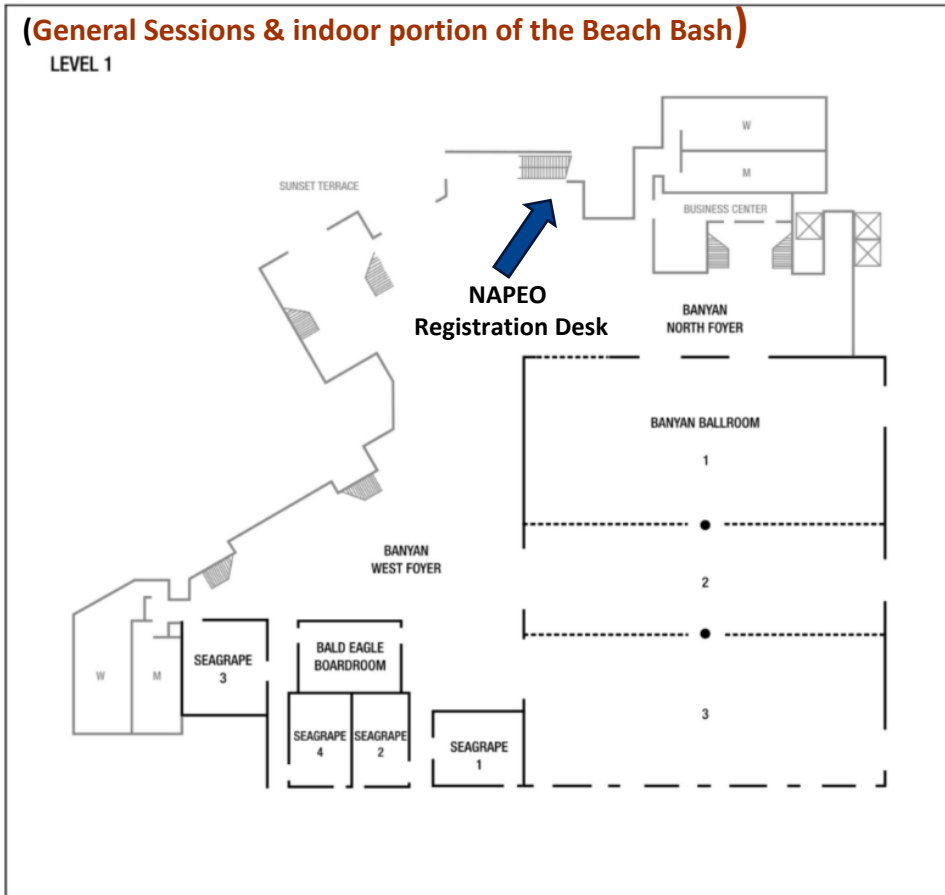
NAPEO 2026 ONSITE BRANDING OPTIONS

- **Stand Out Where the Industry Connects in Marco Island**
- **Capture Attention. Strengthen Recognition. Maximize Your Presence.**

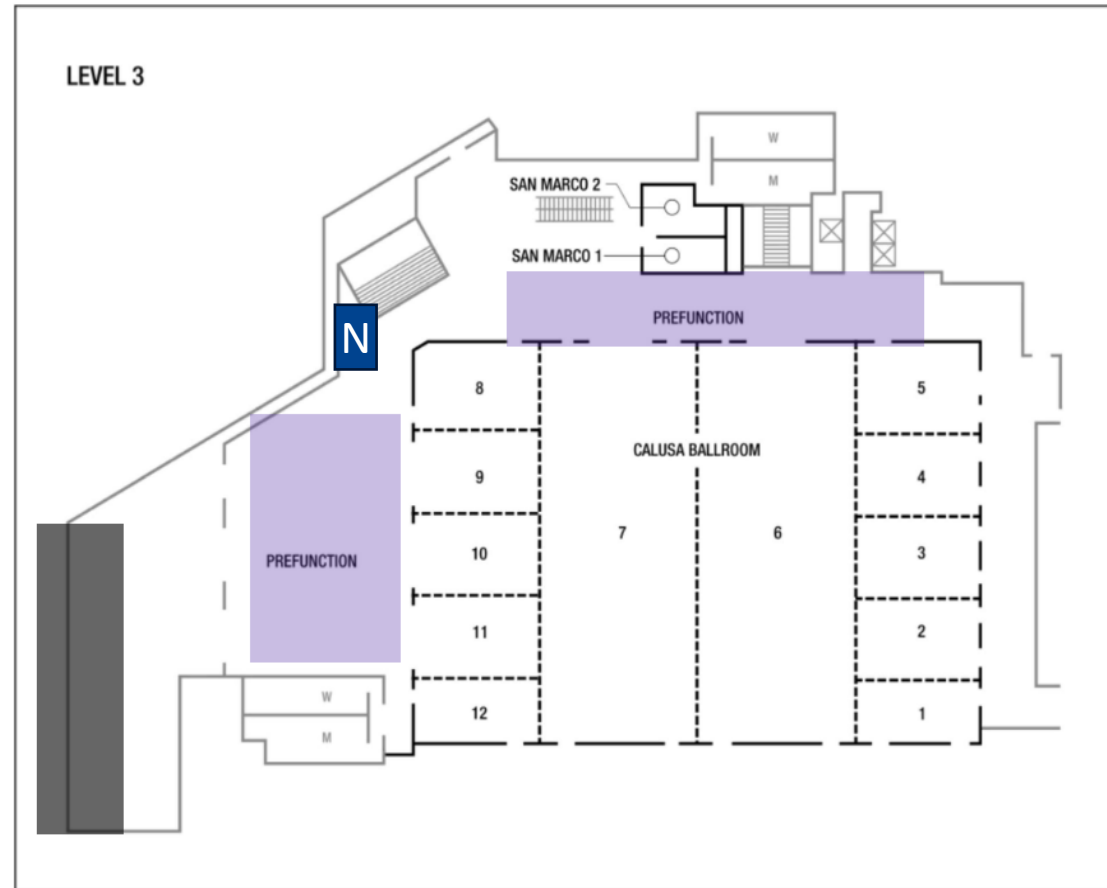
HOTEL LAYOUT

NAPEO's Education - **Banyan Ballroom**

(General Sessions & indoor portion of the Beach Bash)



NAPEO's Marketplace – **Calusa Ballroom**



NAPEO
BOOTH

Please note in the space number, the **B** indicates the **Banyan Ballroom (education)**, while **C** indicates the **Calusa Ballroom (Marketplace)**.

B

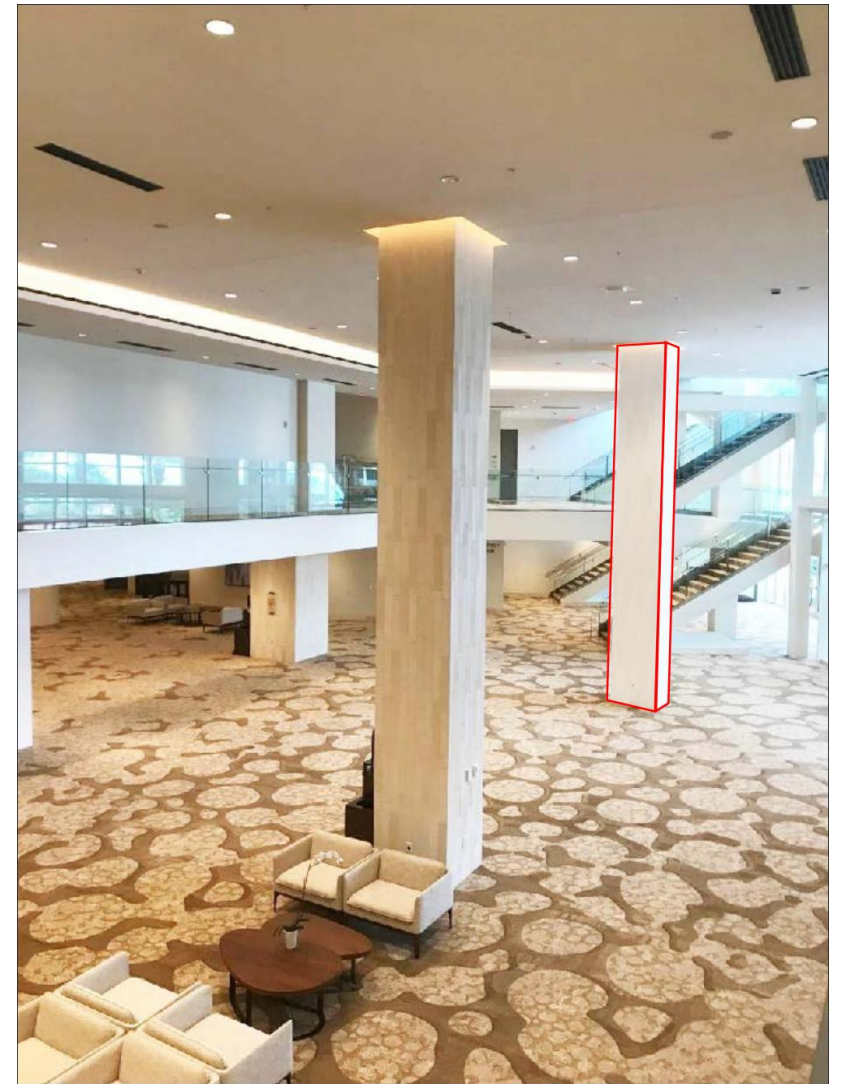
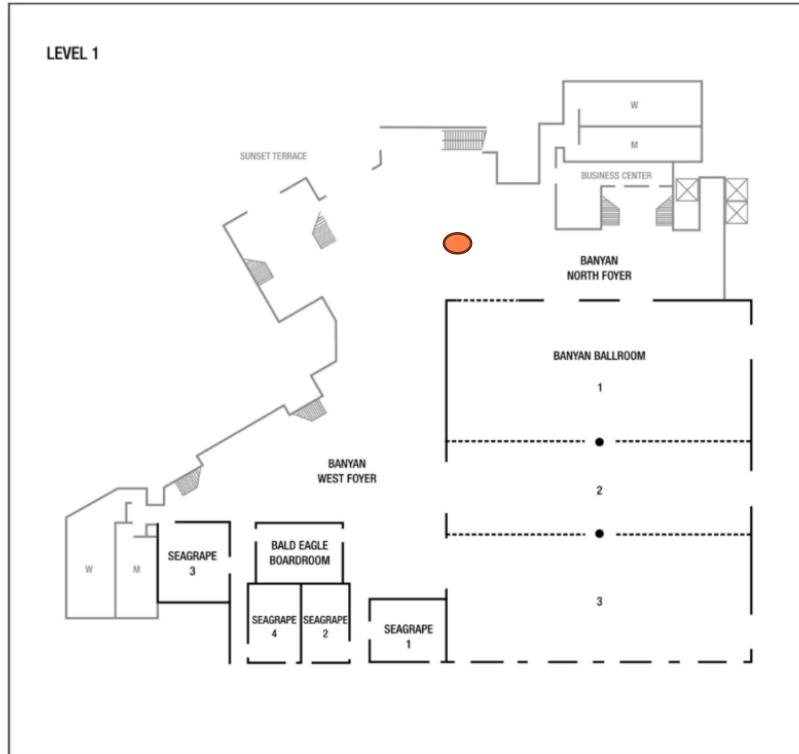
Space Number	SKU	Space Name
5715 B WF_SingleWallFive	2193	Single Wall Five

C

Space Number	SKU	Space Name
5715 C P_COLUMNONE	2193	COLUMN ONE

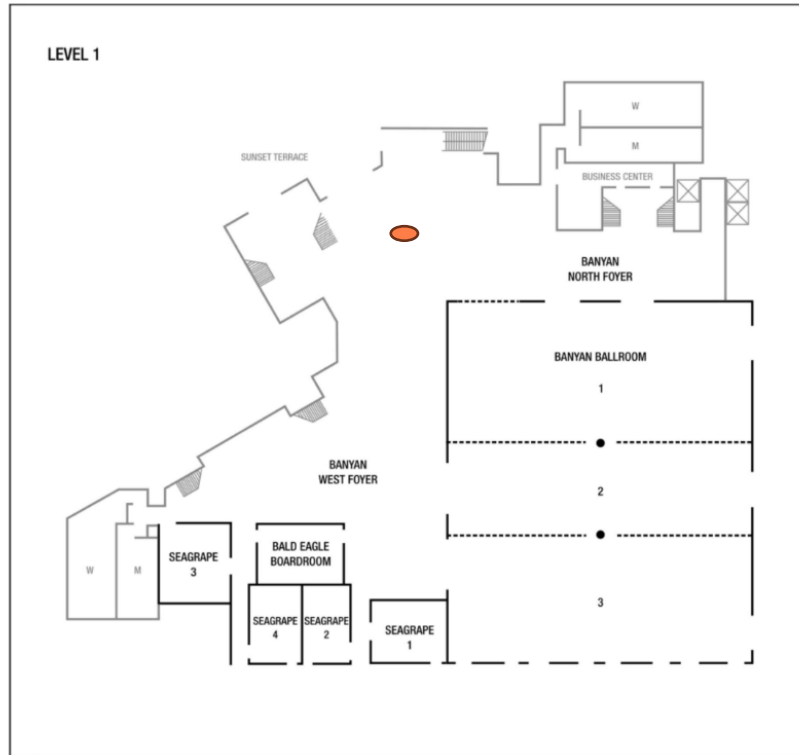


BANYAN COLUMN ONE



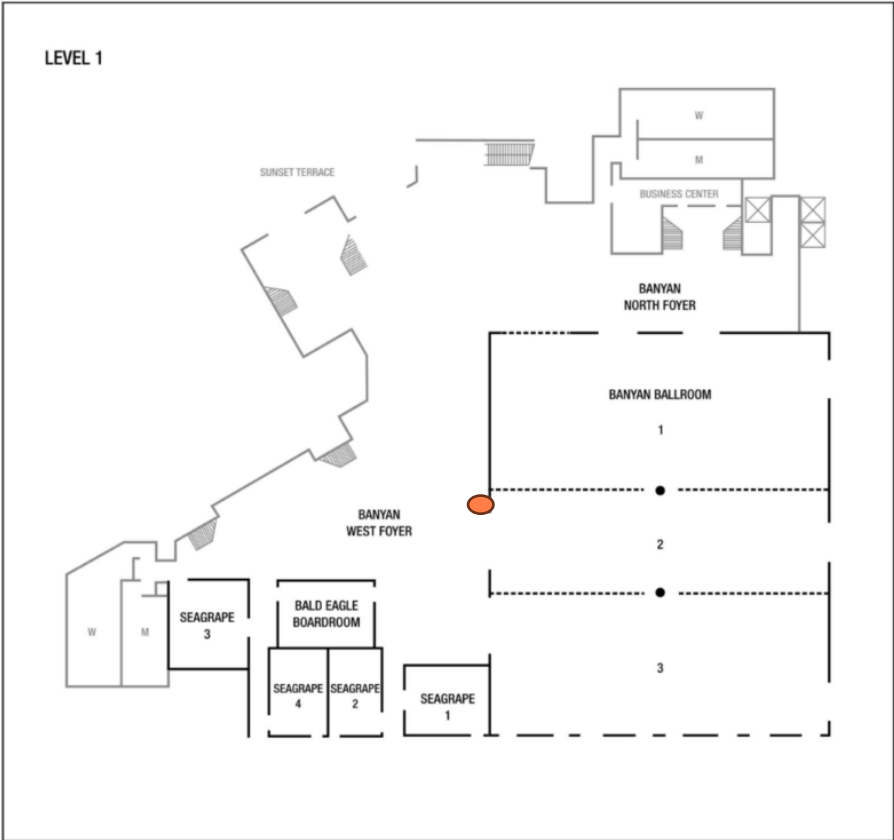
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_WF_COLUMNONE	2193	COLUMN ONE	37.5	296	77.08	4	1	\$8,750.00	3

BANYAN COLUMN TWO



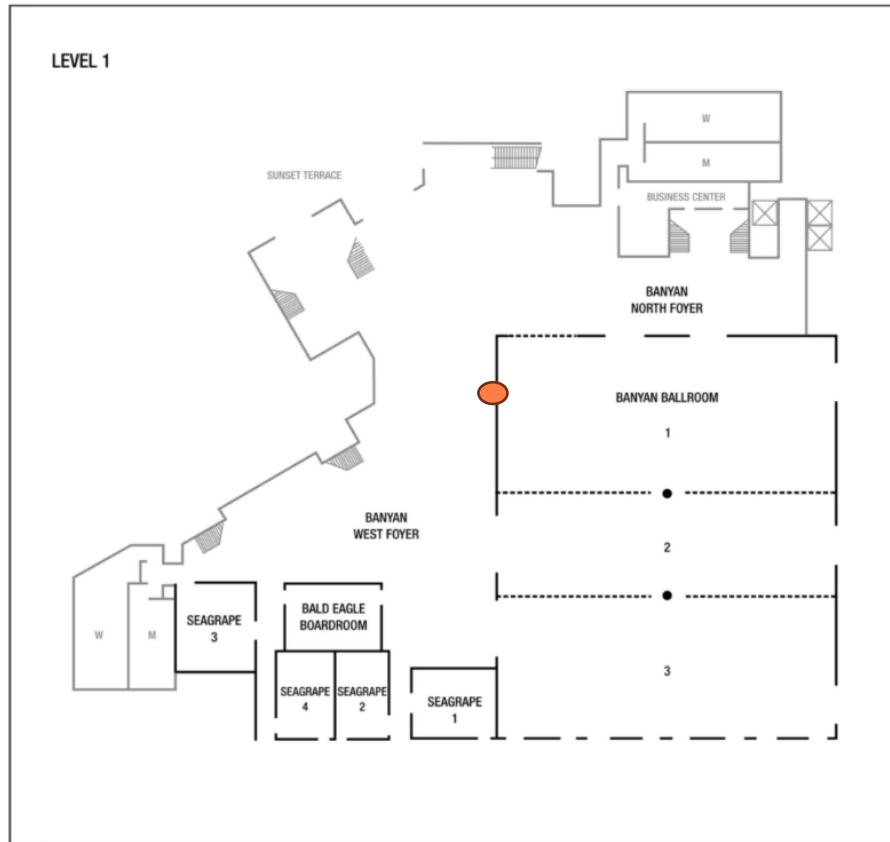
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_WF_COLUMNTWO	2193	COLUMNTWO	37.5	296	77.08	4	1	\$8,000.00	4

BANYAN SINGLE WALL (NEAR SEATING)



