

# NAEP

National Association *of*  
Educational Procurement

## Supplier Sponsorship Opportunities

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NAEP is divided into **6** Districts. Each district holds their own regional meeting.



**4600** members make up NAEP



**60%** of our membership are Procurement Managers, Directors or Executives



NAEP represents over **800** institutions and **4600** procurement professionals

## Who is NAEP?

Since the 1920's, NAEP has been the non-profit professional Association primarily dedicated to serving higher education purchasing officers in the U.S. and Canada. NAEP's mission is to facilitate the development, exchange and practice of effective and ethical procurement principles and techniques within higher education and associated communities, through continuing education, networking, public information and advocacy. NAEP is a Member-focused Association providing progressive knowledge management in strategic sourcing, supply chain, materials and logistics for procurement professionals.

NAEP knows that the strong supplier relationship is crucial in the world of educational procurement. Our success depends on yours! The members of NAEP engage with suppliers through various events and marketing opportunities. We are a strong believer in sharing knowledge and best practices through these engagements.

# Why Sponsor the NAEP Annual Meeting?



**Connect with  
over 600  
attendees**



**Showcase your  
products and  
services**



**Network with  
thought leaders**



**Present to an audience  
of procurement  
professionals**



**Promote your brand  
through our various  
marketing channels**



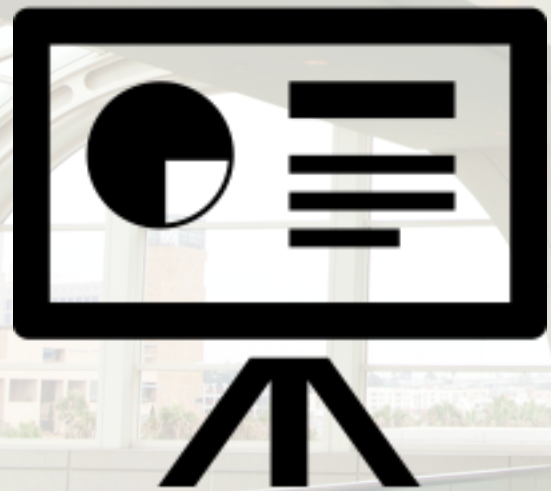
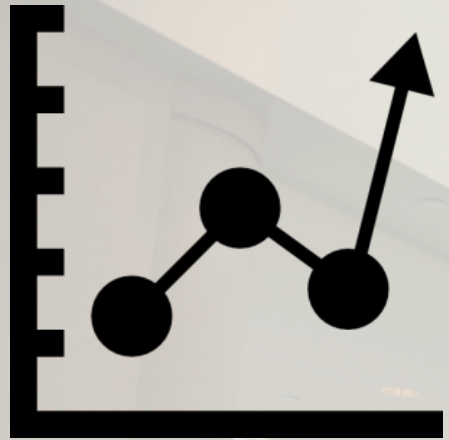
**Meet the NAEP Board  
of Directors at various  
networking events**

# Annual Sponsorship Program

Access influencers and decision makers from the institutions most likely to be interested in your solutions and services. Your presence in the exhibit hall offers unparalleled visibility to motivated NAEP members. These packages will allow you to present your data and expertise to NAEP members through webinars, presentations and marketing.

Sponsors enjoy the following advantages over traditional event-based sponsorships:

- Increased visibility to NAEP membership throughout the year with brand recognition
- Creative opportunities aligned with specific content development and delivery
- Access to year-round benefits and face-to-face interaction with NAEP members



# Sponsorship Levels & Highlights

Choose a sponsorship that's right for your company and aligns with your strategic goals.

## President Level

**Investment \$20,000 | Value \$32,500**

- 10x20 Exhibit Space
- (8) Full registrations and (4) exhibit hall only passes
- Recognition in the annual meeting mobile app
- Sponsor logo, and URL on the Annual Meeting website
- Pre- and Post- Conference Attendee List for one time use only
- Acknowledgement in the Educational Procurement Journal with logo
- Logo in on-site program
- Half page advertisement in the Annual Meeting Journal
- Enhanced listing on the floor plan with logo and description
- Webinar Series produced by NAEP and hosted on the NAEP website
- Sponsor logo on expo hall entrance panel
- Sponsor recognition at general session and throughout the facility.

