

2015

Corporate Membership and  
Sponsorship Opportunities



**naspe**

## 2015 Membership and Sponsorship Dates

Corporate Membership	January 1 – December 31
Mid-Year Meeting	January 23-25 Loews Madison Hotel Washington, DC
Annual Meeting	July 19-22 W Hotel Seattle, WA

- Visit the NASPE website at [www.naspe.net](http://www.naspe.net) for the latest meeting information.
- Corporate members committing to both Mid-Year and Annual Meeting Sponsorship prior to the Mid-Year meeting will receive a 5 percent discount on the Membership and Sponsorship Bundle.

### About NASPE

The National Association of State Personnel Executives represents the director and deputy director of each state and territorial government's human resource management agency. These agencies are responsible for statewide human resource management policies and operations. Their specific areas of responsibility may include: organizational development, recruitment and retention, workforce and succession planning, classification and compensation, time and attendance, employee benefits, training, information systems, and employee relations.

Founded in 1977, NASPE is a national leadership forum that advances state government human resources through the exchange of best practices, strategies, and solutions.

For more information, visit [www.naspe.net](http://www.naspe.net).

*NASPE understands the importance the vendor community brings to state government and provides a setting conducive to educating and best practice sharing. There are very few organizations that truly understand the significance of a good partnership, but NASPE rises to the top.*

**Jennifer Dowd,  
Marketing Manager,  
Kronos**

## Who Should Join?

Private-sector organizations that provide goods and services for state government human resource management administration are encouraged to join the association as corporate members. The organization holds the membership with one employee serving as the primary contact. Dues are paid on a calendar year.

## Corporate Membership Benefits

- One-on-one networking opportunities with state government human resource management executives
- Participation on association committees and issue-oriented networking forums
- Discounted registration fees to NASPE conferences
- Marketing and branding opportunities through presentations and electronic media
- Access to association publications, research, and survey data
- Membership rosters
- Corporate Membership Council participation
- Writing and developing issue briefs on hot topics
- Gaining a better understanding of the issues and challenges facing state government HR

## The NASPE Advantage

### *ENGAGE: Networking*

Corporate members have year-round opportunities to engage with NASPE state members through face-to-face meetings and conferences, committee participation, and issue-oriented networking forums.

### *COLLABORATE: Corporate Membership Council*

Corporate members in good standing may participate on the Corporate Membership Council. Council members work together to utilize their experience and resources to collaborate on association projects and initiatives such as surveys, issue briefs, and webinars. The Council also receives regular association updates and also will be asked for guidance regarding association strategies.

### *CONSULT: Research and Information*

NASPE members value association research initiatives to identify benchmarks and trends in state government human resource management. From annual surveys on the state government workforce (demographics, salary, etc.) to HR service delivery structures to whitepapers on current issues, NASPE corporate members have access to the latest information.

### *DISCOVER: Publications*

Regularly-published newsletters keep the membership connected with national public-sector HR issues and association news. Each week, the NASPE *E-xecutive* includes national headlines on state government HR. The quarterly, *Inside NASPE*, features HR trends and association updates. Corporate members may contribute to *Inside NASPE*.

### *MARKET: Tools*

NASPE's corporate members are included in the online vendor guide on NASPE's website. The website also includes a members' only section that includes survey data, publications and updated membership rosters.

## Mid-Year Meeting Sponsorship Opportunities

Mid-Year Meeting	
January 23-25 Loews Madison Hotel Washington, DC	For state government HR directors and deputy directors. Corporate members and sponsors may attend Friday evening and Saturday session through early afternoon. Preliminary agenda available late October 2014.
Corporate Member Pricing: \$750	Corporate Non-Member Pricing: \$1,500

### Sponsorship Benefits

- Collective recognition for sponsoring the Friday evening Welcome Reception
  - Attendance (Limit 2 attendees per organization at the Welcome Reception and Saturday sessions through early to mid-afternoon ET. See NASPE Meeting agenda at [www.naspe.net](http://www.naspe.net).)
  - Sponsor Spotlight: One company representative to give a 3-minute overview of your organization at the Welcome Reception
  - One-page letter or small brochure placed in attendee packet
  - Signage with company logo
  - Preliminary and final attendance list
  - Company name and logo (with link) on NASPE Mid-Year Meeting website
  - Recognition on all pre- and post- correspondence with attendees.
  - Sponsorship is subject to terms and conditions included on NASPE website.
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## Annual Meeting Sponsorship Opportunities

Annual Meeting	
July 19-22 W Hotel Seattle, WA	For state government HR directors, deputy directors, senior professionals in the central HR agency and line agency. Preliminary agenda available in April 2015.
Sponsorship options range from \$1,500 - \$15,000 (see details on following pages)	

### Annual Meeting – All Sponsors Receive

- Participation in “Get to Know the Sponsors Event”
  - One-page letter or small brochure about your organization in meeting registration packet
  - Program acknowledgement
  - Recognition by name and logo on electronic and printed signage
  - Acknowledgement from NASPE leadership during opening session and throughout the conference
  - Company representatives identified as sponsor with ribbons on name badge
  - All corporate members who sponsor will be given first opportunity to moderate “hot topics” discussion on the meeting agenda.
  - Sponsorship is subject to terms and conditions on the NASPE website at [www.naspe.net](http://www.naspe.net).
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## Annual Meeting Sponsorship Levels