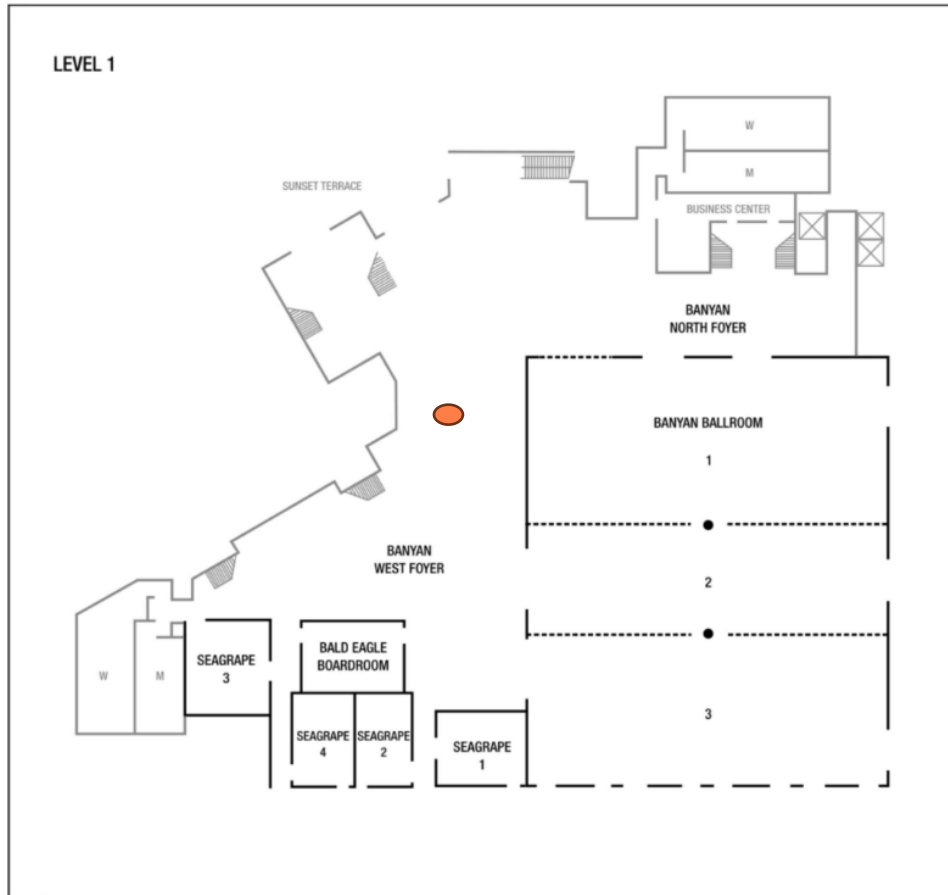
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_WF_SINGLEWALLFIVE	2193	SINGLE WALL FIVE	58	122	49.14	1	1	\$3,750.00	5

BANYAN SINGLE WALL SIX



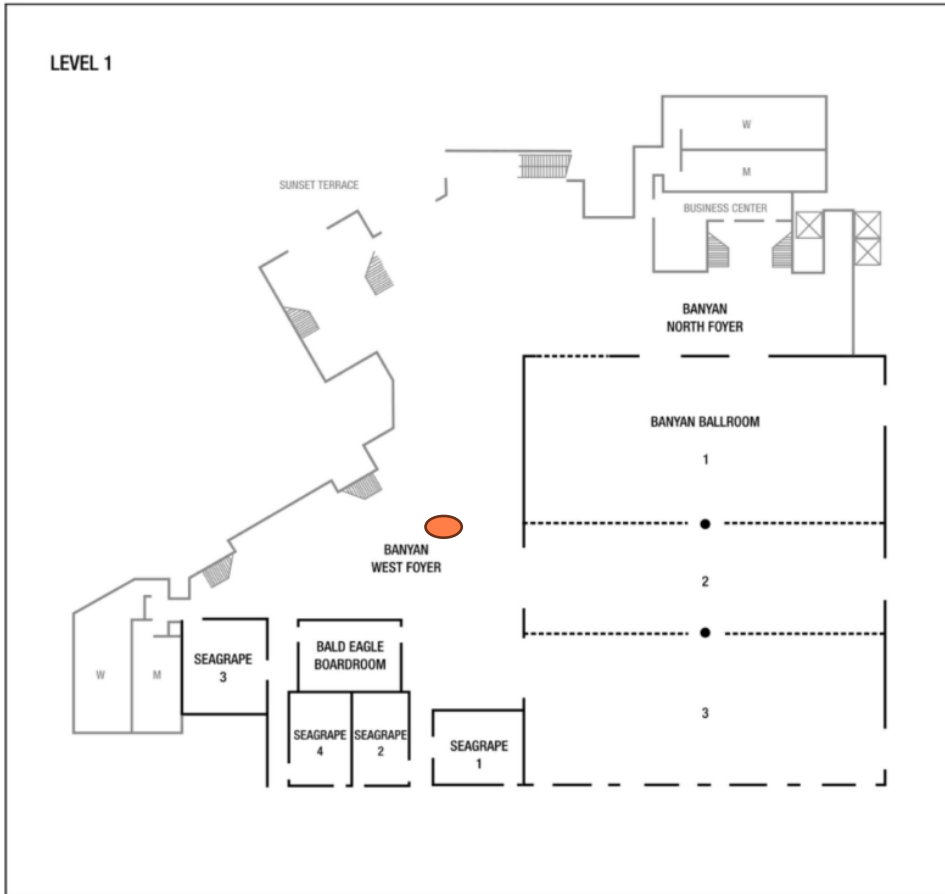
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_WF_SINGLEWALLSIX	2193	SINGLE WALL SIX	56.5	122	47.87	1	1	\$3,750.00	6

BANYAN FOYER COLUMN 1



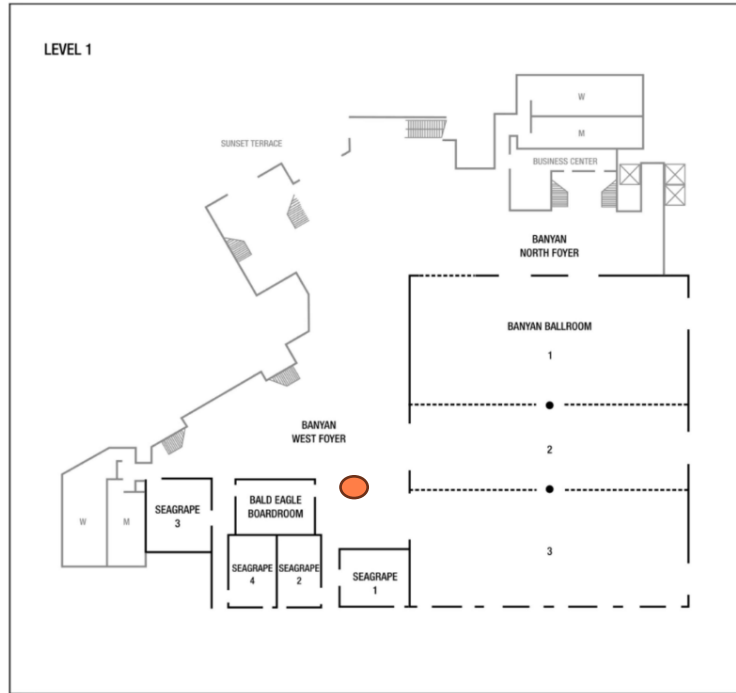
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_WF_ROUNDCOLUMNONE	2193	ROUND COLUMN ONE	132.5	120	110.42	Round	1	\$4,750.00	7

BANYAN FOYER COLUMN 2



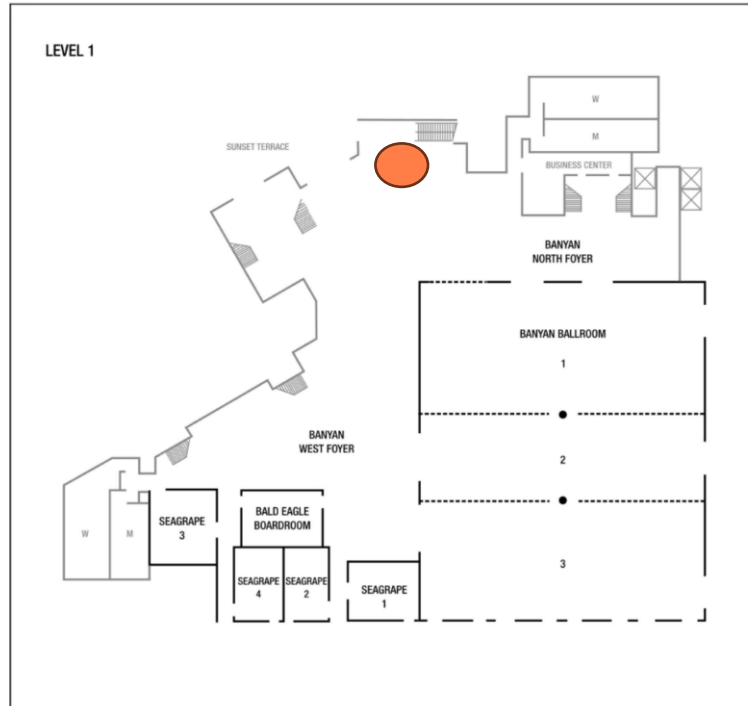
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_WF_ROUND COLUMNTWO	2193	ROUND COLUMN TWO	132.5	120	110.42	Round	1	\$4,750.00	8

BANYAN FOYER COLUMN 3



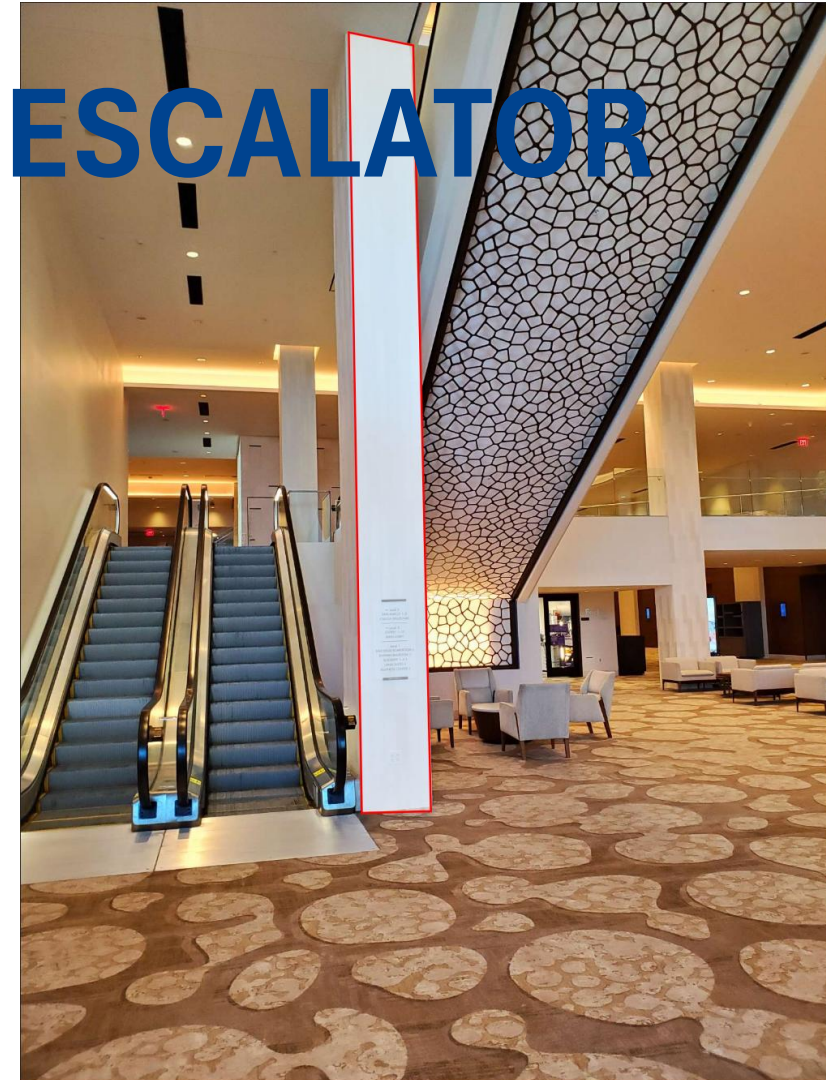
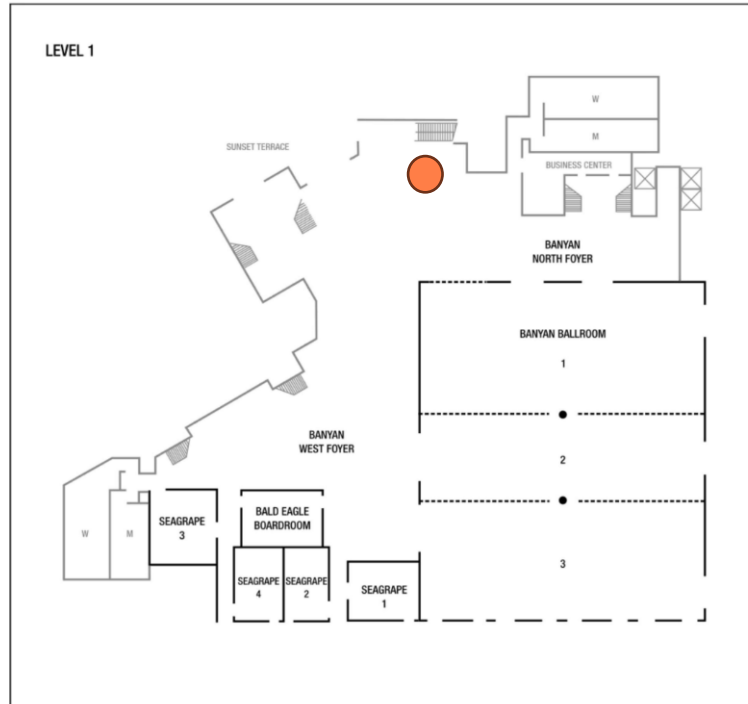
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_WF_ROUNDCOLUMNTHREE	2193	ROUND COLUMN THREE	132.5	120	110.42	Round	1	\$4,750.00	9

BANYAN COLUMN BY ESCALATOR



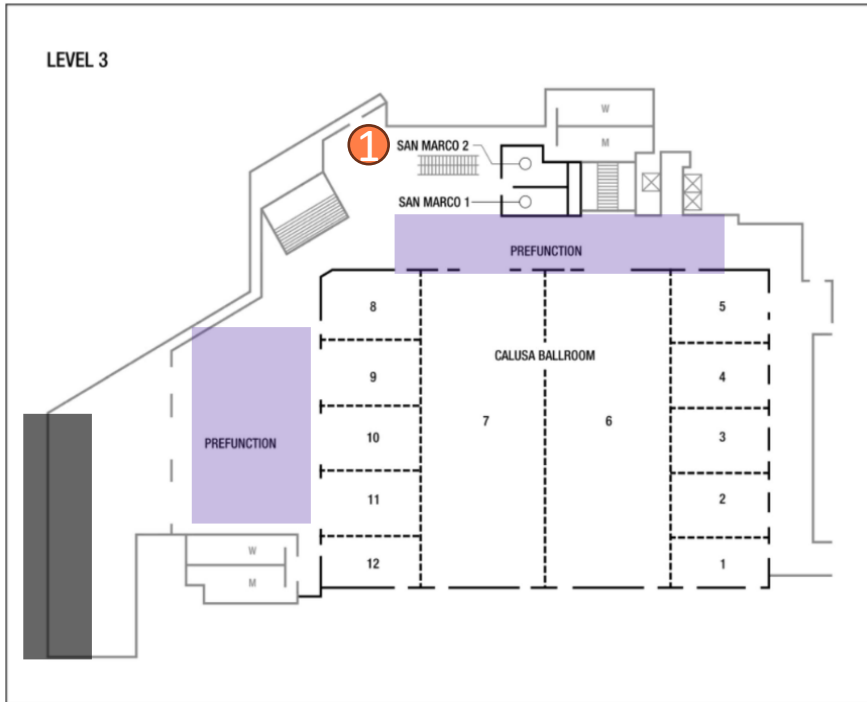
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_NF_COLUMN A	2193	COLUMN A	26	285.5	51.55	1	1	\$3,750.00	10

BANYAN COLUMN B – BY ESCALATOR



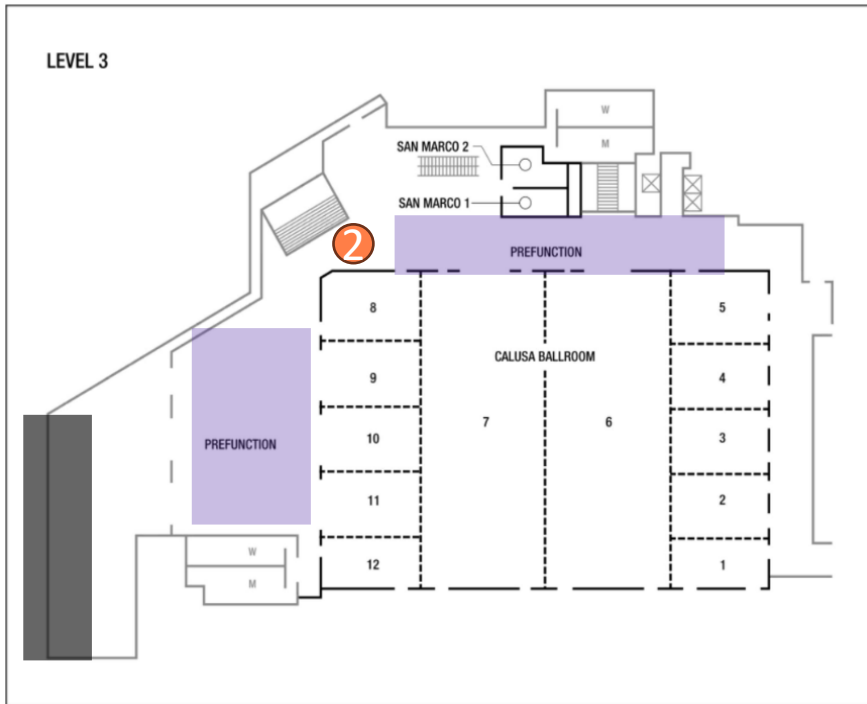
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_NF_COLUMNB	2193	COLUMN B	25.5	285.5	50.56	1	1	\$3,750.00	11

CALUSA COLUMN ONE



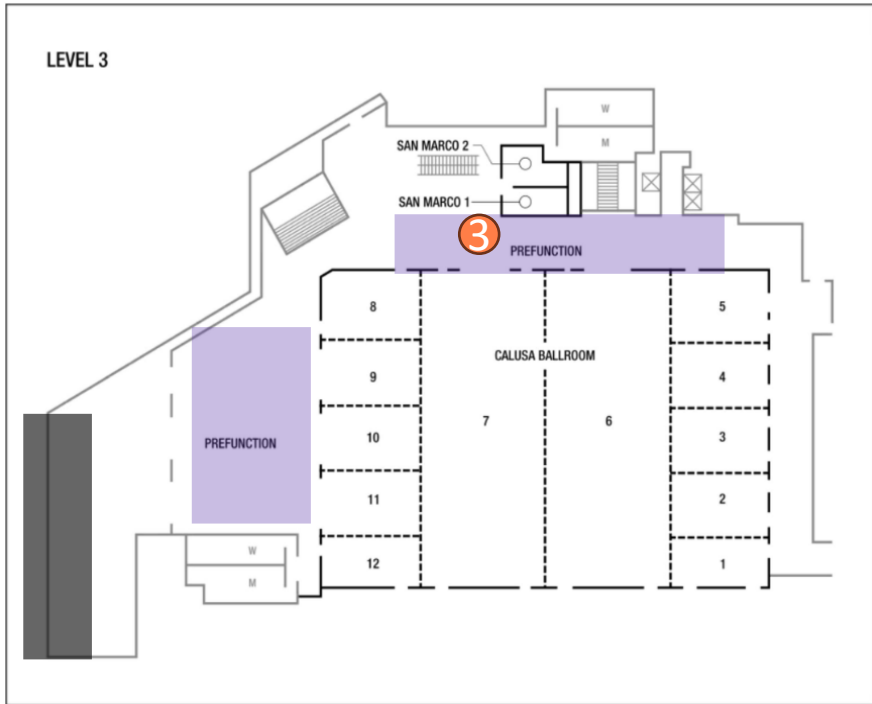
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_C_P_COLUMNONE	2193	COLUMN ONE	31.5	161	35.22	4	1	\$5,250.00	12

