



# Marketing Opportunities

2013 NAPCP 14th Annual

Commercial Card and Payment Conference

## Inside:

Last Year's Conference	2
2013 Conference Details	3
Schedule of Events	3
Marketing Exposure	4
Exhibit Hall	5-6
Deadlines & Incentives	7
Consultants Opportunity	8
Product & Technology Demo	9
Conference Sponsorships	10-15
Provider Directory	16
Value Packages	16
Year-Round Sponsorship	17
Meet the NAPCP Staff	18

# Last Year's Conference Demographics



## 2012 Conference Demographics

**End-users: 52% Providers: 48%**  
End-user organizations represented: 226

### Experience Level

12% beginning  
48% intermediate  
40% advanced

### End-User Sector Breakdown

55% corporate  
19% higher education  
26% government/K-12 education

Both a recent NAPCP poll and survey of our end-user conference attendees indicate that 70% hold either primary or significant influence over the direction of their program.

“Best conference I have been to!”  
*2012 Conference Attendee*



“I love the networking! The sessions are great, the exhibitors are beneficial to interact with. I look forward to the conference every year!”

*Conference Attendee*

# 2013 NAPCP 14th Annual Conference



## Hyatt Regency New Orleans

April 14-17, 2013

<http://www.napcp.org/2013>

This year's conference attendees will enjoy the charm of New Orleans and the energy of a revitalized Hyatt property, centrally located downtown on the new streetcar line.

# 600

average Annual Conference attendance the last four years

The NAPCP Commercial Card and Payment Conference is the only event of its kind in the industry offering premier exposure to end-users and decision makers looking for today's solutions. In this economic climate, you can't afford to miss the **ONLY OPPORTUNITY** in 2013 to gain exposure to such a valued audience!

Since the attendees are focused on Commercial Card and Payment Solutions, related products and services, your sponsorship is extremely cost effective—not diluted as in other conferences that have a much broader focus.

### Tentative Schedule of Events

Sunday, April 14	Exhibitor Set Up Welcome Lounge Exhibit Hall Open Opening Cocktail Reception in the Exhibit Hall	1:00–4:00 p.m. 4:00–5:00 p.m. 5:00–8:00 p.m. 6:30–7:30 p.m.
Monday, April 15	Exhibit Hall Open Breakfast in the Exhibit Hall Opening General Session Box Lunch in the Exhibit Hall Breakouts and Roundtables Dessert Break in the Exhibit Hall Closing Cocktail Reception in the Exhibit Hall Exhibit Tear-Down	7:30–8:30 a.m. <i>and</i> 11:15 a.m.–6:00 p.m. 7:30–8:30 a.m. 8:45–10:15 a.m. 11:15 a.m.–12:45 p.m. 12:45–5:00 p.m. 2:30–3:15 p.m. 5:00–6:00 p.m. 6:00–7:45 p.m.
Tuesday, April 16	General Session Breakouts and Hot Topics Industry Networking Luncheon Members-Only Event	8:45–10:15 a.m. 10:30 a.m.–4:30 p.m. 12:30–1:30 p.m. 4:45–7:00 p.m.
Wednesday, April 17	Breakfast & Breakouts	8:00 a.m.–12:00 p.m.



The Annual Conference kicks off Sunday, April 14, with a cocktail reception in the Exhibit Hall. On Monday, breakfast, lunch, dessert and a second cocktail hour are all catered in the Exhibit Hall.