Pinnacle - \$15,000	Diamond - \$10,000
<p><i>In addition to sponsor benefits provided for all sponsorship levels:</i></p> <ul style="list-style-type: none"> <li>• Four complimentary meeting registrations</li> <li>• Company banner in general session meeting room</li> <li>• All Pinnacle sponsors share recognition at Monday evening social/networking event</li> <li>• One company representative to address attendees at Monday evening social/networking event</li> </ul>	<p><i>In addition to sponsor benefits provided for all sponsorship levels:</i></p> <ul style="list-style-type: none"> <li>• Three complimentary meeting registrations</li> <li>• All Diamond Sponsors share recognition as keynote speaker sponsors</li> <li>• One company representative to address group at a Tuesday event</li> </ul>
Platinum - \$7,500	Gold - \$5,000
<p><i>In addition to sponsor benefits provided for all sponsorship levels:</i></p> <ul style="list-style-type: none"> <li>• Two complimentary meeting registrations</li> <li>• All Platinum Sponsors share recognition at as sponsors of the NASPEs Awards Program Luncheon</li> <li>• One company representative to address group at Awards Luncheon</li> </ul>	<p><i>In addition to sponsor benefits provided for all sponsorship levels:</i></p> <ul style="list-style-type: none"> <li>• One complimentary meeting registration</li> <li>• All Gold Sponsors share recognition as the meeting's digital sponsor (text messages, mobile app, etc.)</li> <li>• Once company representative to address attendees during the meeting (times TBD).</li> </ul>
Silver - \$3,000	Bronze - \$1,500
<p><i>In addition to sponsor benefits provided for all sponsorship levels:</i></p> <ul style="list-style-type: none"> <li>• All Silver Sponsors share recognition as the meeting's breakfast sponsors</li> <li>• One company representative to address attendees during the meeting (times TBD).</li> </ul>	<p><i>In addition to sponsor benefits provided for all sponsorship levels:</i></p> <ul style="list-style-type: none"> <li>• All Bronze Sponsors share recognition as Break Sponsors</li> <li>• One company representative to address attendees during the meeting (times TBD).</li> </ul>

## Pricing

Corporate Membership	
January 1 – December 31	\$3,500

Mid-Year Meeting Sponsorship	
Corporate Members	\$750
Corporate Non-Members	\$1,500

Annual Meeting Sponsorship	
Pinnacle Sponsor	\$15,000
Diamond Sponsor	\$10,000
Platinum Sponsor	\$7,500
Gold Sponsor	\$5,000
Silver Sponsor	\$3,000
Bronze Sponsor	\$1,500

## Bundled Pricing

Five percent discount on membership, Mid-Year and Annual Meeting sponsorship commitment for the year. Organizations must commit in writing prior to Mid-Year Meeting in January. Payments may be made in installments.

Annual Meeting <b>Pinnacle</b> Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship	\$18,288
Annual Meeting <b>Diamond</b> Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship	\$13,538
Annual Meeting <b>Platinum</b> Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship	\$11,163
Annual Meeting <b>Gold</b> Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship	\$8,788
Annual Meeting <b>Silver</b> Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship	\$6,888
Annual Meeting <b>Bronze</b> Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship	\$5,463

*Government needs creative solutions to solve challenges these days. The NASPE Meeting is a great forum for those discussions. The conference is designed to give you key access to state officials and they are eager to learn about leading practices.*

**Paul Campbell, Vice President, State and Local Government, United Healthcare**



## 2015 Corporate Participation Form Membership and Meeting Sponsorship

Please forward completed form to Leslie Scott at [lscott@csg.org](mailto:lscott@csg.org) or at NASPE, P.O. Box 11910, Lexington, KY 40578-1910. Questions? Contact Leslie Scott at 859.244.8182  
NASPE Tax ID # 61-1227664

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

\_\_\_\_\_

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

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

My organization would like to participate as:

**Corporate Member** (\$3,500)

### Mid-Year Meeting Sponsor

Corporate Member (\$750)

Corporate Non-Member (\$1,500)

### Annual Meeting Sponsor

Pinnacle Sponsors (\$15,000)

Diamond Sponsor (\$10,000)

Platinum Sponsor (\$7,500)

Gold Sponsor (\$5,000)

Silver Sponsor (\$3,000)

Bronze Sponsor (\$1,500)

### Membership and Sponsorship Bundle

(\$4,100 must be paid prior to Mid-Year Meeting)

Pinnacle Bundle(\$18,288)

Diamond Bundle (\$13,538)

Platinum Bundle (\$11,163)

Gold Bundle (\$8,788)

Silver Bundle(\$6,888)

Bronze Bundle (\$5,463)

### Payment Options

Please invoice me

Credit Card  AMEX

MC

Visa

Name on Card: \_\_\_\_\_

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

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

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

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