CALUSA COLUMN TWO



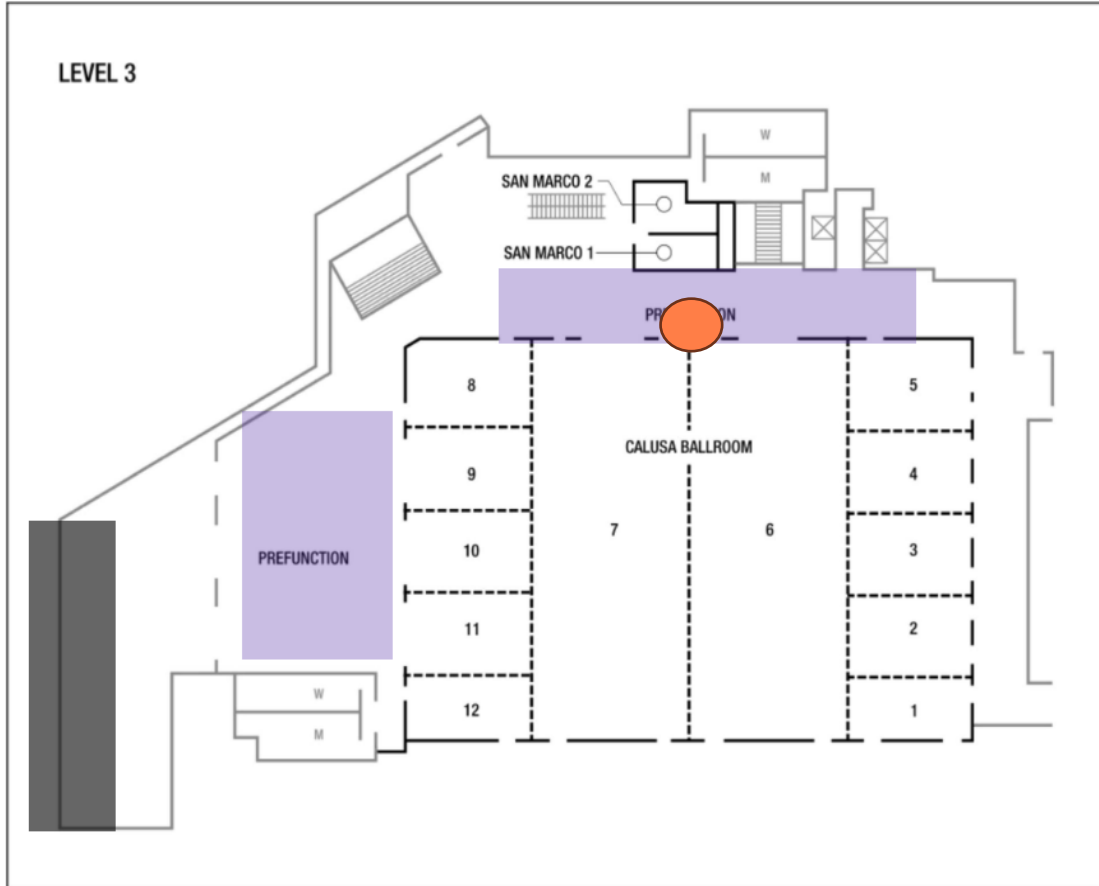
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_C_P_COLUMNTWO	2193	COLUMN TWO	31.5	161	35.22	4	1	\$5,250.00	13

CALUSA COLUMN 3



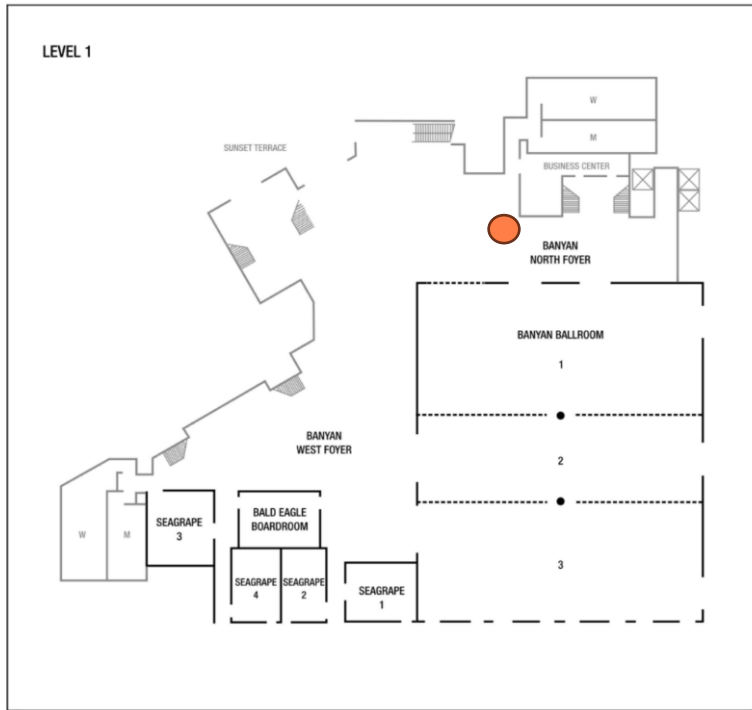
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_C_P_COLUMNTHREE	2193	COLUMN THREE	31.5	161	35.22	4	1	\$5,250.00	14

CALUSA MIRROR



Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_C_P_MIRROR6&7	2193	MIRROR 6&7	58.25	77	31.15	1	1	\$3,500.00	15

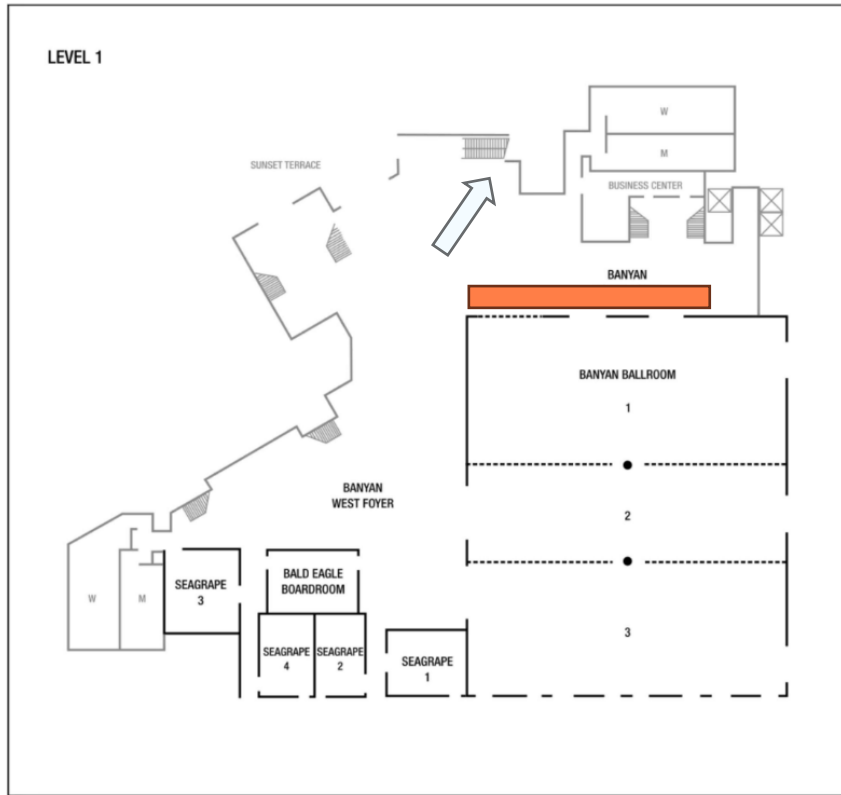
BANYAN RAILING (ABOVE BANYAN, ON SECOND FLOOR, CAN NOT BEEN SEEN FROM CALUSA, 4 AVAILABLE, PRICE/EACH PANEL)



Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Per Panel	Deck Page
5715_O_NF_RAILINGB	2193	RAILING B	51.5	41.5	14.84	2	4	\$3,500.00	16

BANYAN RAILING C –

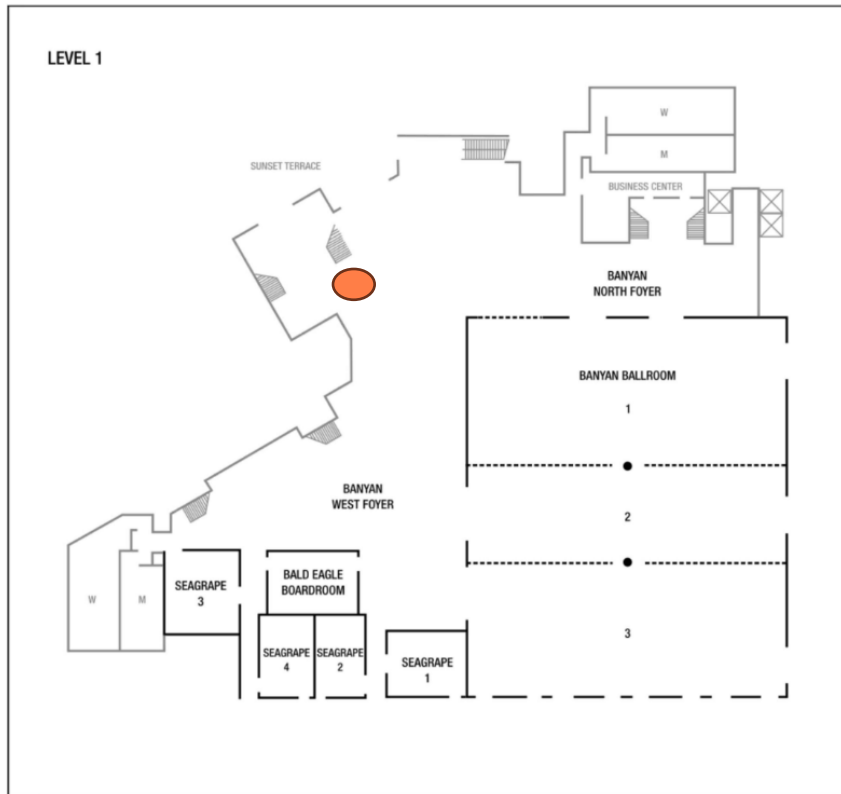
(SEEN FROM BANYAN, CAN BE SEEN FROM SECOND FLOOR, CAN NOT BE SEEN FROM CALUSA, ACROSS FROM ESCALATOR)



Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Per Panel	Deck Page
5715_O_NF_RAILINGC	2193	RAILING C	55.25	41.5	15.92	2	14	\$3,500.00	17

RAILING D –

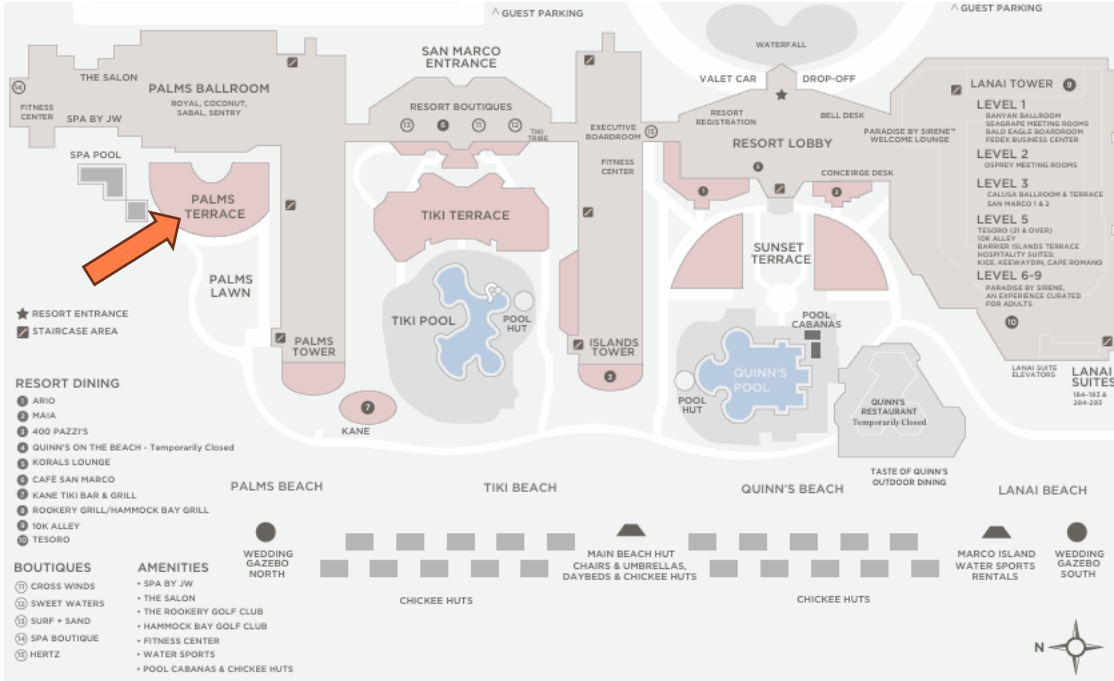
(CAN BE SEEN FROM SECOND LEVEL AND BANYAN BUT NOT FROM CALUSA)



Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Per Panel	Deck Page
5715_O_NF_RAILINGD	2193	RAILING D	48.5	41.5	13.98	2	4	\$3,500.00	18

PALMS TERRACE MIRROR A - INLAY

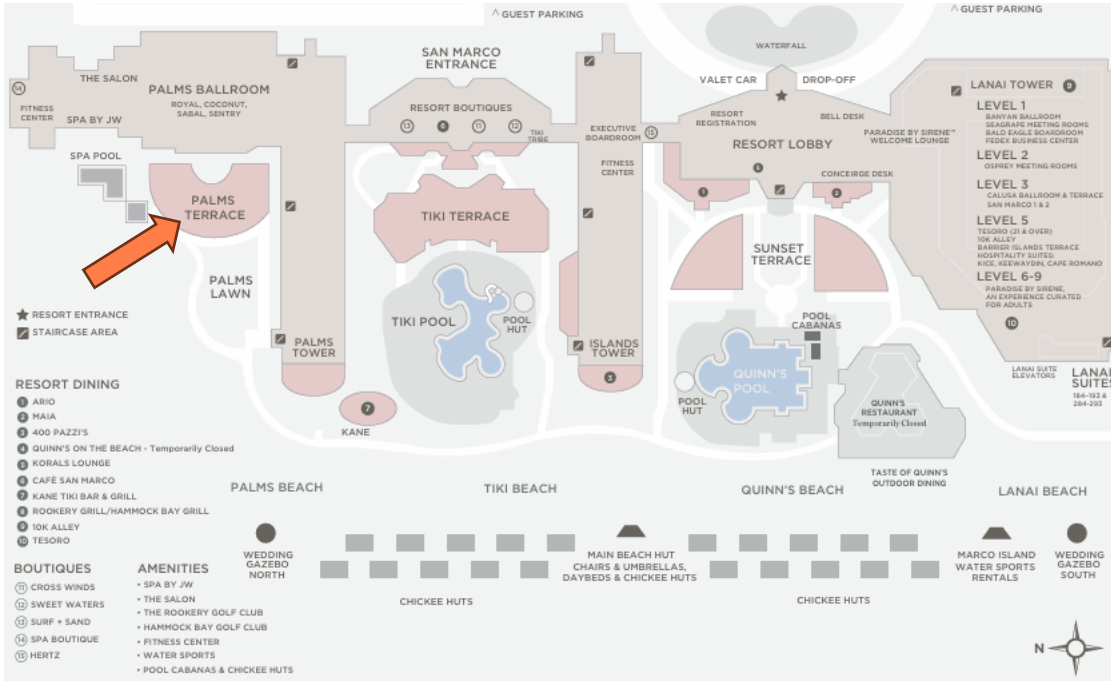
Palms Terrace (Breakouts) also viewable as walking towards the spa pool



Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_PT_F_MIRRORA	2193	MIRRORA	40.75	71	20.09	1	1	\$3,250.00	19

PALMS TERRACE MIRROR B - INLAY

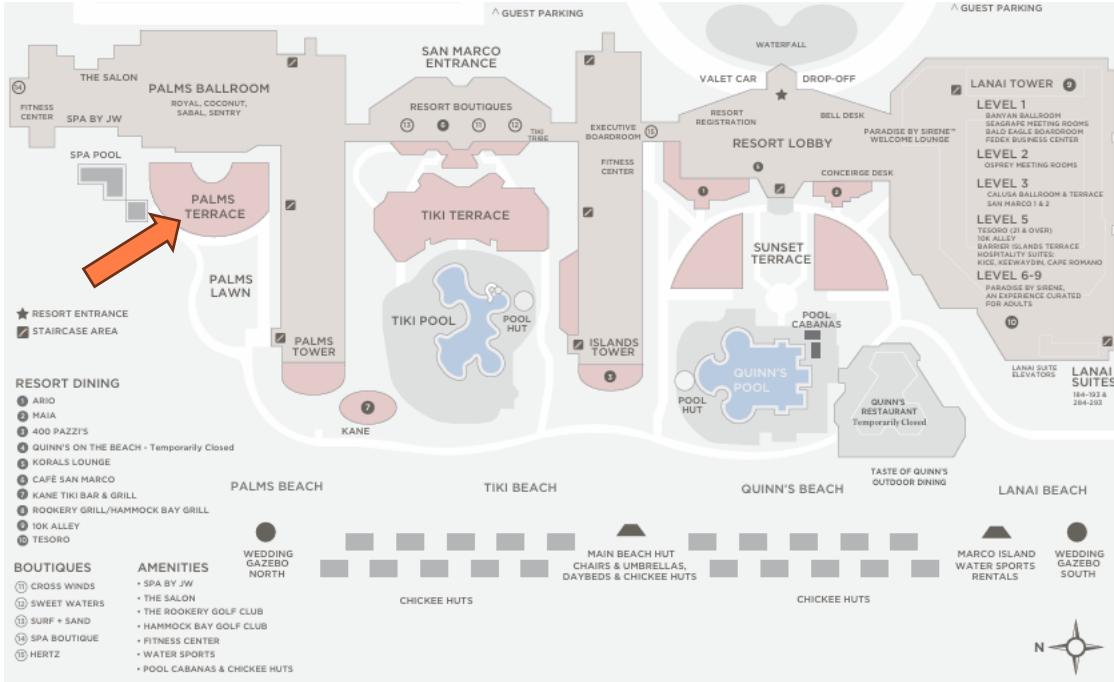
Palms Terrace (Breakouts) also viewable as walking towards the spa pool



Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_PT_F_MIRRORB	2193	MIRRORB	40.75	71	20.09	1	1	\$3,250.00	20

