



## **NAPO SPONSORSHIP OPPORTUNITIES**

To take advantage of these opportunities, commitments by October 15, 2010 provide the greatest amount of promotion and recognition (on-site, on-line, and in print promotions).

### Table of Contents

Introduction

Levels of Support, Sponsorship Packages and Special Discounts

23<sup>rd</sup> Annual Conference & Organizing Exposition

    New Branding Opportunities

    New Networking Opportunities

Sponsor Application

For more information, contact  
Chris Brown, CEM CMP, Corporate Relationship Manager  
cbrown@ahint.com      Phone: 856-642-4401

## Introduction

### **Why is NAPO® Important to Your Business?**

The premier national association dedicated to the field of organizing and productivity, the National Association of Professional Organizers® (NAPO) is The Organizing Authority®. NAPO's mission is to develop, lead, and promote professional organizers and the organizing industry. Founded in 1985 as a not-for-profit educational, professional association, NAPO is dedicated to serving its thousands of members through education, networking, industry resources, and promotion of the profession to the public. Companies who manufacture, sell, and distribute organizing products and organizing industry-related services play a vital role within NAPO. These companies provide products and services that are essential to a NAPO professional member's success.

### **Who are NAPO Members?**

NAPO members, numbering in excess of 4,000 throughout the United States and 12 other countries, span the organizing and productivity industry, ranging from novices to seasoned veterans. In addition to professional organizers who specialize in residential, small business, and corporate organizing, members include organizing consultants, productivity and efficiency experts and specialists, speakers, trainers, authors, coaches, practitioners, educators, employees of professional organizers, and manufacturers, sellers, and distributors of organizing products and services.

NAPO Members have DIRECT PURCHASING POWER and INFLUENCING AUTHORITY over the decisions being made by their clients regarding new organizing products and services.

### **How Does NAPO Serve its Members?**

NAPO serves its members by providing them with the resources and tools required to expand their knowledge and achieve success in the ever-changing and developing field of professional organizing. The Association provides education, industry and business-related tools and information, discounted access to the Certified Professional Organizer® (CPO®) exam, networking and knowledge-sharing opportunities, and the chance to participate in a wide community of professionals.

### **When You Are Successful, We Are Successful.**

## Benefits of Support

1. Unique opportunities to introduce your products and services to **KEY DECISION MAKERS AND INFLUENCERS**, who spend thousands of dollars annually on organizing products and services.
2. Drive brand loyalty and create awareness and visibility for your products and services through a valuable integrated **RECOGNITION CAMPAIGN** for your company by becoming a **NAPO Sponsor**.
3. All Sponsors, at various levels, receive increasing degrees of exposure through three **PRIMARY TOUCH POINTS**. They are: on-site, on-line, and in print promotions.
4. Partnering with **NAPO** will allow you to maximize your exposure and **GAIN TRACTION** on both a domestic and international scale. Our solutions are not “one size fits all.” If one of the following packages is not right for your company, **NAPO** offers stand-alone Annual Conference, Membership, and Get Organized Month<sup>SM</sup> Sponsorship opportunities, and will work to customize a solution that meets your goals and new business development objectives.
5. **NEW**: Special signage is displayed in all partner and sponsor exhibit booths highlighting your commitment to the success of **NAPO**. Branding your company as a supporter of **NAPO** provides additional recognition to Members and the industry.
6. The “Industry Exchange”, located within the For Members **NAPO** Web Site is the professional organizers’ products and special offers resource to help Corporate Associate Members, Corporate Partners, and Premier Corporate Partners get ahead in business. This on-line resource allows your company to change your company contact information, and upload a descriptive paragraph, company logo, company brochure, and up to three special offers for **NAPO** Members. Members can easily take advantage of a category search engine or an alphabetical listing of the full directory.
7. A complete company name and logo web page is dedicated to promoting our sponsors and partners.

## Levels of Support, Sponsorship Packages and Special Discounts

These **NEW** opportunities are crafted by **NAPO** to develop a sense of community around the companies that continuously support the Association, and recognize their ongoing effort to provide cutting-edge products and services to professional organizers and their clients.

All the benefits of these **NAPO** Sponsorship Packages, at the three levels outlined below, are designed to bring **INTEGRATED VALUE** to both the sponsor and **NAPO** members at multiple touch points.

