



Corporate Membership & Sponsorship  
**2010 Opportunities**

Advancing the **best** in state human resources

## NASPE's Membership and Sponsorship Opportunities

*Looking to expand your contacts and your business in state government?* Look no further than the National Association of State Personnel Executives.

NASPE represents the director and deputy director of each state's central human resource management agency. Association members make key decisions for their states regarding a number of issues, including organizational development, recruitment and retention, compensation and classification systems, labor contracts, health care, retirement, training, HR information systems, and workforce and succession planning—collectively affecting about two million employees.

State government human resource leaders depend on NASPE because they know the association is the recognized authority on state government human resource issues, trends, practices, and policies.

NASPE offers both corporate memberships and meeting sponsorships as opportunities to network and meet with these leading decision makers.

### **Determine the best options for your organization:**

Visit [www.naspe.net](http://www.naspe.net) or contact Jessica Ruble, [jruble@csg.org](mailto:jruble@csg.org), or 859-244-8179 for more information.

*Neville Kenning, Hay Group's Vice President, said, "We became a corporate member to show our ongoing commitment to NASPE and its member states. When the opportunity for corporate membership became available, we wanted to be an 'original' corporate member. We wanted to reinforce to NASPE and its member states that Hay Group is committed to providing value-added human resources consulting services."*

## Enjoy the Benefits of being a NASPE Corporate Member

### Who Can Join

Private-sector organizations serving the state government human resource management arena are welcomed and encouraged to join the association as corporate members. The organization holds the membership, with one employee serving as the primary contact.

### Web Site

The association's Web site, at [www.naspe.net](http://www.naspe.net), is updated daily and shares news headlines from around the country on human resource management issues. In addition, you can find information on association activities, register for events, purchase publications, and access the Members Only section of the site. The Members Only area includes a document library for members to post reports and articles of interest, member contact information, survey results, NASPE publications, and much more.

### Networking

NASPE provides an opportunity for government and corporate members to meet and communicate throughout the year to discuss issues and solutions to problems facing state government human resource management.

### Publications

NASPE produces several publications. Each week, members receive the *NASPE E-xecutive*, an on-line newsletter with national headlines affecting state personnel administration. NASPE also publishes a quarterly electronic newsletter, *Inside NASPE*, featuring state trends and association news. For more information about NASPE's publications go to [www.naspe.net](http://www.naspe.net).

### Research and Information

NASPE has made a dedicated effort to be a valuable information resource for its members. The association conducts numerous surveys on topics of interest to the membership and often works with other organizations on research projects. NASPE also is interested in working with its private-sector partners on research initiatives. Each quarter, the association presents teleconferences featuring national experts speaking on timely topics.

### Annual Meeting

NASPE's Annual Meeting is held each summer and allows attendees to share ideas and build relationships with people from all facets of the HR management industry. The program features expert speakers from both the public and private sectors on a variety of important topics. NASPE members and non-members are asked to submit presentation proposals each year for possible selection for the program. Private-sector organizations also have sponsorship opportunities.

### Affiliation

NASPE is an affiliate organization of The Council of State Governments. Founded in 1933, CSG is a non-partisan, non-profit organization that seeks to foster excellence in state government. Members of the Council include all appointed and elected officials from the three branches of state government and U.S. territories.

## Corporate Membership: \$3,500

### Membership includes:

- On-going contact with state HR Directors
- Regular updates on state HR trends
- Posted on the NASPE website under an on-line vendor guide:
  - Company logo
  - 100-word company description
  - Company URL and tag line with linked e-mail
- Discounted rate to present during NASPE Webinar Series
- Participation in year-round NASPE events



*NASPE's Vision:  
NASPE will be recognized  
as the authority on state  
government human  
resource issues.*

## **NASPE Mid-Year Meeting**

**January 29–31, 2010 • The DuPont Hotel • Washington, DC**

The key to the success of NASPE is through the network provided to our members. The NASPE Mid-Year Meeting is specifically designed to maximize the networking and interaction between the chief personnel executives and deputies from each state. This meeting is open only to Chief State Personnel Executives and Deputy Directors providing an intimate appeal to organizations who would like to express their support.

### **As a Meeting Sponsor (\$500), your company is entitled to:**

- One-page letter about company to be placed in each attendee packet
- Signage using company logo
- Company information including link to their website listed on the NASPE Mid-Year Meeting home page
- Recognition of company in e-newsletters: *NASPE E-xecutive* and *Inside NASPE*
- Recognition on all correspondence with attendees

### **As a Meeting/Reception Event Sponsor (\$1,250), your company is entitled to:**

- All above benefits *plus this special invitation:*
- NASPE collectively recognizes Reception Event Sponsors for sponsoring the Friday evening Welcome Reception in addition to the meeting. Up to two (2) attendees from each sponsoring organization are encouraged to attend the Welcome Reception. This is an excellent opportunity to meet state personnel directors and deputy directors from across the country in one location. One company representative will have the opportunity to give a 3 to 5 minute informal presentation (no A/V provided).