PALMS TERRACE MIRROR C - INLAY

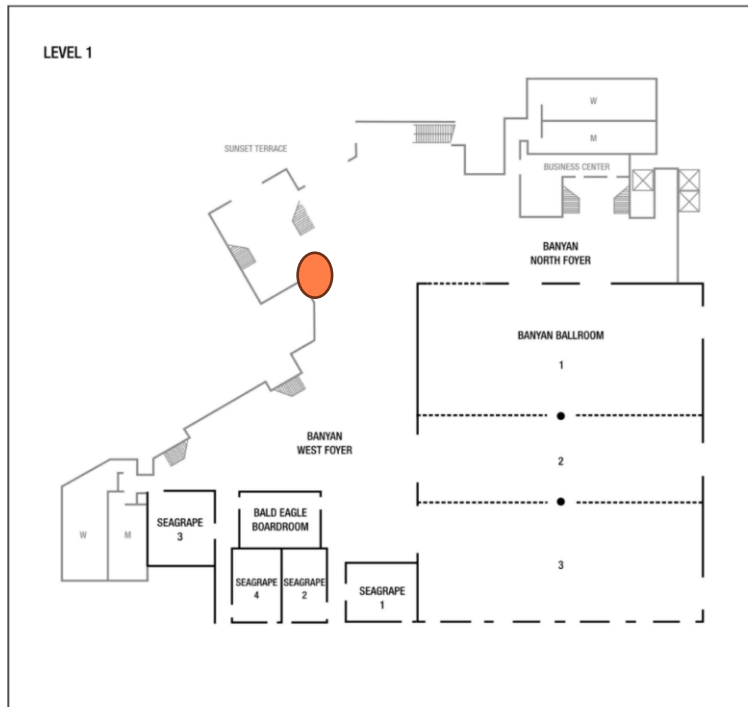
Palms Terrace (Breakouts) also viewable as walking towards the spa pool



Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_PT_F_MIRRORC	2193	MIRRORC	40.75	71	20.09	1	1	\$3,250.00	21

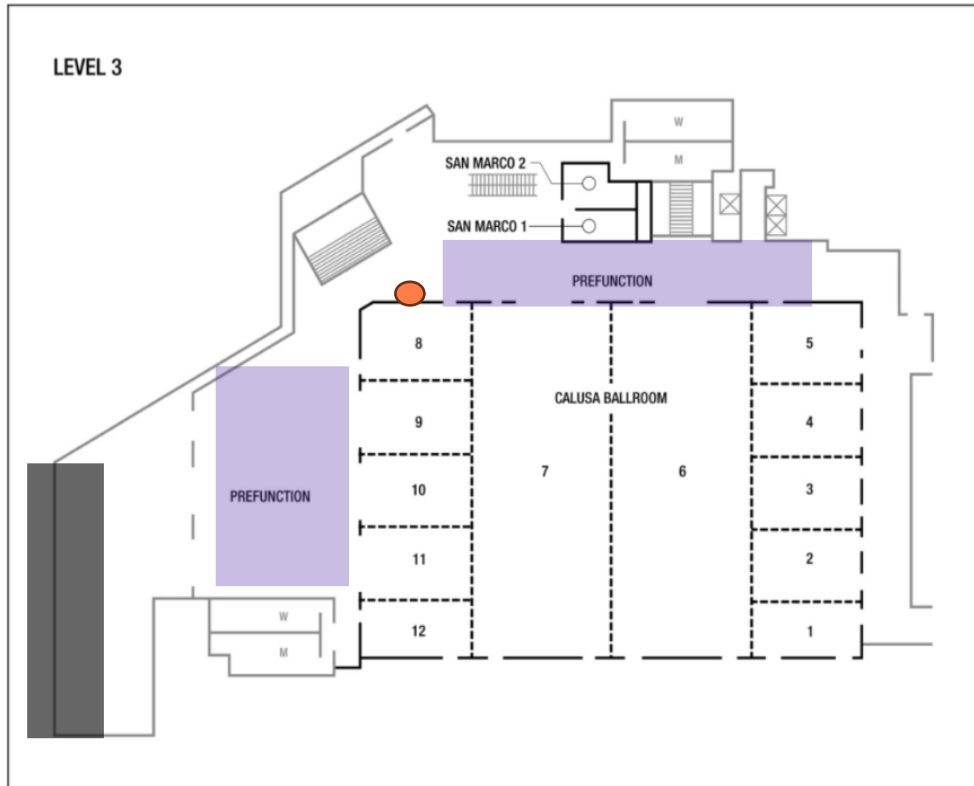
BANYAN HIGHLY PROMINENT WALL

OUTSIDE GENERAL SESSION AND EVENING EVENT



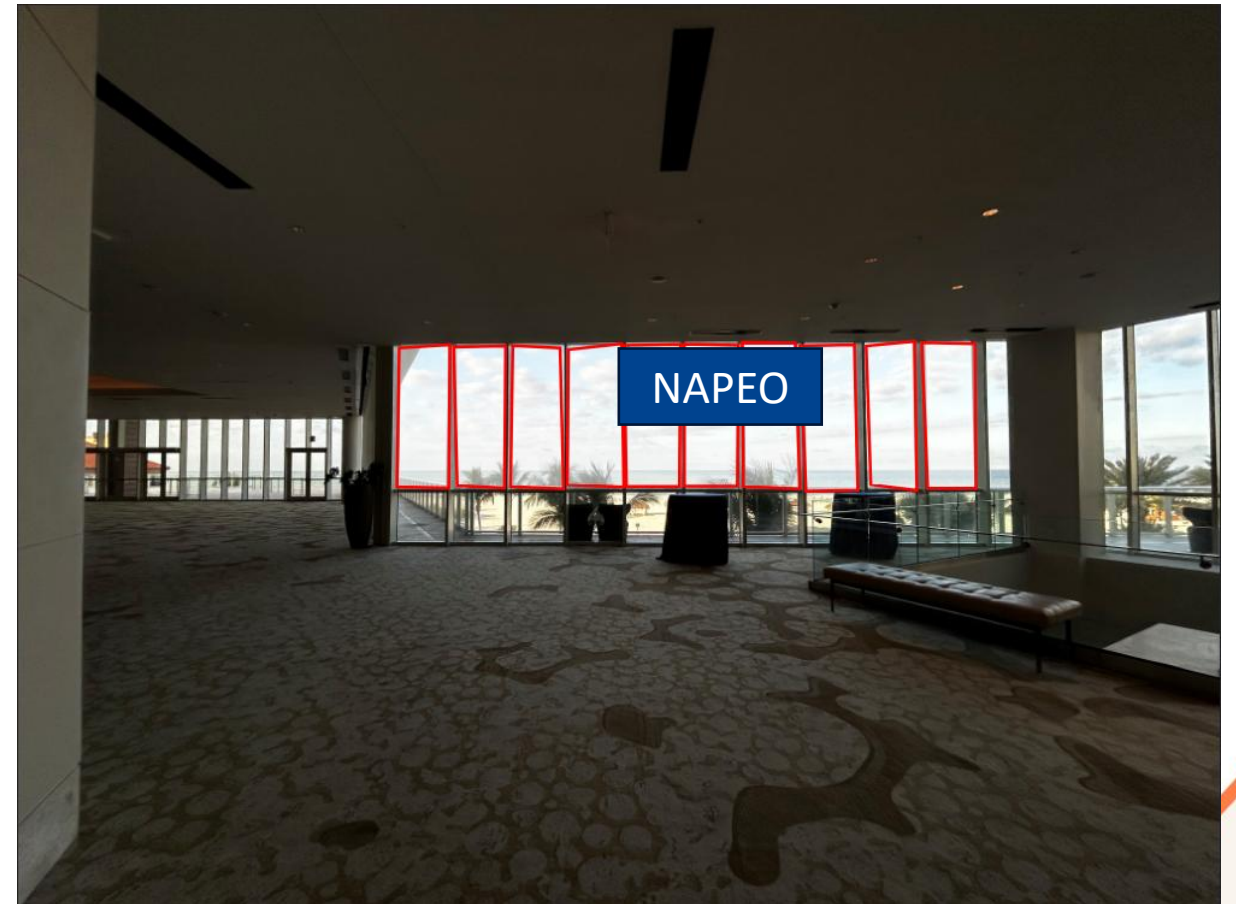
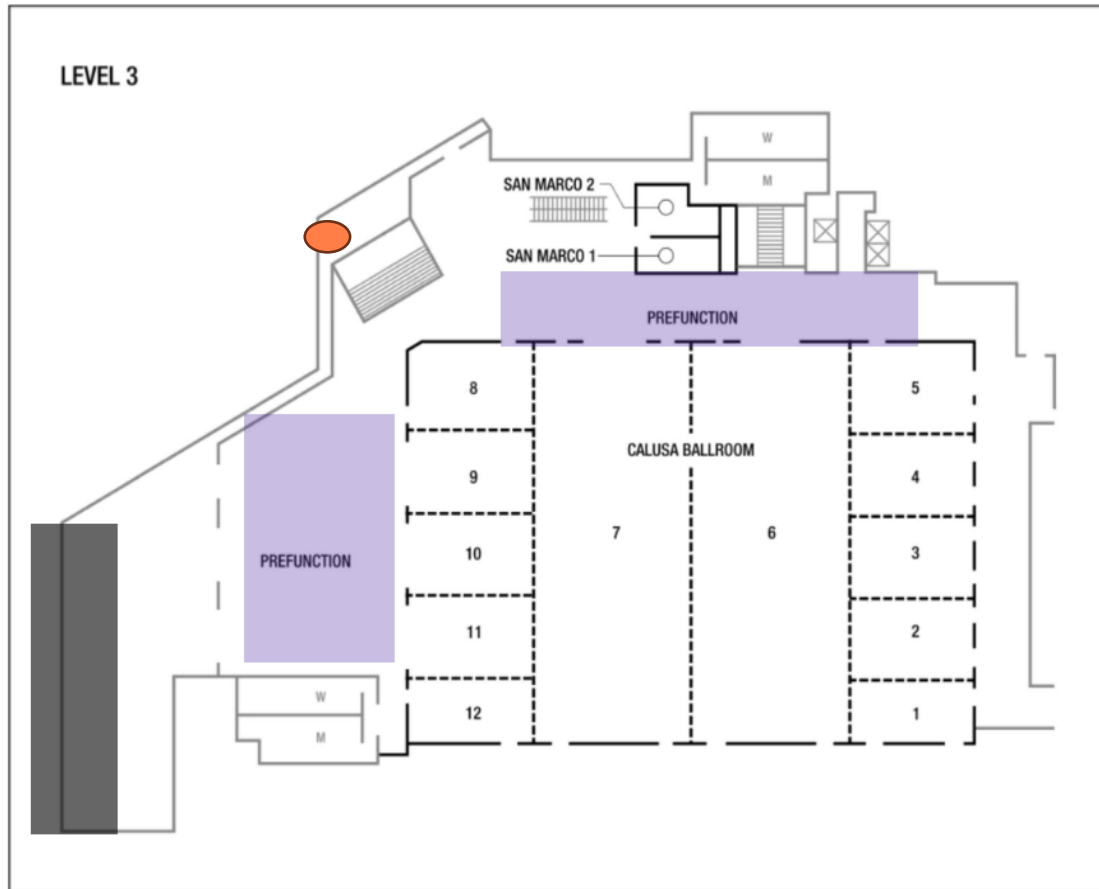
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_WF_FOYERWALL	2193	FOYER WALL	134.5	112	104.61	1	1	\$10,000.00	22

CALUSA 8 SEATING HEADER ONLY

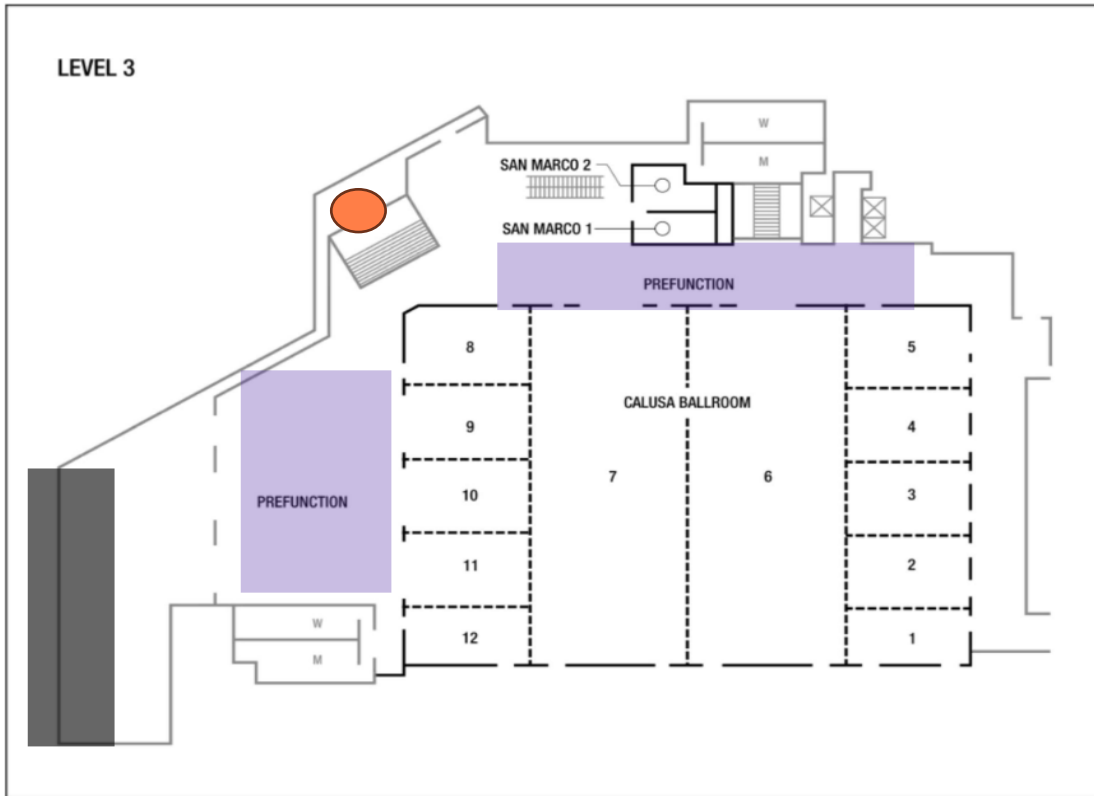


Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_C_P_CALUSAALCOVEHEADER	2193	CALUSA ALCOVE HEADER	245	31	52.74	1	1	\$3,750.00	23

CALUSA NAPEO'S EXHIBIT BOOTH AREA OVERLOOKS THE GULF COAST



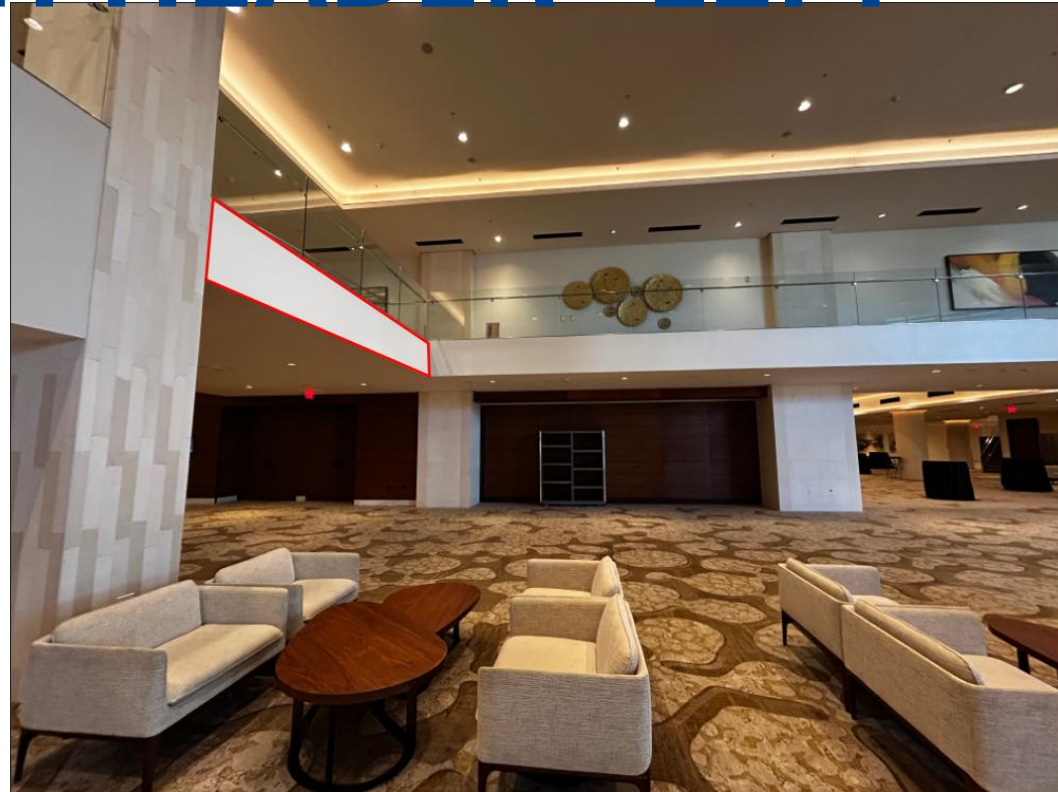
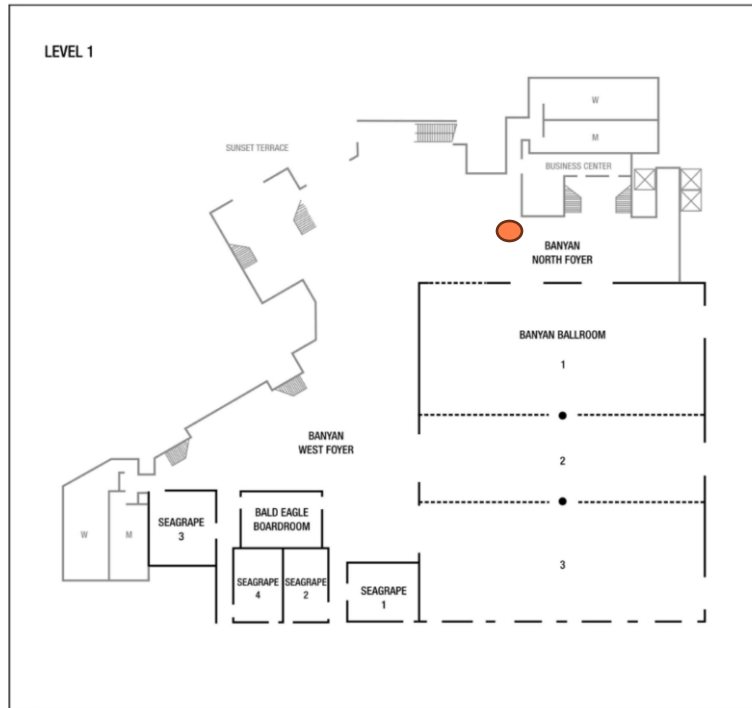
CALUSA TOP WINDOWS



Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Per Window	Deck Page
5715_C_P_TOPWINDOWS	2193	TOP WINDOWS	34	113	26.68	1	6	\$3,250.00	25