### **Annual Platinum Sponsorship: \$10,000 annually**

- Annual Premier Corporate Partner Membership benefits (which includes sponsorship of Get Organized Month<sup>SM</sup>, one (1) complimentary 10X10 Exhibits Booth, one (1) complimentary Conference Registration Pass, three (3) Exhibit Only Passes, and one (1) logo placement and 50 word company description with URL listing in the Conference Exhibitor/Partner/Sponsor email blast received by entire **NAPO** membership and conference attendees)
- Four (4) full page ads in **NAPO News** – **NAPO**’s bi-monthly newsletter
- A 20% discount on additional advertising in **NAPO** Members’ “**NAPO News**” (first-come, first-served, space available basis)
- One (1) half page horizontal ad in Organizing Showcase on member section of **NAPO**’s Web site

- Platinum Sponsor benefit at the NAPO Annual Conference, including
  - One (1) additional complimentary Conference Registration Pass
  - One (1) piece of literature to be stuffed in registration packets – Sponsor to provide the literature and NAPO to approve contents
  - One (1) full page color advertisement in the Interactive On-line Conference Program
  - A 20% discount on How-To Session sponsorship
  - A 20% discount on stand-alone Annual Conference Sponsorship opportunities (first-come, first-served basis)

### **Annual Gold Sponsorship: \$6,100 annually**

- Annual Corporate Partner Membership benefits (which includes One (1) logo placement and 50 word company description with URL listing in the Conference Exhibitor/Sponsor/Partner email blast received by entire NAPO membership and conference attendees)
- Sponsorship of Get Organized Month<sup>SM</sup>
- One (1) quarter page, vertical advertisement in NAPO Members' "NAPO News"– NAPO's bi-monthly newsletter
- A 20% discount on advertising in NAPO News (first-come, first-served, space-available basis)
- Gold Sponsor benefit at the NAPO Annual Conference, including
  - Two (2) complimentary Conference Registration Passes & Three (3) Exhibit Only Passes
  - One (1) piece of literature to be stuffed in registration packets – Sponsor to provide the literature and NAPO to approve contents
  - One (1) complimentary 10x10 Exhibit Booth
  - A 20% discount of advertising rates in the Interactive On-line Conference Program
  - A 15% discount on stand-alone Annual Conference Sponsorship opportunities (first-come, first-served basis)

### **Annual Silver Sponsorship: \$3,500 annually**

- Annual Corporate Associate Member Package benefits
- Sponsorship of Get Organized Month<sup>SM</sup>
- One (1) quarter page, vertical advertisement in Organizing Showcase on member section of NAPO's Web site
- A 15% discount on advertising in NAPO News– NAPO's bi-monthly newsletter (first-come, first-served, space-available basis)
- Silver Sponsor benefit at the NAPO Annual Conference, including
  - One (1) piece of literature to be stuffed in registration packets – Sponsor to provide the literature and NAPO to approve contents
  - 30% Discount on Exhibit Booth space
  - One (1) logo placement and 50 word company description with URL listing in the Conference Exhibitor/Partner/Sponsor email blast received by entire NAPO membership and conference attendees
  - A 10% discount of advertising rates in the Interactive On-line Conference Program
  - A 10% discount on stand-alone Annual Conference Sponsorship opportunities (first-come, first-served basis)

## **23<sup>rd</sup> ANNUAL CONFERENCE & ORGANIZING EXPOSITION**

January 15, 2011 is the final deadline to take full advantage of pre-Annual Conference promotion. Here are several creative ways to brand your company name or product name in the minds of Professional Organizers or meet directly with Professional Organizers. NAPO's First Right of Renewal program provides past sponsors with the first opportunity to renew their commitment. To place your order, simply complete the Sponsor Application, or contact Chris Brown via phone, at 856-642-4401, or by e-mail, at [cbrown@ahint.com](mailto:cbrown@ahint.com). Items, events and dates are subject to change. See the application for prices.

### **NEW BRANDING OPPORTUNITIES**

#### **Conference Tote Bags**

What better way to brand your company name and/or logo – during the Annual Conference – one bag per attendee. Opportunity includes the conference bag. Production costs of your logo additional.

#### **Company Gobo**

Looking for the WOW! factor? Here's one constant reminder to over 600 professionals during 20 hours of exhibiting in the Grand Exhibit Hall. Projection equipment and one glass gobo production included.

#### **Welcome Banner**

Located within the Conference Registration area and headed to the Grand Exhibit Hall entrance, this large banner (3' height, 20' length) will surely catch everyone's eye. Banner design, printing and rigging included.