### **Why should my organization sponsor this event?**

NASPE represents each state government's human resource management director and deputy director—the persons responsible for making strategic human resource management decisions in state government. This meeting allows attendees to participate in a unique peer-to-peer information sharing and networking opportunity focused on vital human resource issues that are affecting state personnel agencies across the country. Issues often include: benefits administration, total compensation, classification, workforce planning, recruitment and retention strategies, training and development, and human resource information systems. Areas of particular interest to the membership include human resource metrics, strategic human resources architecture, and the future of the state government workforce.

### **Sponsor Sign-Up Deadline**

There is no deadline to be a sponsor at the NASPE Mid-Year Meeting. Obviously, the sooner your organization commits to sponsorship the more recognition you'll receive. If sponsorship is committed less than 14 days prior to the beginning of the meeting, NASPE will make every effort but cannot guarantee that an organization will be listed on all printed materials and signage due to printing, copying and shipping deadlines. Contact Jessica Ruble at [jruble@csg.org](mailto:jruble@csg.org) or 859-244-8179 for sponsorship information.

# NASPE Annual Meeting

July 24-28, 2010 • The W Hotel • Atlanta, Georgia

The meeting is open to NASPE members, senior state government HR staff in both the central human resource agencies as well as line agencies, and representatives from companies such as yours.

## Sponsor Spotlight

This is a hit with meeting sponsors. During the President's Reception, your company's representative(s) is given an opportunity to highlight your products and services and let attendees know how your company can help them reach their goals. A sales pitch is fine—the time is all yours! *(Note: Speaking time is allotted based on number of speakers.)*

## Table-Top Exhibits

Gold, Platinum, Diamond, Pinnacle and Premier Sponsors are given a table-top exhibit space in an area just outside the main conference meeting room. During scheduled breakfasts and breaks, meeting attendees visit each table to learn more about your company, its products and services. Attendees are encouraged to visit each table by having an opportunity to draw for prizes. NASPE provides tickets to the sponsors to pass out to those who visit your table—the longer they speak with you, the more tickets you could give for them to better their chances in winning prizes.

## Banners

Premier, Pinnacle and Diamond sponsors may provide a banner to be hung in the General Session room. The banner must not exceed four feet (48 inches) in width or height. Details are included in the follow-up instruction after commitment is made.

## Remarks

Premier, Pinnacle and Diamond sponsors will be given an opportunity to make comments during a conference function. These remarks must not exceed five minutes and no audio/visual presentation will be permitted.

## Sponsor Sign-Up Deadline

There is no deadline to be a sponsor for the NASPE Annual Meeting. Obviously, the sooner your organization commits to sponsorship the more recognition you'll receive. If sponsorship is committed less than 14 days prior to the beginning of the meeting, NASPE will make every effort but cannot guarantee that an organization will be listed on all printed materials and signage due to printing, copying, and shipping deadlines.

## Sponsor Registration

Complete the online registration form at [www.naspe.net](http://www.naspe.net). Once your completed form is received, you will receive an e-mail confirmation, along with follow up instructions and information requests so that you may receive maximum benefit from your sponsorship. Contact Jessica Ruble at [jruble@csg.org](mailto:jruble@csg.org) or 859-244-8179 for sponsorship information.

## NASPE's Mission:

*NASPE provides a national leadership forum to advance state government human resources through the exchange of best practices, strategies and solutions.*

## Sponsorship Benefits and Opportunities

### NASPE Annual Meeting

#### As a Meeting Sponsor, your company is entitled to:

- Sponsor Spotlight presentation at the President's Reception
- One-page letter or brochure about company to be placed in attendee meeting registration packet;
- Program acknowledgement;
- Signage and recognition by company name;
- Preliminary attendance list e-mailed weekly starting six weeks prior to the meeting;
- Acknowledgement on the Annual Meeting Sponsors' page at [www.naspe.net](http://www.naspe.net).