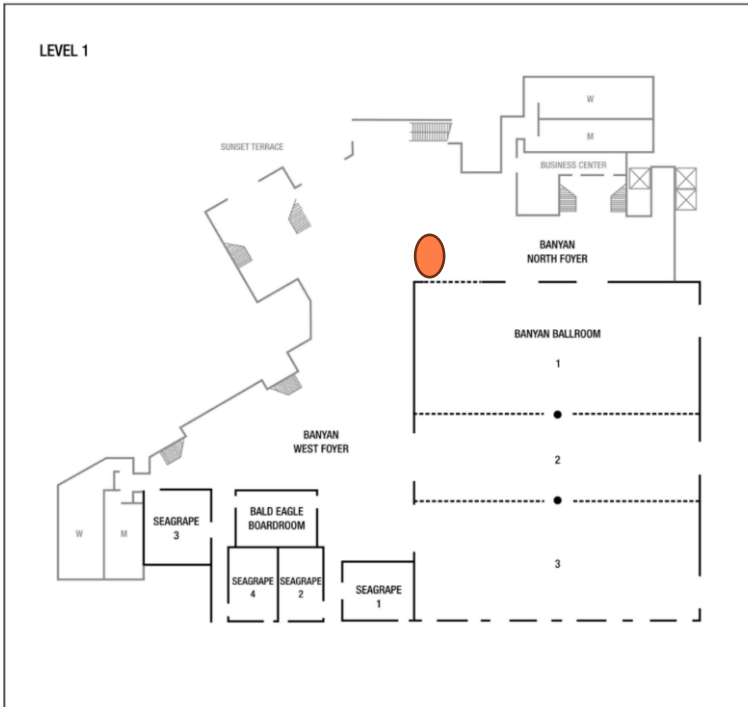
BANYAN

HIGHLY PROMINENT HEADER - LEFT



Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_NF_HEADERLEFT	2193	HEADERLEFT	209	30.5	44.27	1	1	\$6,750.00	26

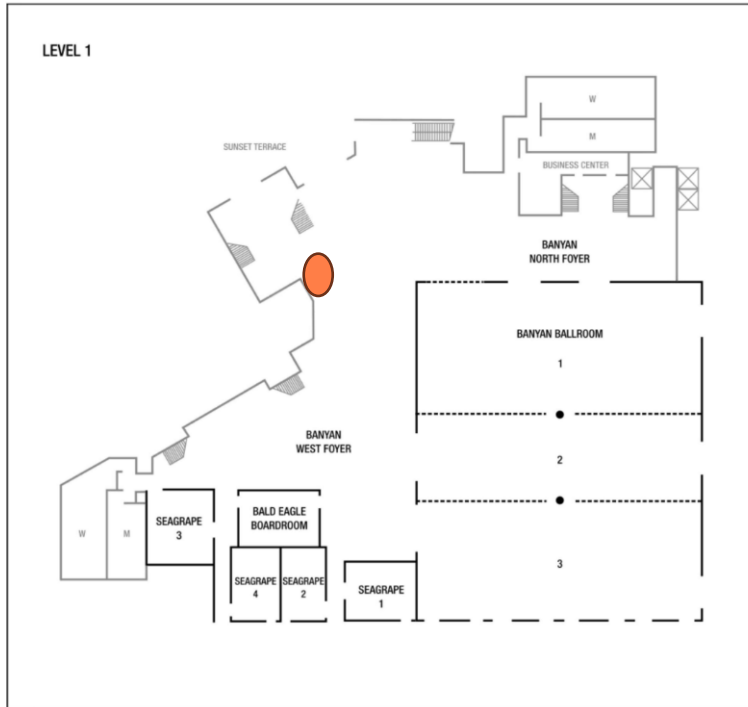
BANYAN HIGHLY PROMINENT HEADER - MIDDLE



Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_NF_HEADERMIDDLE	2193	HEADERMIDDLE	783	30.5	165.84	1	1	\$8,750.00	27

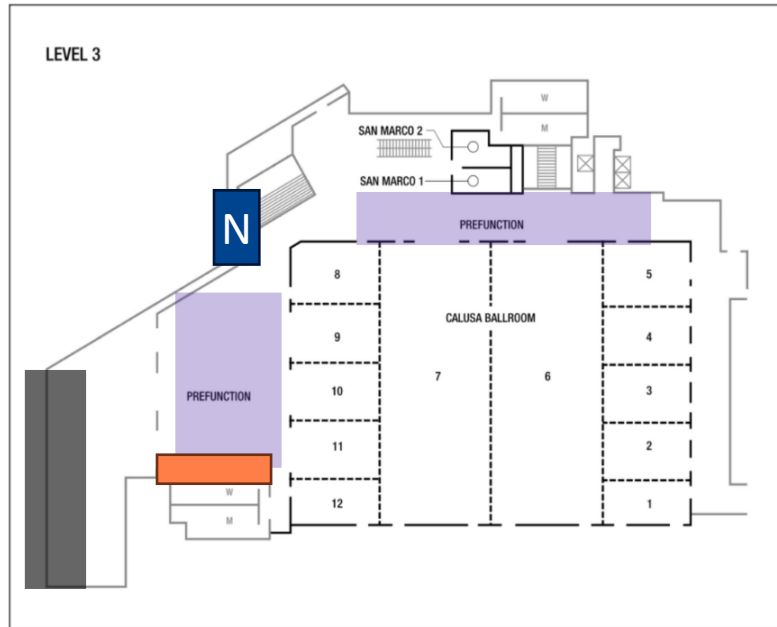
BANYAN

HIGHLY PROMINENT HEADER RIGHT



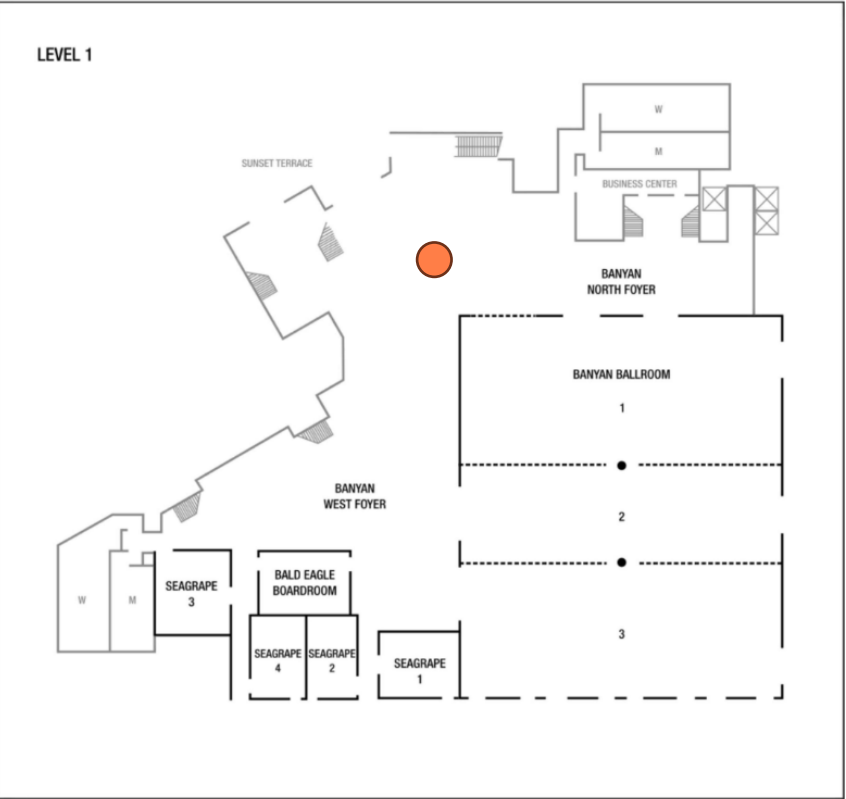
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_NF_HEADERRIGHT	2193	HEADERRIGHT	200	30.5	42.36	1	1	\$6,750.00	28

CALUSA FOYER WALL



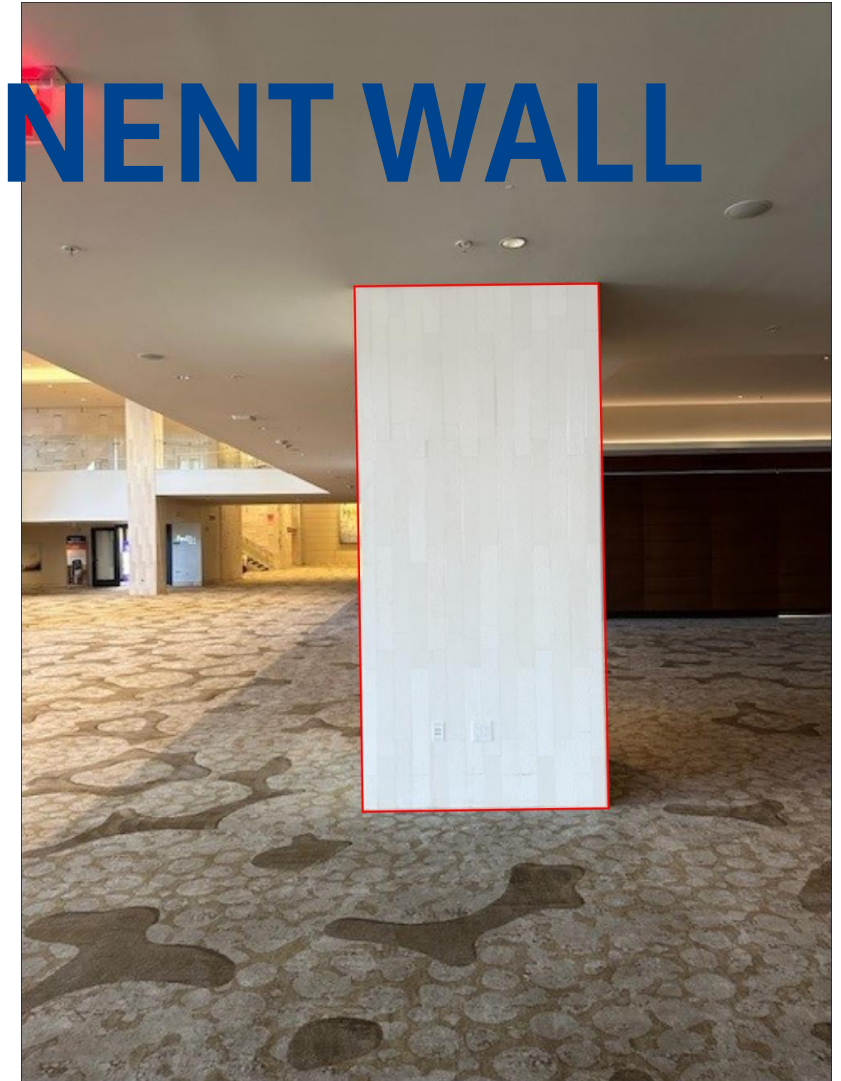
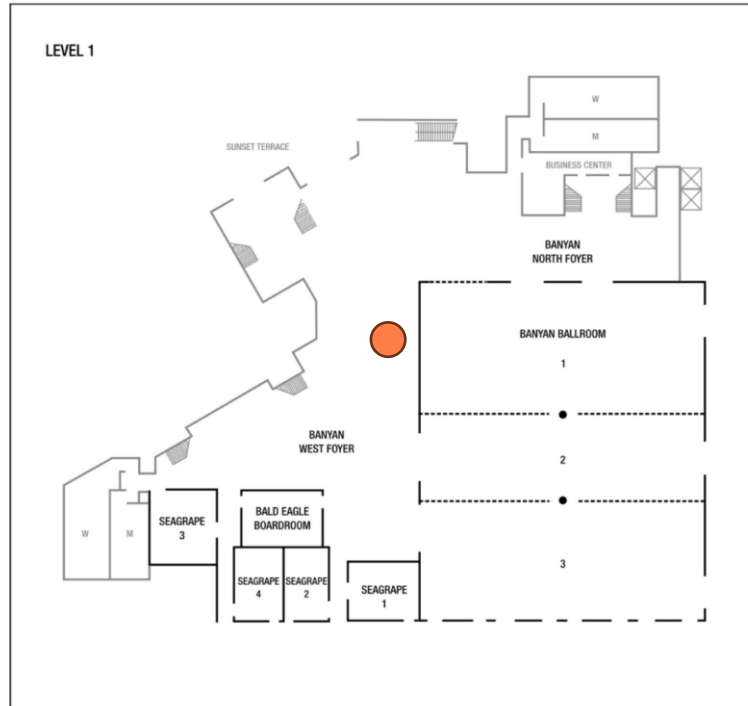
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_C_P_WESTFOYERBRWALL	2193	WESTFOYERBRWALL	149.25	108.25	112.2	1	1	\$4,750.00	29

BANYAN SINGLE WALL



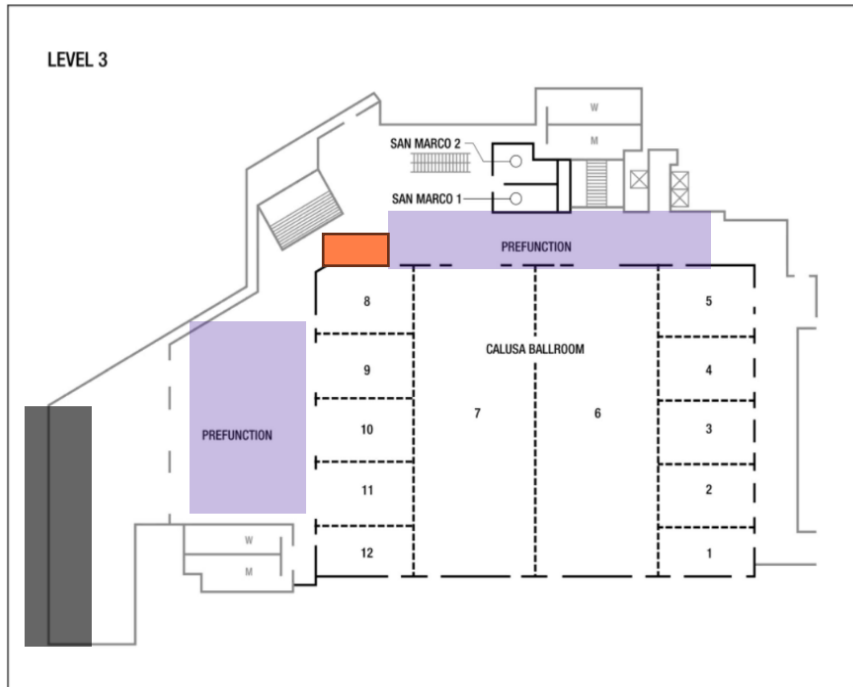
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_NF_SINGLEWALLTHREESouth	2193	SINGLE WALL THREE South	53.5	120	44.58	1	1	\$5,750.00	30

BANYAN HIGHLY PROMINENT WALL



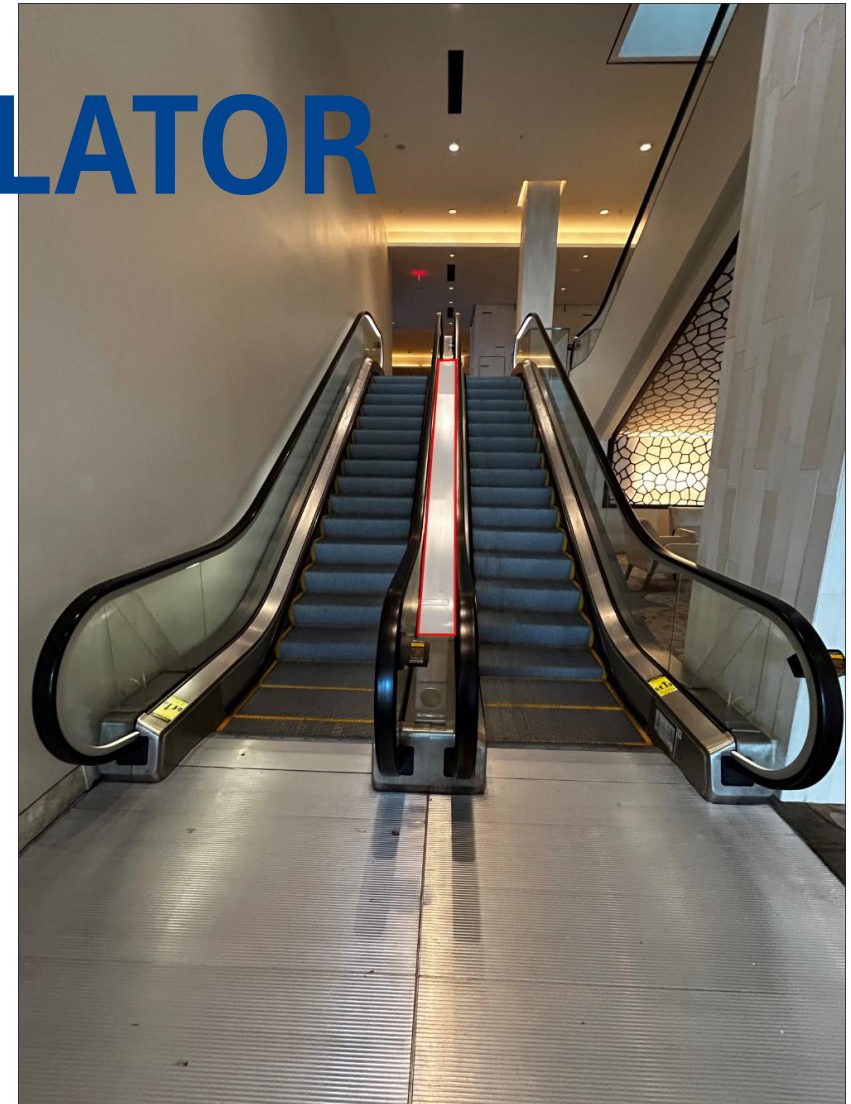
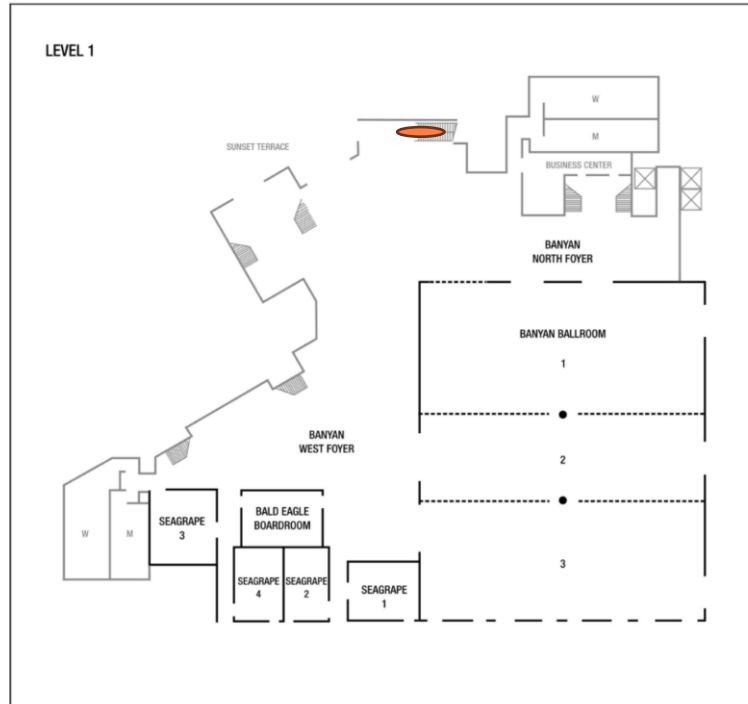
Space Number	SKU	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_NF_SINGLEWALLTHREEwest	2193	Single Wall Three West	53.5	120	44.58	1	1	\$3,750.00	31