### Choose ONE marketing benefit as part of your sponsorship package:

- Host Event Sponsor (2 non-competing companies)
- Keynote Introduction (3 available)
- Registration Lanyard Sponsor
- Conference Bag sponsor
- Mobile App Sponsor
- Exclusive access to a Hospitality Suite for (1) day

## Director Level

**Investment \$12,500 | Value \$15,000**

- 10x10 Exhibit Hall
- You will receive (6) Full registrations and (3) exhibit hall only passes.
- Recognition in the annual meeting mobile app
- Sponsor logo, and URL on the Annual Meeting website
- Pre- and Post- Conference Attendee List for one time use only
- Acknowledgement in the Educational Procurement Journal with logo
- Logo in on-site program
- ¼ page advertisement in the Annual Meeting Journal
- Enhanced listing on the floor plan with logo and description
- Webinar Series produced by NAEP and hosted on the NAEP website
- Sponsor logo on expo hall entrance panel
- Sponsor recognition at general session and throughout the facility.

### Choose ONE marketing benefit as part of your sponsorship package:

- Exhibit Hall Opening Reception (2 non-competing companies)
- Exclusive sponsor of an NAEP Institute or Academy (3 available)
- 20 Impact Speaking Session at the Annual Meeting (4 available)
- Annual Meeting Print Sponsor (\$7500 in kind)
- Cling art on escalator through out the duration of the meeting

# Sponsorship Levels & Highlights

Choose a sponsorship that's right for your company and aligns with your strategic goals.

## Associate PLUS Level Investment \$7,500 | Value \$10,000

- 10x10 Exhibit Space
- (4) Full registrations and (2) exhibit hall only passes
- Recognition in the annual meeting mobile app
- Sponsor logo, and URL on the Annual Meeting website
- Pre- and Post- Conference Attendee List for one time use only
- Acknowledgement in the Educational Procurement Journal with logo
- Logo in on-site program
- Enhanced listing on the floor plan with logo and description
- Webinar Series produced by NAEP and hosted on the NAEP website
- Sponsor logo on expo hall entrance panel
- Sponsor recognition at general session and throughout the facility.

### Choose ONE marketing benefit as part of your sponsorship package:

- Pod Discussion Sponsor – (Two 30-minute discussion pods available each day)
- Exhibit Hall Lunch Sponsor (3 available)
- Community Service Project Sponsor
- Webinar Series (1-3 Webinars)
- ¼ page advertisement in the Annual Meeting Program

## Associate Level Investment \$5,000 | Value \$7,500

- 10x10 Exhibit Hall
- You will receive (2) Full registrations and (2) exhibit hall only passes.
- Recognition in the annual meeting mobile app
- Sponsor logo, and URL on the Annual Meeting website
- Pre- and Post- Conference Attendee List for one time use only
- Acknowledgement in the Educational Procurement Journal with logo
- Logo in on-site program
- Enhanced listing on the floor plan with logo and description
- Sponsor logo on expo hall entrance panel
- Sponsor recognition at general session and throughout the facility.

### Choose ONE marketing benefit as part of your sponsorship package:

- Break Sponsor (2 available each day)
- Fun Run/Walk Sponsor (exclusive)
- Marketing at Registration
- Breakfast Sponsor (3 available)

# Other Marketing Opportunities

In addition, we offer a variety of à la carte marketing opportunities to enhance and extend your investment.

Marketing Item	Cost	# of Opportunities	Specifications
Branded Give Away at Registration*	\$750	Multiple	Each attendee will receive a branded item at registration
Break sponsorship	\$1500	2	Signage and marketing included
Webinar series	\$2500	5	3 webinars produced by NAEP available to members only.
Wall Video Advertisement	\$3000	10	60 second advertisement on monitor at Registration
Co-authored editorial in the NAEP Purchasing Link	\$2500	6	Co-author and editorial with an institution for the monthly P-Link
Sponsor an NAEP Academy or Institute	\$5000	2	Sponsor an additional event with exclusive benefits and a speaking opportunity
Full Registration	\$850	Multiple	Full access to events, meals and sessions
Exhibit Hall Only Badge	\$150	Multiple	Access to the Exhibit Hall only
Advertorials	\$5000	3	This is a revenue-generating opportunity that gives exhibitors the chance to demonstrate new products or services through a live digital advertisement onsite.

\*Supplier responsible for cost of marketing item

# Ready to sign up? Questions?

If you'd like to explore sponsorship options, we'd love to hear from you. Contact: [ashleyk@naepnet.org](mailto:ashleyk@naepnet.org)

We would welcome the opportunity to develop a solution that best fits the needs of your company and extend your investment.

## Here are the 2016 Sponsors. Are your competitors listed?

Heritage	President	Director	Associate PLUS	Associate
E&I Cooperative	Amazon Grainger NASPO Value-Point NJPA Office Depot Jaggaer SEHI Fisher Scientific U.S. Communities VWR Xerox	American Express Concur ESM Solutions	CDW Lippert Components Unimarket	Airgas America To Go Aquiire B&H Photo Canon USA Chrome River Technologies Connection ConnXus FedEx Gordian MetaProcure PPG SKC Visa WESCO