#### Premier Sponsor: \$25,000 (first come, first serve)

- Five complimentary meeting registrations
- Sole sponsor of the premier key-note speaker (1)
- Table-top exhibit space
- Opportunity to hang, at NASPE's discretion, company banner in General Session meeting room
- Featured article in the Special Edition of *Inside NASPE*
- Receive an extra 3 minutes at the Sponsor Spotlight
- Opportunity for one company representative to make comments during a conference function
- Sunday's Divider Page in the meeting's Speaker Book with your company's logo and contact information
- Company recognition on the daily newsletter of the Annual Meeting

#### Pinnacle Sponsor: \$15,000

- Four complimentary meeting registrations
- Table-top exhibit space
- Opportunity to hang, at NASPE's discretion, company banner in General Session meeting room
- Pinnacle sponsors will share sponsorship of Monday night's social event
- Opportunity for one company representative to make comments during a conference function
- Pinnacle sponsors collectively share Monday's Divider Page in the meeting's Speaker Book
- Company recognition on Monday's daily newsletter of the annual meeting

#### Diamond Sponsor: \$10,000

- Three complimentary meeting registrations
- Table-top exhibit space
- Opportunity to hang, at NASPE's discretion, company banner in General Session meeting room
- Opportunity for one company representative to make comments during a conference function

- Diamond sponsors collectively have recognition for sponsoring the annual meeting's Awards Dinner held on Tuesday evening
- Diamond sponsors collectively share Tuesday's Divider Page in the meeting's Speaker Book with company's logo and contact information
- Company recognition in Tuesday's daily newsletter of the annual meeting

#### Platinum Sponsor: \$7,500

- Two complimentary meeting registrations
- Table-top exhibit space
- Platinum sponsors collectively have recognition for sponsoring the meeting's keynote speakers (with exception of the Premier Keynote)
- Platinum sponsors collectively share Wednesday's Divider Page in meeting's Speaker Book with company's logo and contact information

#### Gold Sponsor: \$5,000

- One complimentary meeting registration
- Table-top exhibit space
- Gold Sponsors collectively have recognition for sponsoring all lunches

#### Silver Sponsor: \$3,000

- One complimentary meeting registration;
- Silver Sponsor(s) collectively have recognition for sponsoring all breakfasts, including signage and recognition by company name

#### Bronze Sponsor: \$1,500

- Bronze Sponsor(s) collectively have recognition for sponsoring all breaks

## Terms and Conditions

These terms and conditions apply to NASPE corporate membership and sponsorship for 2010. NASPE reserves the right to change pricing and terms and conditions in future years.

### Payment

NASPE corporate member and/or sponsor agrees to make full payment within 30 days of invoice receipt. Should the vendor be unable to meet these terms, NASPE reserves the right to discontinue membership and/or sponsorship benefits unless both parties agree, in writing, to amended terms.

### Acceptance of Membership and/or Sponsorship Application

NASPE will accept members and sponsors whose products, services or information can be of benefit to association members and whose products, services or information related to state government human resource management. Applicant will be notified when media sponsorship and/or corporate membership is approved by NASPE. If an application is not approved, a full refund will be granted to the applicant.

### Corporate Membership

NASPE corporate membership shall be comprised of private-sector organizations providing products or services for state human resource administration. Each organization shall have one primary contact. Corporate members will have no voting power. Corporate membership does not constitute an endorsement by NASPE. Corporate members may not suggest that NASPE authorizes or approves any product or practice of the member organization.

### Sponsorship

NASPE meeting sponsorship does not constitute an endorsement by NASPE. Sponsors may not state or suggest that NASPE authorizes or approves any product or practice of the sponsoring organization.

### Content Liability

NASPE will make every effort to avoid mistakes in any content published as part of a member or sponsor benefit. However, NASPE cannot accept liability for any errors due to third parties, subcontractors or inaccurate instructions.

NASPE will make every effort to use copy provided by the member or sponsor for publications related to a member or sponsor benefit. However, NASPE does reserve the right to edit minimally for clarity and brevity as well as appropriateness for the publication. If NASPE deems the content is not appropriate or does not meet copy specifications, NASPE will make every effort to contact the corporate member or sponsor for revised copy, but does reserve the right not to publish the original copy in such case that revised copy is not provided.

If NASPE does not receive copy or information from a corporate member or sponsor by the stated deadline, NASPE does not guarantee that the member's or sponsor's copy or information will be included in the publication as part of the member or sponsor benefit.

### Annual Meeting Sponsorship/Table-Top Exhibits

Gold, Platinum, Diamond, Pinnacle and Premier sponsors of the NASPE Annual Meeting will be provided table-top exhibits in the foyer of the Annual Meeting's general session meeting room. These table-top exhibits include a skirted 6-8 ft table (depends on the hotel) and electricity. Providing and/or contracting for all other equipment, such as audio-visual and company signage, is the responsibility of the sponsor. Security is limited to the hotel's usual security standards; no additional security, including overnight, will be provided.

### NASPE

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