CALUSA ALCOVE SEATING BACK-WALLS



SKU Summary	2193	Space Name	Width	Height	Sqft Each	Sides	Quantity	For the Set	Deck Page
5715_C_P_ALCOVE	2195	ALCOVE SEATING	48	102	34	5	1	\$5,250.00	32

BANYAN MIDDLE ESCALATOR

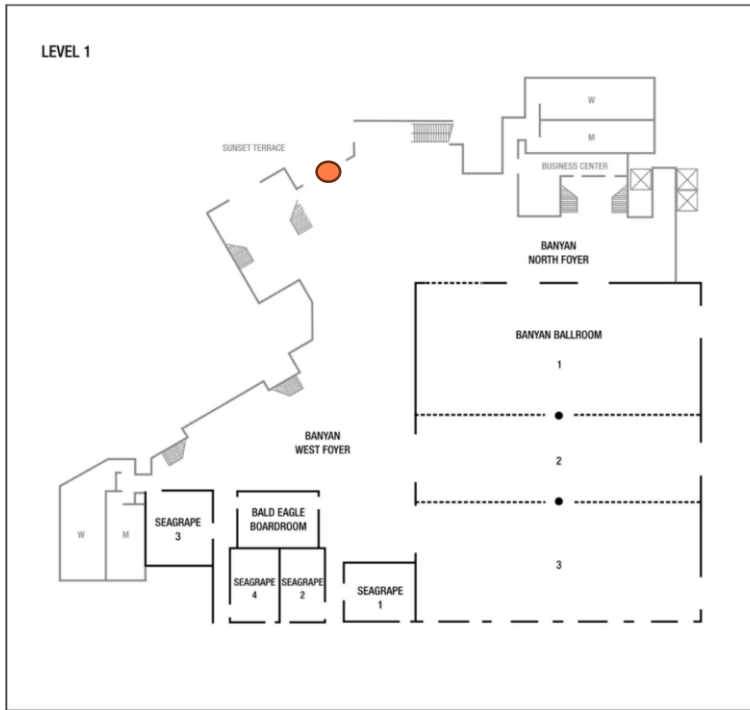


SKU Summary	2193	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_NF_MIDDLEESCALATORS	2195	MIDDLE ESCALATORS	10	300	20.83	1	1	\$4,500.00	33

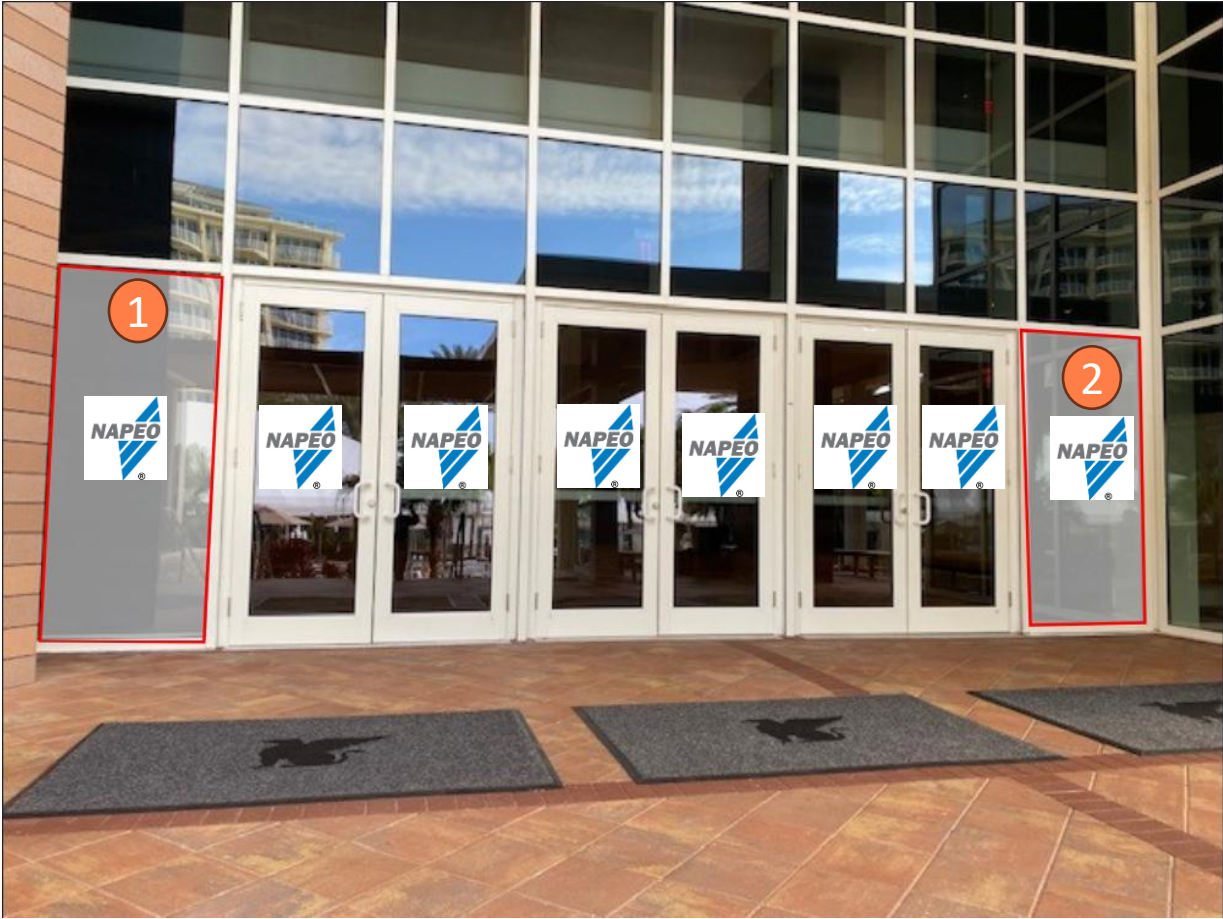
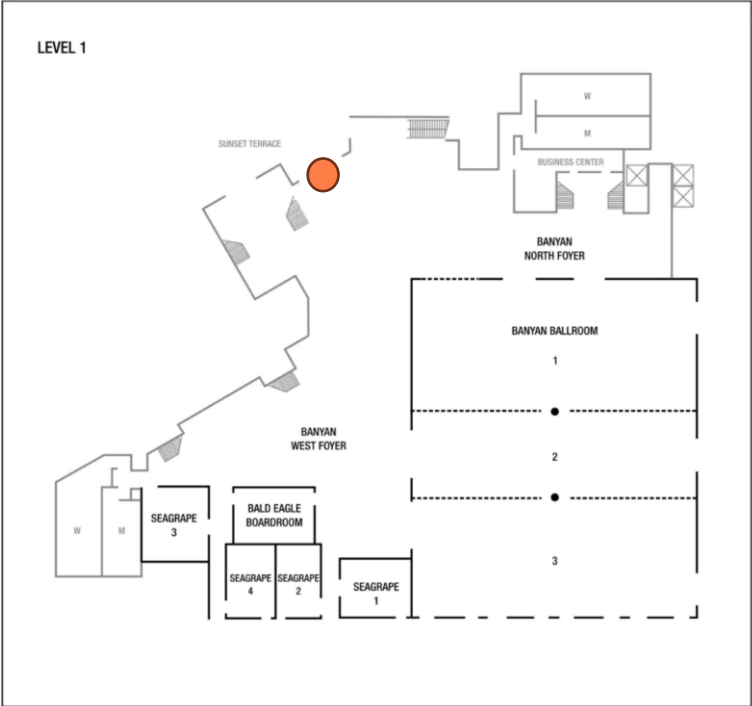
Why Invest in Onsite Branding at NAPEO's Annual Conference & Marketplace?

- **Increase Brand Visibility:** Put your company front and center throughout the conference with high-impact branding that keeps your name top-of-mind from arrival through departure.
- **Drive Qualified Booth Traffic:** Strategic branding placements encourage attendees to visit your booth, creating more opportunities for meaningful conversations with PEO decision-makers and prospects.
- **Build Brand Recognition:** Multiple impressions throughout the event reinforce your company's presence, helping attendees recognize and remember your brand long after the conference ends.
- **Stand Out from the Competition:** Differentiate your organization by extending your visibility beyond the exhibit hall, ensuring your brand reaches attendees throughout the entire conference experience.
- **Reach Attendees at Key Touchpoints:** Connect with attendees where they naturally gather—registration, networking events, general sessions, meeting spaces, and high-traffic walkways—to maximize exposure.
- **Create a Professional, Market-Leading Presence:** Prominent onsite branding demonstrates your commitment to the PEO industry and positions your company as a trusted, established partner.
- **Enhance Sponsorship ROI:** Complement your exhibit booth and sponsorship investments with additional branding that increases exposure and reinforces your marketing message across multiple channels.
- **Generate Organic Social Media Exposure:** Eye-catching branding installations and unique experiences encourage attendees to take photos and share them online, extending your reach beyond the conference floor.
- **Support Every Stage of the Attendee Journey:** From arrival and registration to education sessions, networking events, and departures, onsite branding keeps your company visible throughout the entire event experience.
- **Make a Lasting Impression:** Consistent, repeated exposure throughout the conference increases brand recall, making your organization one attendees are more likely to remember when evaluating future business partners.

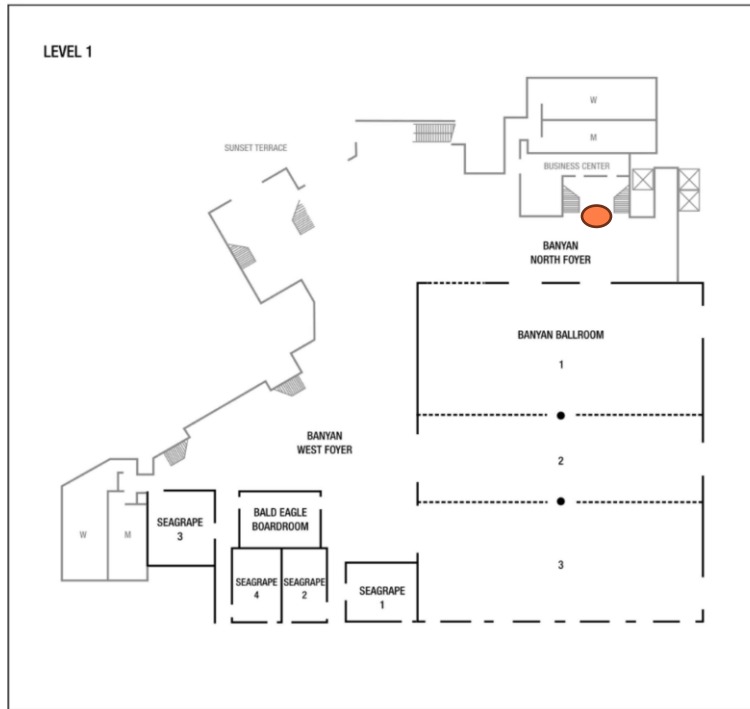
BANYAN OUTSIDE DOORS



BANYAN OUTSIDE WINDOWS

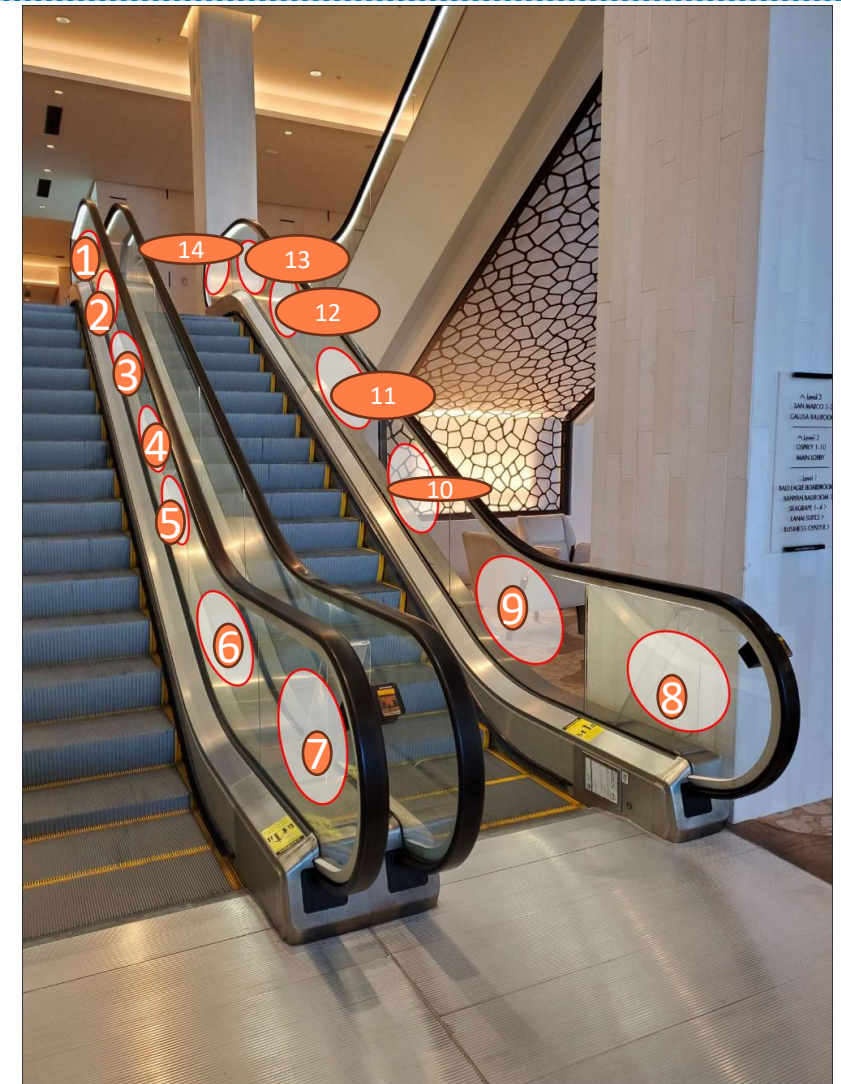
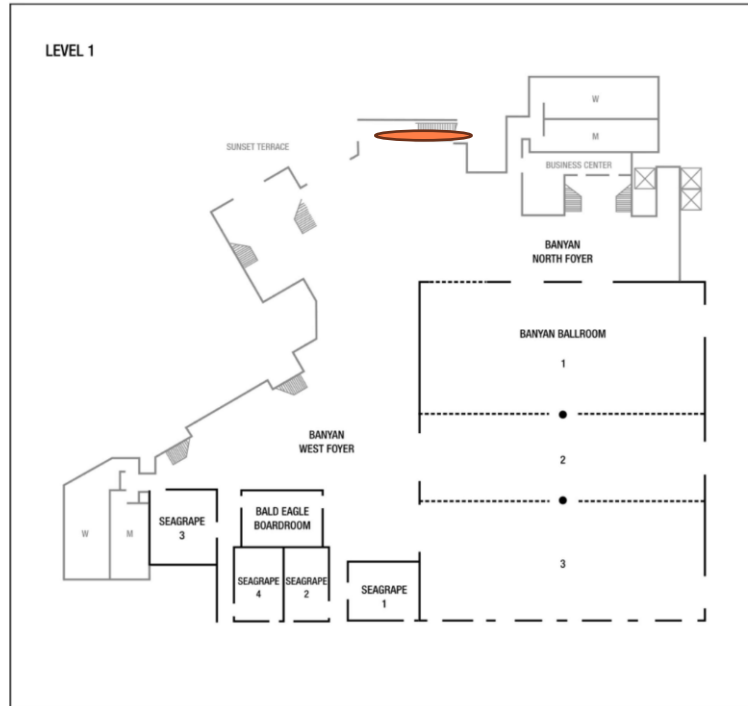


BANYAN FOYER STAIRCASE



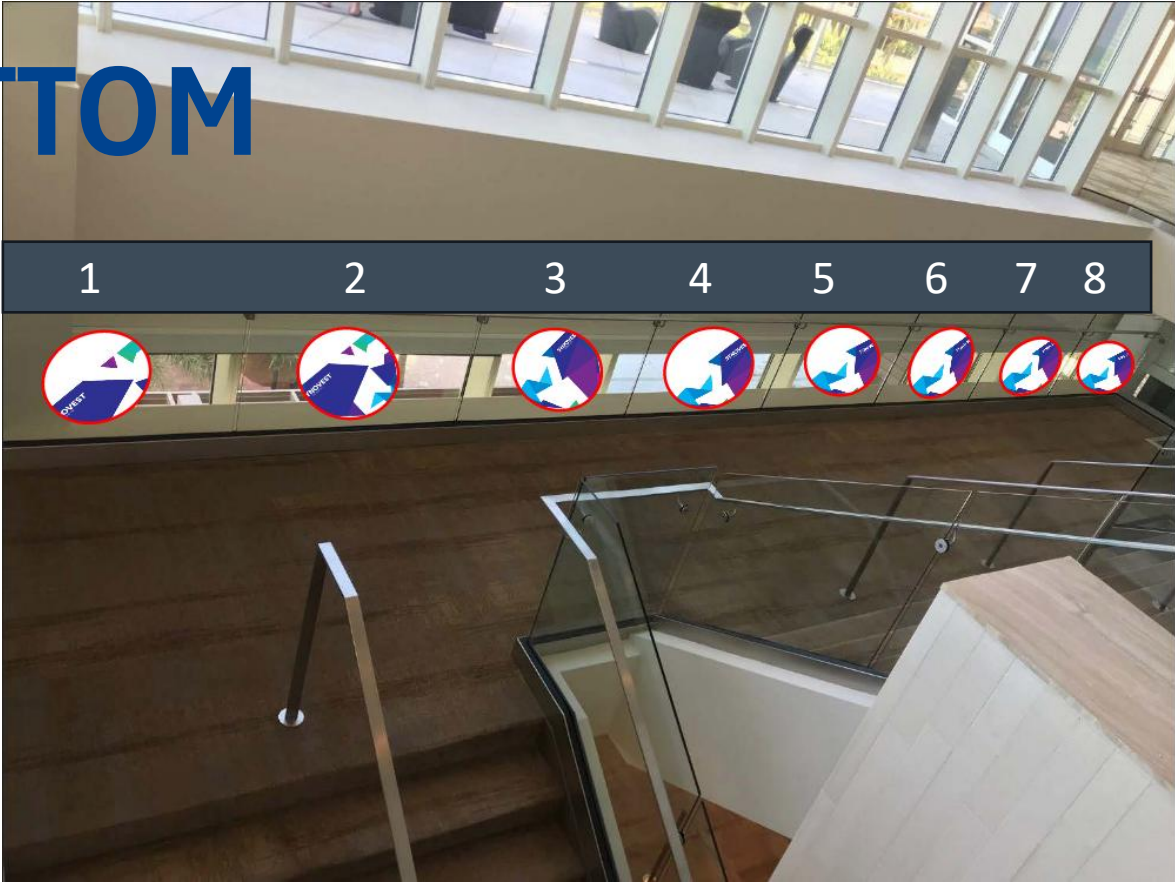
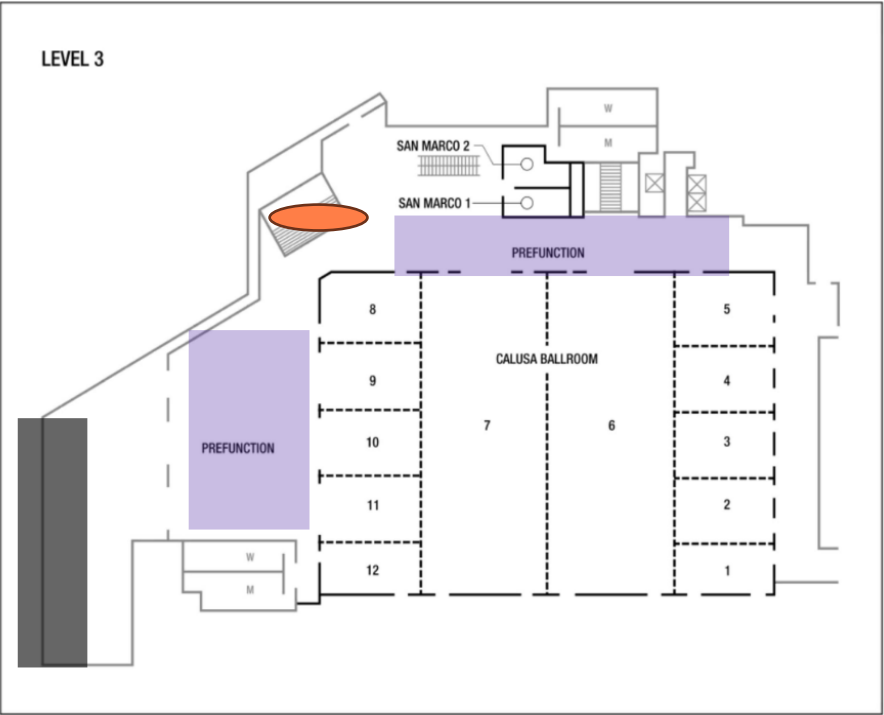
SKU Summary	2199	Space Name	Width	Height	Sqft Each	Sides	Quantity	Price/Panel	Deck Page
5715_B_NF_FOYERSTAIRCASE	50132	FOYER STAIRCASE	25	25	4.34	2	8	\$3,000.00	37