#### **Reusable Water Bottles**

As part of NAPO's "green initiative", this is your opportunity to deliver a lasting branded container to each attendee in person during registration and/or your exhibit booth, or within the Conference Bag.

#### **Airport Signage**

"NAPO and Company Name" welcomes Professional Organizers to NAPO 2011  
Yes, your company name (possibly logo, depending on amount of copy) in bright lights as airline travelers arrive in San Diego International Airport. Brand your company or your new product or service. It's quite effective!

#### **Airport Transportation**

San Diego International Airport Transfers – to/from Hotel.  
Super Shuttle is designated as NAPO's preferred "transfer agent". Within the NAPO Annual Conference web site, an on-line coupon features a discounted rate that makes it easier for attendees to plan for quick access to the hotel – for arrival and departure after NAPO. We will brand this coupon with your company name and logo. 150 complementary coupons offered to the first 150 attendees. Gratuity not included.

#### **Hotel Key Cards**

For NAPO hotel guests, including four-color company graphic or product-branded key cards, adding at least two impressions per day to your branding efforts.

#### **Interactive On-Line Conference Program**

Shared (max. two companies) \$6,000

Includes main page recognition of your company name and logo, link to your web site page of your choice. NAPO offers this On-Line Annual Conference resource to all registrants as part of NAPO's Conference "green initiatives" program.

#### **NAPO Global Message Center / Internet Café**

Conference Registration area and Grand Exhibit Hall – multiple stations with your company name and logo. Add your screen saver, additional \$1,000

### **Notebook and Pen – Standard and Custom**

Writing instrument and tablet book for all attendees. This opportunity includes a choice of two different products. Option: personalized with your company name and logo. Additional \$1,500

### **NEW NETWORKING OPPORTUNITIES**

#### **Seating Areas in Exhibit Hall**

Provide attendees with a relaxing area of comfortable chairs and leisurely setting. Signage provides an opportunity to direct attendees to your booth or promote special offers.

#### **Recognition Awards Sponsor (during Awards Luncheon, Saturday, April 9, 2011)**

NAPO furnishes award winners with plaques for the Founders' Award, Organizing Excellence Award, Organizers' Choice Award Program, President's Award and Special Award

Each of these prestigious awards is given for outstanding achievement, distinction and participation in NAPO. Your company name and logo are incorporated into promotional documents, recognizing your support of excellence in our industry. Your representative is offered time to speak to the audience about your company's commitment to these programs and assists with the presentation. Award designations may change from year to year.

#### **New Member Orientation and Reception**

A possible new event for 2011. Network with folks interested in knowing more about you and your company. This is the perfect one-on-one opportunity to promote directly to recommenders and buyers.

#### **CARTS - Coffee Break or Cotton Candy or Popcorn**

This is terrible. Really. You will not like it at all. Don't elect any of these options. They will dislike your choice of these options. Truthfully: you have to select this!

#### **Specialty: Make Your Own Sundaes**

Again, this one is terrible. You will not like it at all. Don't elect this option. They will dislike your choice. Truthfully: you have to elect this one!

#### **Boxed Lunch in Exhibit Hall**

(Thursday, April 7, 2011)

An excellent opportunity to promote your company brand. Wafer seal each box with your printed logo. Include one appropriately sized marketing piece within each box. This event has proven to be a "must attend" event.

#### **Continental Breakfast**

NAPO provides a special reception area just outside of Grand Exhibit Hall so that approximately five-hundred attendees can be welcomed. Company or product-branded placemats or napkins included. Opportunity for your company to welcome everyone with public address system.

If you're seeking a major event with the majority of attendees, the following provide such opportunity. Meet Members and prospective buyers face-to-face prior to and directly after these events. Includes recognition from the lectern, opportunity to provide one piece of pre-approved promotional literature at each place setting plus within the Interactive On-line Conference Program.

#### **Annual Membership Meeting and Lunch**

(Friday, April 8, 2011)

or

#### **Awards Luncheon**

(Saturday, April 9, 2011)

**Welcome and Meet the Leaders Reception in the Expo Hall (Networking Mixer in Expo Hall)**

(Wednesday, April 6, 2011)

**or**

**Exhibitor Reception with Organizers' Choice Awards in Expo Hall**

(Thursday, April 7, 2011)



**The Organizing Authority<sup>®</sup>**

## 2011 Sponsorship Agreement

Send completed form to: Fax 856-439-0525, E-Mail: [cbrown@ahint.com](mailto:cbrown@ahint.com)

*Please complete:*

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: State: Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Web site: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

We are proud to become a 2011 NAPO Sponsor at the Member rates described below.