BANYAN ESCALATORS NEAR NAPEO REGISTRATION



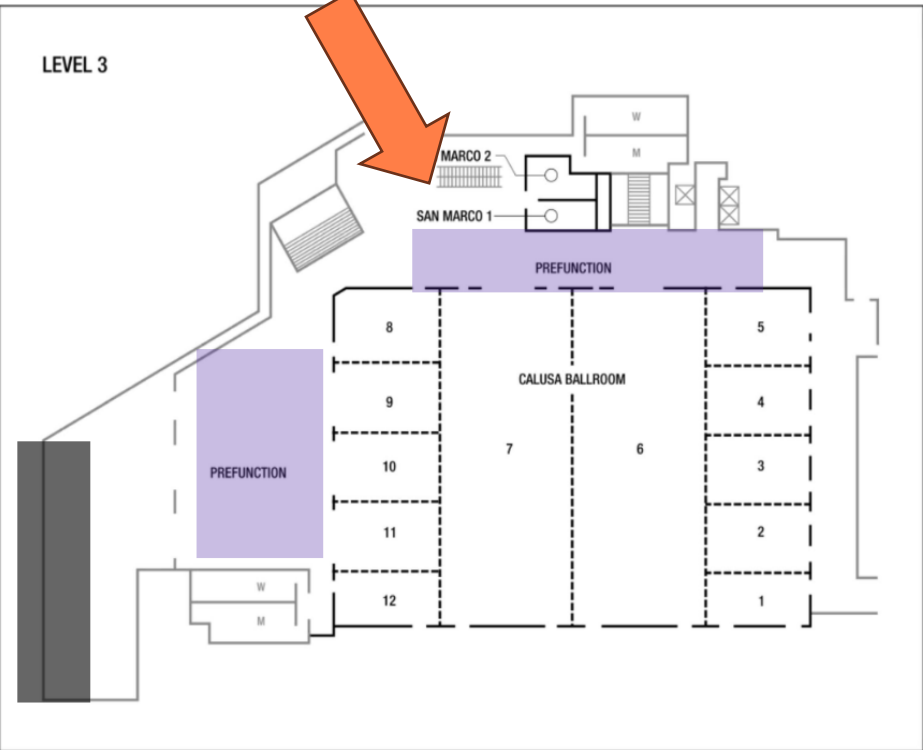
SKU Summary	2199	Space Name	Width	Height	Sqft Each	Sides	Quantity	Per each	Deck Page
5715_B_NF_ESCALATORS	50132	ESCALATORS	25	25	4.34	2	14	\$3,000.00	38

CALUSA STAIRWELL BOTTOM



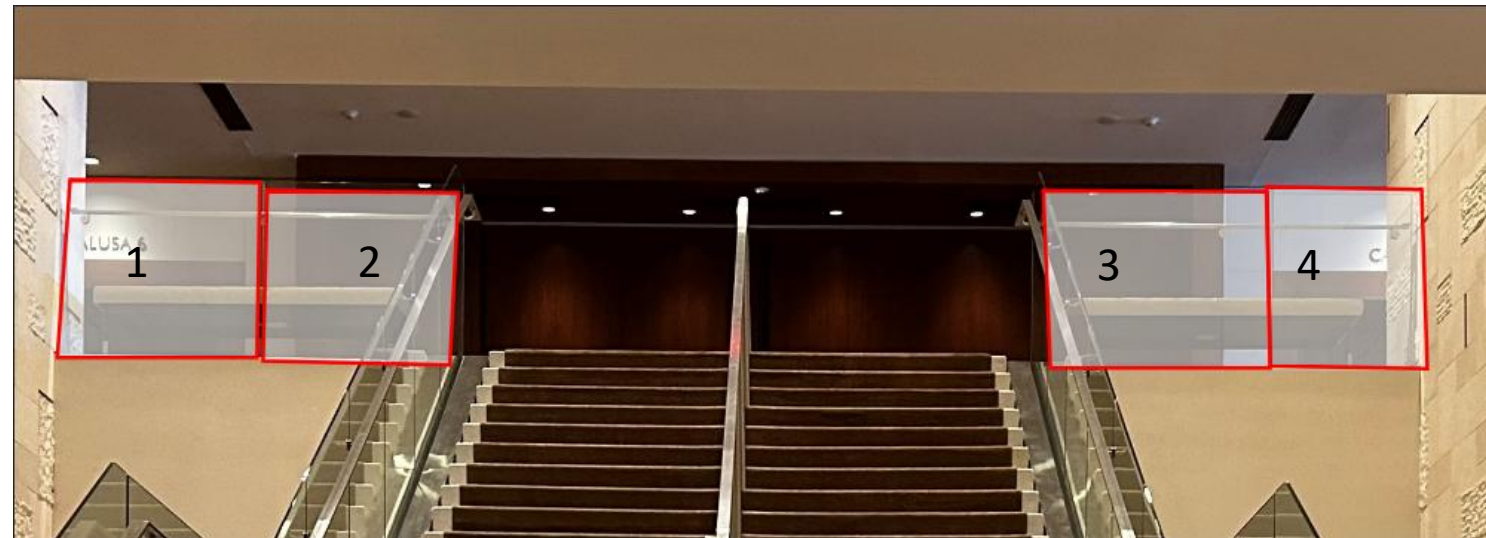
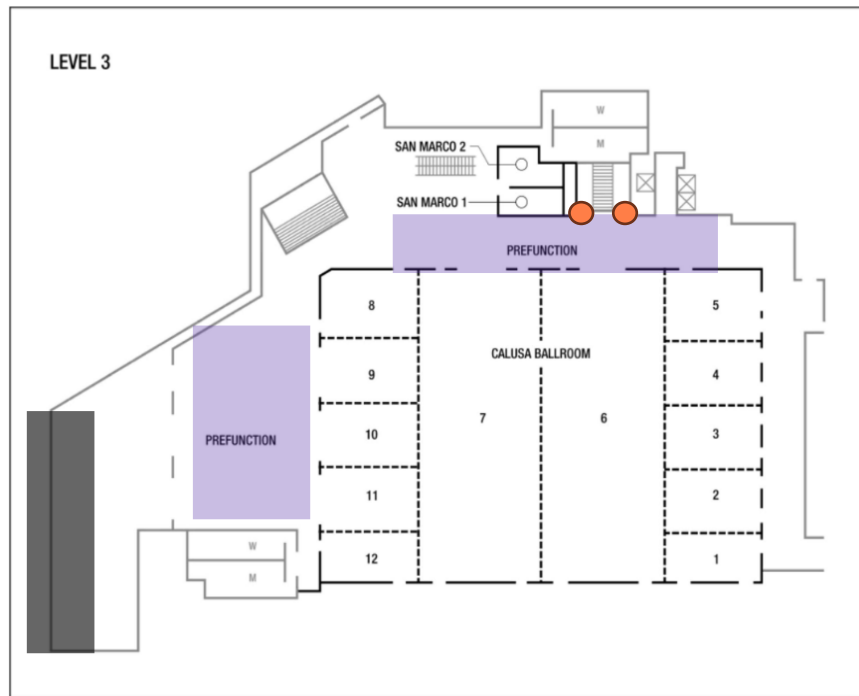
SKU Summary	2199	Space Name	Width	Height	Sqft Each	Sides	Quantity	Per Each	Deck Page
5715_C_P_STAIRWELLBOTTOM	50132	STAIRWELL BOTTOM	24	24	4	2	8	\$3,000.00	39

CALUSA GLASS RAILING



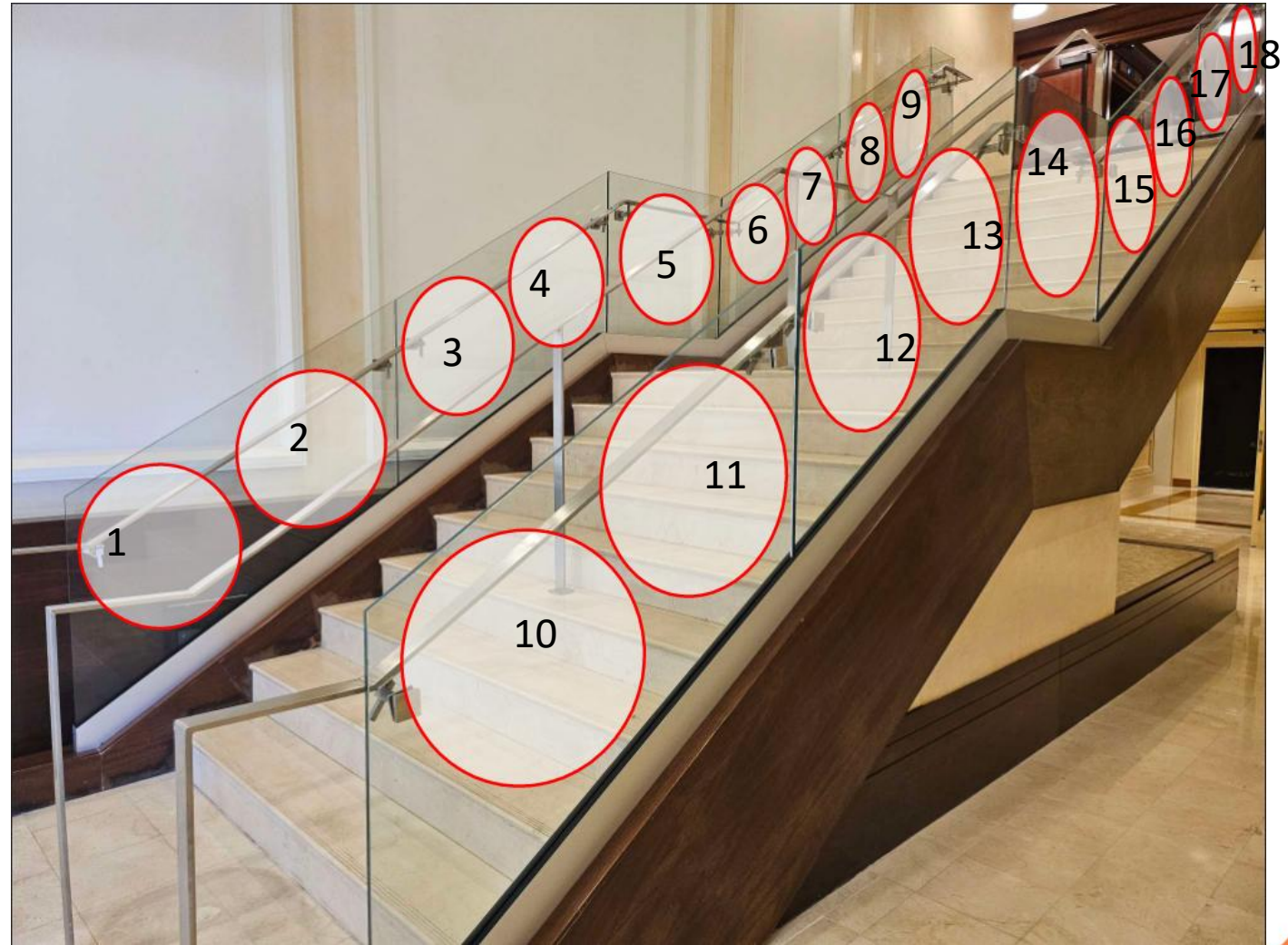
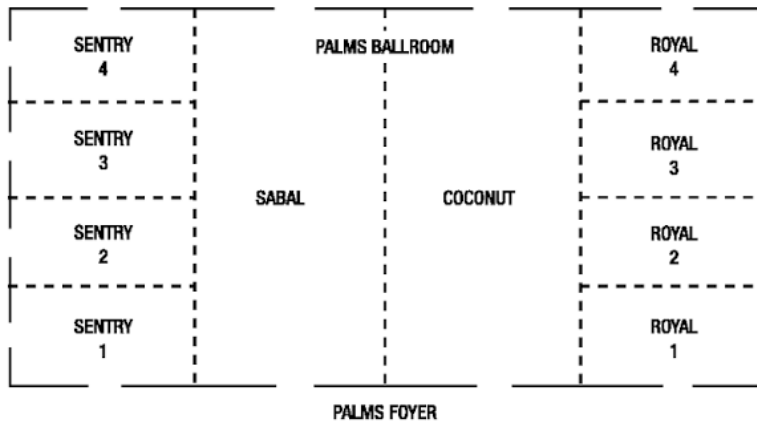
SKU Summary	2199	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_C_P_GLASSRAILING	50132	GLASS RAILING	25	25	4.34	2	13	\$3,000.00	40

CALUSA STAIRCASE RAILING



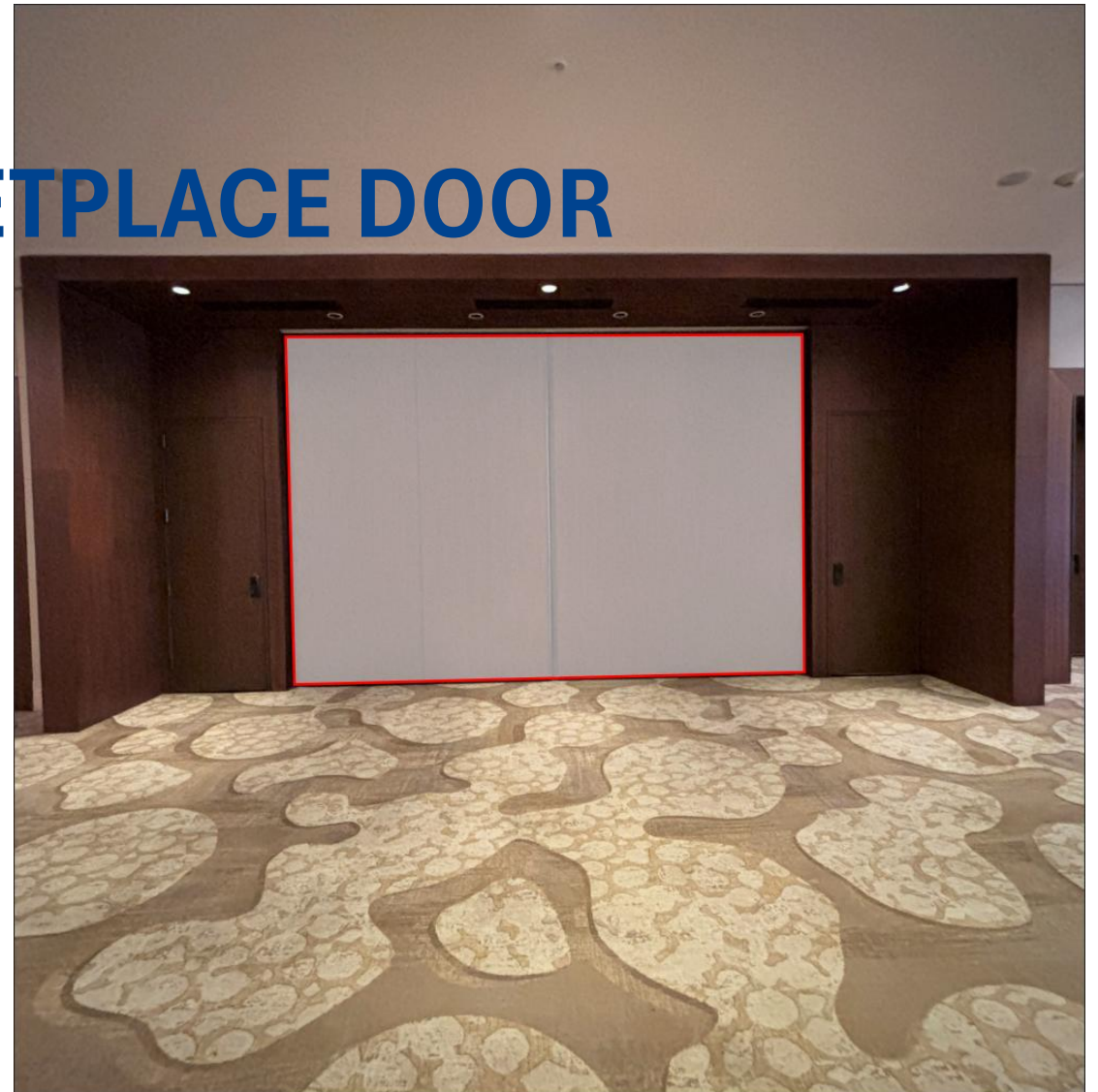
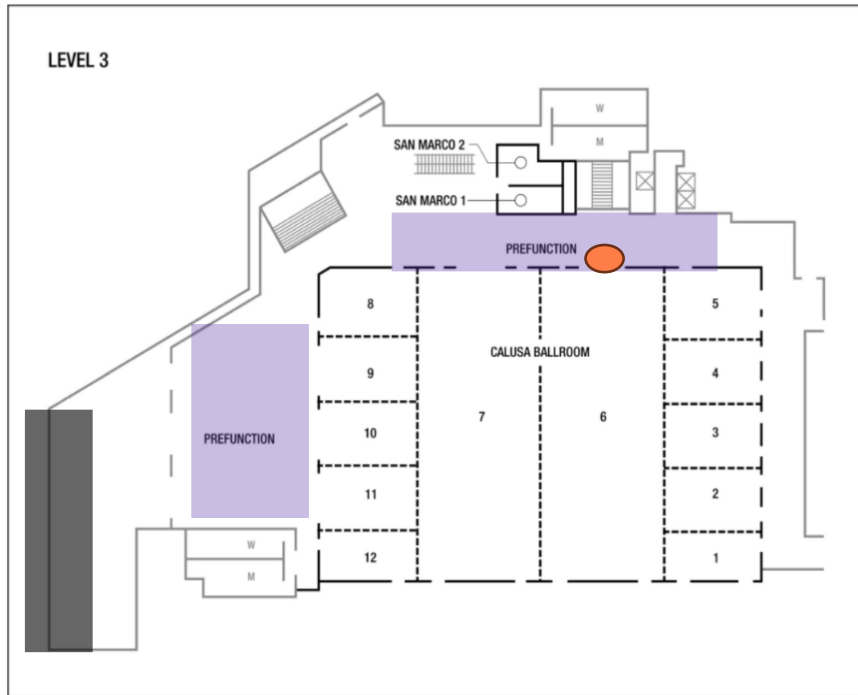
SKU Summary	2199	Space Name	Width	Height	Sqft Each	Sides	Quantity	Per Each	Deck Page
5715_C_P_CALUSASTAIRCASERAILING	50132	CALUSASTAIRCASERAILING	35	42.5	10.33	2	4	\$3,250.00	41