Non Members: add 20% to pricing below.

### **I agree to the following:**

The undersigned hereby certifies he/she is a duly authorized representative of the applicant company, and that the information provided is true, and that he/she, on behalf of the applicant company, understands and agrees to the sponsorship information provided on this page and page two.

### **Payment Terms: Full payment due by October 15, 2010 to maximize promotional benefits**

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

### **Payment Information:**

Check (Made payable to NAPO, drawn on U.S. bank in U.S. dollars)

Amount Enclosed: \$ \_\_\_\_\_

Credit Card

Type of Card:  American Express  MasterCard  Visa

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name that Appears on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Total to be Charged: \$ \_\_\_\_\_

Tax ID#: 31-1601644. All contributions are tax deductible under the 501(c)(3) clause of the IRS tax codes.

**Please return this agreement with payment to:**

**NAPO National Office**

**Chris Brown, Corporate Relationship Manager**

**15000 Commerce Parkway, Suite C**

**Mount Laurel, NJ 08054-2212**

**Email: [cbrown@ahint.com](mailto:cbrown@ahint.com)**

**Phone: 856-642-4401, Fax: 856-439-0525, Website: [www.napo.net](http://www.napo.net)**

**2011 Sponsorship Agreement**  
**Page Two of Two**

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

**Please check your first preference:**

**→ LEVELS OF SUPPORT, ANNUAL**

- Annual Platinum Sponsorship: \$10,000
- Annual Gold Sponsorship: \$6,100
- Annual Silver Sponsorship: \$3,500

**→ NEW BRANDING OPPORTUNITIES**

- Conference Tote Bags**, Exclusive, \$6,500
- Company Gobo**, Exclusive, \$1,600
- Welcome Banner**, Exclusive, \$2,500
- Reusable Water Bottles**  
Exclusive, \$4,500 (NAPO provides the container) or \$3,300 (sponsor supplies container)
- Airport Signage**, Exclusive: \$4,300
- Airport Transportation**, Exclusive \$4,500
- Hotel Key Cards**, Exclusive, \$4,500
- Interactive On-Line Conference Program**, Exclusive, \$10,000
- NAPO Global Message Center / Internet Café**, Exclusive, \$6,000
- Notebook and Pen** – Standard, Exclusive, \$6,000; Custom, \$7,500

**→ NEW NETWORKING OPPORTUNITIES**

- Seating Areas in Exhibit Hall**, two designated areas, each \$1,500-\$2,000
- Recognition Awards Sponsor (during Awards Luncheon, Saturday, April 9, 2011)**, Exclusive, \$3,000
- New Member Orientation and Reception**, Exclusive: \$1,700 or Shared (max. two companies), \$1,000
- CARTS - Coffee Break or Cotton Candy or Popcorn**  
Exclusive for each Cart, \$12,000, Shared (max. two companies), \$7,000
- Specialty: Make Your Own Sundaes**, Exclusive: \$15,000, Shared (max. two companies), \$8,500
- Boxed Lunch in Exhibit Hall**, (Thursday, April 7, 2011), Exclusive \$16,000, Shared (max. two), \$8,000
- Continental Breakfast**, Exclusive: \$20,000, Shared (max. three companies), \$8,000
- Annual Membership Meeting and Lunch**, (Friday, April 8, 2011) or
- Awards Luncheon**, (Saturday, April 9, 2011), Exclusive \$20,000, Shared (max. three) \$7,000 each
- Welcome and Meet the Leaders Reception in the Expo Hall (Networking Mixer in Expo Hall)** (Wednesday, April 6, 2011), or
- Exhibitor Reception with Organizers' Choice Awards in Expo Hall**, (Thursday, April 7, 2011), Exclusive \$25,000, Shared (max three) \$8,500

NAPO National Office  
Chris Brown, Corporate Relationship Manager  
15000 Commerce Parkway, Suite C  
Mount Laurel, NJ 08054-2212  
Email: [cbrown@ahint.com](mailto:cbrown@ahint.com)  
Phone: 856-642-4401, Fax: 856-439-0525, Website: [www.napo.net](http://www.napo.net)