STAIR RAILING BREAKOUTS



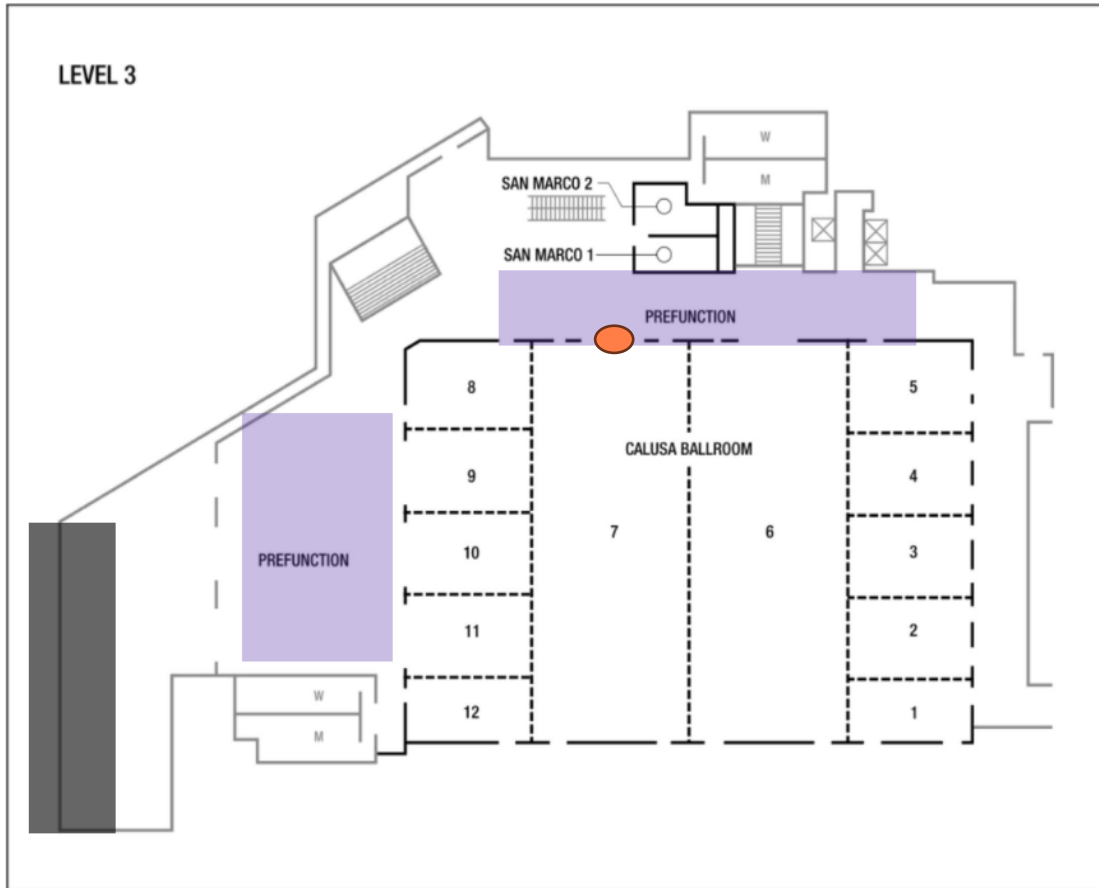
SKU Summary	2199	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_PT_F_STAIRRAILING	50132	STAIR RAILING	24	24	4	2	18	\$2,500.00	42

CALUSA BALLROOM MARKETPLACE DOOR



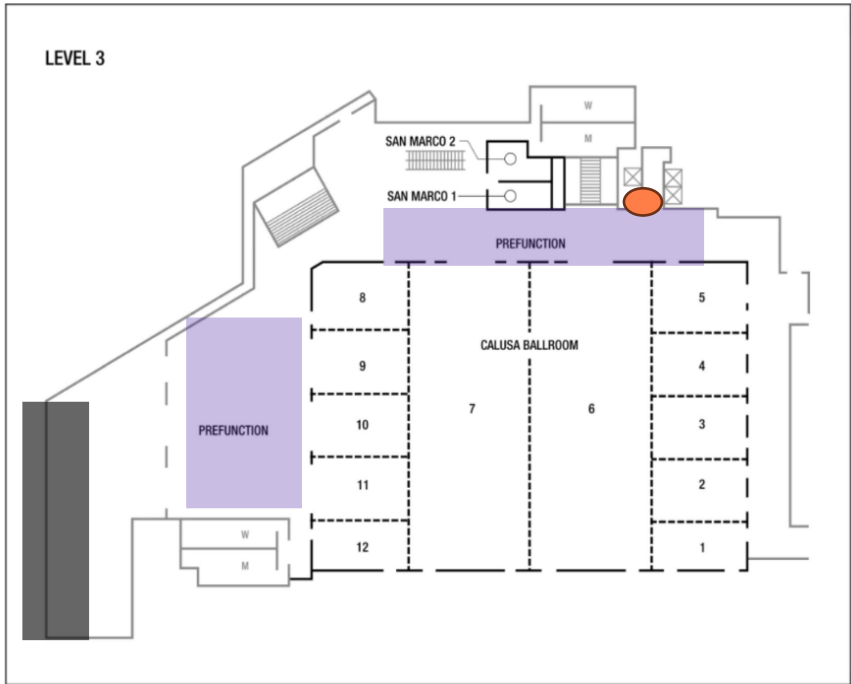
SKU Summary	50132	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_C_P_C6BFDOORS	50691	C6BFDOORS	211	143	209.53	1	1	\$7,750.00	43

CALUSA BALLROOM MARKETPLACE DOOR



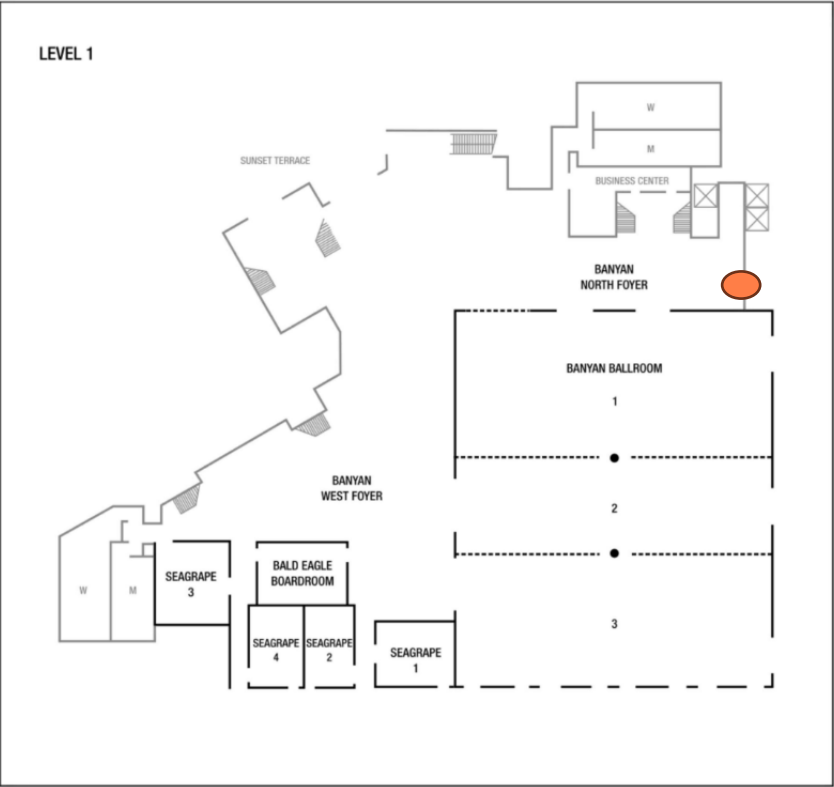
SKU Summary	50132	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_C_P_C7BFDOORS	50691	C7BFDOORS	211	143	209.53	1	1	\$7,750.00	44

CALUSA FLOOR CLING – IN FRONT OF ELEVATORS



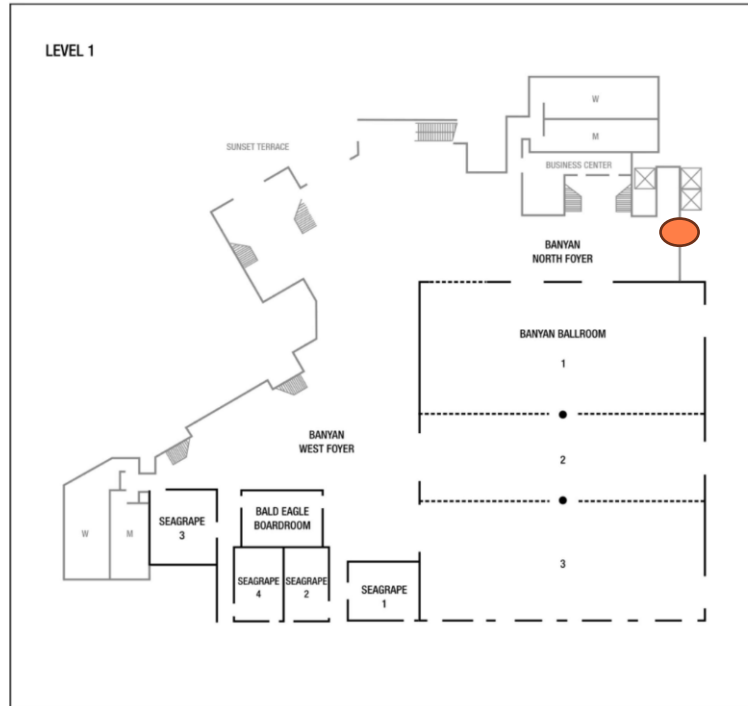
SKU Summary	50691	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_C_P_ELEVATORFLOOR	50958	ELEVATORFLOOR	81.25	211.5	119.34	1	1	\$6,250.00	45

BANYAN CANVAS



SKU Summary	50958	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_NF_BANYANCANVASONESEG	52819	BANYAN CANVAS ONE SEG	124.25	124.52	107.44	1	1	\$8,000.00	46

OSPREY LEVEL 2 NEAR ELEVATORS VIEWABLE FROM LANAI TOWER



SKU Summary	50958	Space Name	Width	Height	Sqft Each	Sides	Quantity	Investment	Deck Page
5715_B_NF_OSPREYELEVCANVASSEG	52819	OSPREY ELEV CANVAS SEG	124.25	52	44.87	1	1	\$5,000.00	47

LIVE SAND SCULPTURE EXPERIENCE

Create a memorable first impression with a custom sand sculpture prominently displayed during attendee arrival and key check-in periods. Co-branded with NAPEO's conference theme, the sculpture can incorporate your company logo, messaging, or custom design for a unique branding opportunity.

For even greater engagement, attendees can watch the sculpture come to life as it is carved live during peak check-in times—creating a captivating experience that naturally draws attention, sparks conversation, and encourages photo sharing throughout the event.

Exclusively limited to one sponsor.
Investment - \$12,500.00



CUSTOM SAND LOGO ON MARCO ISLAND BEACH

Transform Marco Island's beautiful beach into your brand's canvas. Your professionally crafted sand logo creates a memorable destination touchpoint that attendees will encounter during morning walks, networking breaks, and throughout the conference—making it a natural backdrop for photos and social sharing.

As attendees stroll the beach, gather for networking, or capture photos of the Gulf, your logo becomes a memorable and highly shareable part of their conference experience—creating visibility well beyond the exhibit hall.

Includes:

Custom sand logo featuring your company logo or approved artwork
Prominent placement on Marco Island Beach.

Logo is monitored and refreshed for rain or wind.

Limited to two sponsors. Investment: \$10,000.00 each



CUSTOM BRANDED SAIL BANNERS

Elevate your brand with striking custom sail banners displayed in high-visibility locations throughout the conference venue. These large-format displays create an impressive visual presence, ensuring your company is seen by attendees as they arrive, network, and move between conference activities.

Whether placed along walkways, near entrances, or in key gathering spaces, sail banners deliver continuous brand exposure while enhancing the event atmosphere.

Includes:

- Custom double-sided sail banner featuring your company logo and messaging
- Premium placement in a high-traffic conference location
- Professional production, installation, and removal by NAPEO

Limited to three sponsors. Investment: \$8,750 each

**Location – can be moved and prominently placed.
Ask for details**



ONSITE FEATHER FLAGS

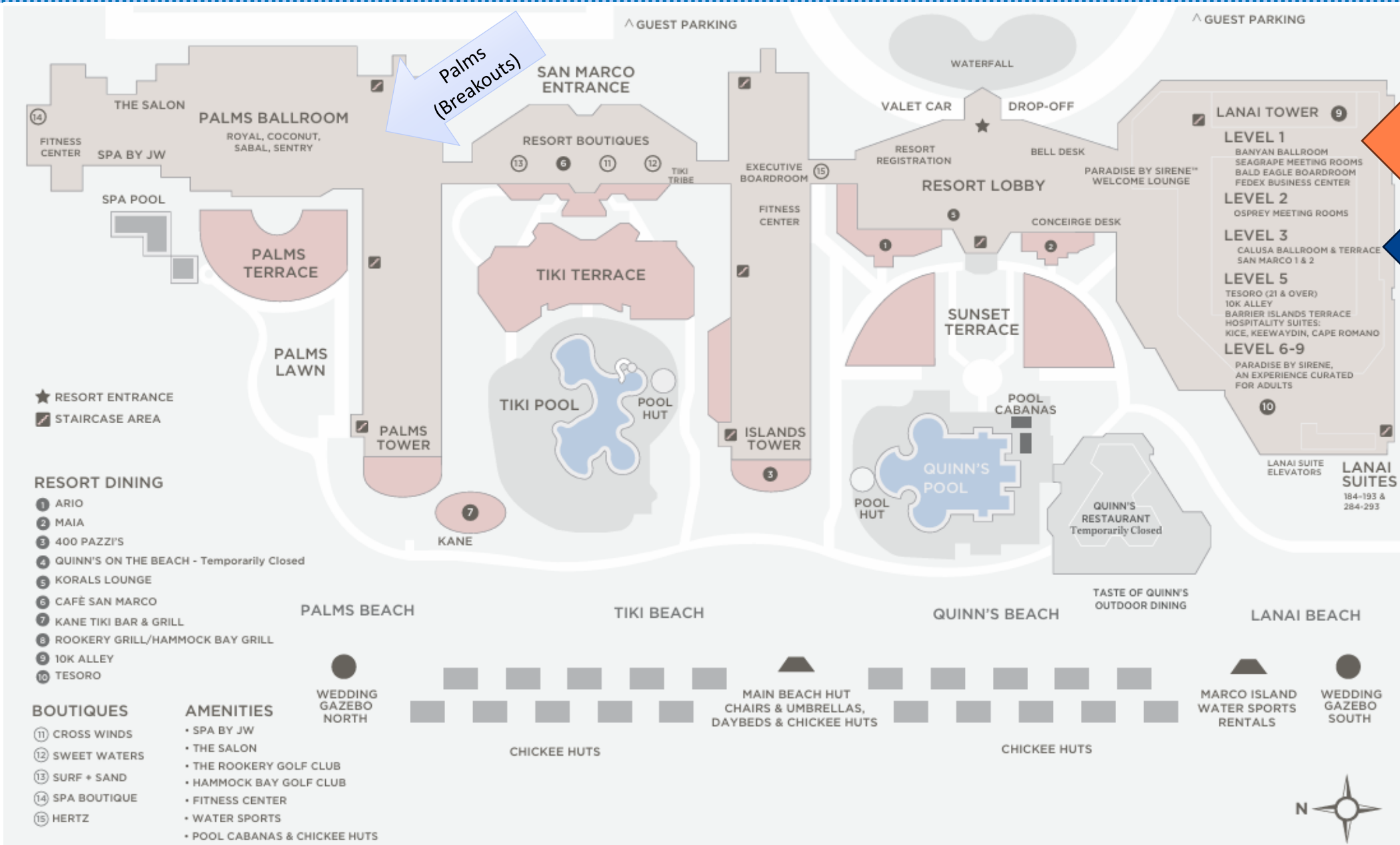
Capture attention and reinforce your brand throughout the conference with premium feather flags strategically placed in high-traffic areas. From arrival to departure, these eye-catching displays provide continuous visibility and help keep your brand top of mind as attendees move throughout the venue.

Available Options:

- **8' Feather Flag, investment, \$2,500 each**
- **12' Feather Flag, investment, \$3,000 each**

Feather flags are ideal for entrances, walkways, networking spaces, and other prominent locations, delivering repeated impressions and enhancing your presence beyond the exhibit hall.





Palms
(Breakouts)

Banyan
(Education)

Calusa
(Marketplace)

HOTEL INFORMATION

Guest Tower Layouts & Accommodations

- **Floors 6–9 (Lanai/Islands Tower):** Home to Paradise by Sirene, an adult-only luxury enclave. It features suites and guest rooms with private balconies and Gulf views.
- **Floor 5:** The Barrier Island Terrace (outdoor event space) and select hospitality suites are located here.
- **Standard Guest Floors:** Standard Lanai and Palms/Islands tower rooms occupy varying levels.

Resort Level Map (Dining & Amenities)

- **Level 1 (Lobby Level):** Resort Registration, Concierge, **Banyan Ballroom**, Bald Eagle Boardroom, Spa by JW reception, and 10K Alley (entertainment center).
- **Level 2:** Spa by JW treatment rooms, The Salon, and the Osprey meeting rooms.
- **Level 3:** **Calusa Grand Ballroom** (overlooking the Gulf of Mexico), **Calusa Terrace**, and San Marco 1 & 2.
- **Level 5:** Tesoro restaurant (21+) and hospitality suites

Disclaimer: Branding locations and images are representative only. Final placement and appearance may vary due to venue requirements, safety regulations, operational needs, or host hotel restrictions. NAPEO reserves the right to adjust as necessary.

WALK IN. STAND OUT. WALK AWAY *Remembered.*

Create a conference presence that gets **your brand** noticed.

NANCY BENOUDIZ

VP OF PARTNERSHIPS AT NAPEO
to help make your brand
stand out at the conference.

 nbenoudiz@napeo.org



STRATEGIC PARTNERSHIPS



HIGH-VISIBILITY BRANDING



MEMORABLE EXPERIENCES



MEANINGFUL CONNECTIONS



REAL RESULTS



CREATIVE SOLUTIONS



PREMIUM PLACEMENT



MAXIMUM EXPOSURE



LASTING IMPACT