# Half-a-Year of Valuable Marketing Exposure

Commit now to gain full exposure from October 2012-April 2013

<b>E-mail Communication</b>	<p>20 dedicated conference emails to audience of 7,500</p> <ul style="list-style-type: none"> <li>• Bi-weekly October-December 2012; weekly January-April 2013</li> <li>• Average conference e-mail open rates: NAPCP members, 50%; subscribers, 20% (above industry benchmarks)</li> <li>• Every e-mail includes links to provider participation webpages</li> <li>• Six content-focused e-mails highlight Partner Sponsor breakout sessions and Product &amp; Technology Demonstration sessions</li> <li>• One e-mail dedicated to provider participation (deadline: Jan. 15!)</li> </ul>
<b>NAPCP Website</b>	<ul style="list-style-type: none"> <li>• Webpages highlight your participation in the Exhibit Hall, Product &amp; Technology Demonstration, Sponsorship(s) and One-on-One meeting information.</li> <li>• Your logo and company url included. Visit <a href="http://www.napcp.org/2013">www.napcp.org/2013</a> to learn more.</li> </ul>
<b>Direct Mail Communication</b>	<ul style="list-style-type: none"> <li>• The NAPCP promotes the conference (including Exhibit Hall, Product &amp; Technology Demonstration, and One-on-One meeting opportunities) through direct mail postcards mailed to 6,500 individuals between November and March.</li> </ul>
<b>Onsite at the Conference</b>	<ul style="list-style-type: none"> <li>• Printed program distributed onsite to all attendees includes your full-color logo and company url</li> <li>• Poll indicates that nearly 100% of attendees keep their program for referral later in the year</li> <li>• Some sponsorship opportunities include signage with your logo</li> </ul>
<b>Events in the Exhibit Hall</b>	<ul style="list-style-type: none"> <li>• Opening night cocktail hour, Sunday, April 14</li> <li>• Continental breakfast Monday, April 15</li> <li>• Box lunch Monday, April 15</li> <li>• Dessert break Monday, April 15</li> </ul>

## EARLY SIGNING BONUS INCENTIVE

Submit your Exhibit Hall contract and payment by October 1, 2012, and receive \$400 off a second full conference pass

**PLUS**

your choice of a conference event sponsorship for 50% off!  
*(see pages 12-13 for qualifying event sponsorships and terms)*

# Why You Need to Be Here

## Ensure Visibility

Take the opportunity to discuss your program with prospects and connect with current clients

## Showcase Solutions

Grow your brand awareness by showcasing solutions to the NAPCP audience

## Introduce Products

Distinguish yourself in the market, deliver your feature functionality and introduce your products to end-users



**83%**

of the surveyed 2012 Commercial Card and Payment Conference attendees indicated they found valuable solutions and usable products in the Exhibit Hall.

**95%**

of surveyed attendees gave the NAPCP Exhibit Hall an excellent, very good or good rating.

**Showcase your products to hundreds of attendees, engage with customers and interact with your target market! Being an exhibitor allows you to build new relationships and strengthen existing ones.**

“The NAPCP conference and exhibit hall were outstanding. Great way to continue to network with others in the industry! Thanks for everything you did to create a successful networking and learning environment.”

*Quote from conference exhibitor*

# Exhibit Hall

## Your exhibitor package includes

- six-foot, skirted table(s) with chair (see pricing below) based on availability through April 2013
- one complimentary, non-transferable full conference pass
- full-color logo and website address in the *Exhibitor Fair* section of the printed program (sign by January 15, 2013)
- recognition on Exhibit Hall webpage with logo and name of organization
- valuable marketing exposure (see page 4)

	1 Table	2 Tables	3 Tables
NAPCP Elite Partner Sponsors	FREE	FREE	FREE
NAPCP Platinum Partner Sponsors	FREE	FREE	\$1,500
NAPCP Gold Partner Sponsors	FREE	\$1,500	\$2,500
NAPCP Silver and Alliance Partner Sponsors	\$2,500	\$3,500	\$4,500
Non-Partner Sponsors	\$3,500	\$5,000	\$6,500

**TWO EASY STEPS**  
to secure your  
Exhibit Hall package

Download an Exhibit Hall contract PDF at  
[www.napcp.org/confmarketing](http://www.napcp.org/confmarketing)

Fax the completed, signed contract to  
Kara Austrum at (952) 546-1857

**NOTE:** Your choice of booth location in the Exhibit Hall will be contingent upon NAPCP Partner Sponsor level, history with the NAPCP, date of signed contract and payment received.

**Contact** Don't miss the opportunity to connect with industry professionals and decision makers. Contact Kara Austrum today at (952) 546-1880 ext. 7 | [Kara\\_Austrum@napcp.org](mailto:Kara_Austrum@napcp.org)

## EARLY SIGNING BONUS INCENTIVE

Submit your Exhibit Hall contract and payment by October 1, 2012,  
and receive \$400 off a second full conference pass

**PLUS**

your choice of a conference event sponsorship for 50% off!  
(see pages 12-13 for qualifying event sponsorships and terms)

# Incentive Deadlines and Money-Saving Offers

<p><b>Incentive Deadline</b></p>	<p>Submit contract and payment for your 2013 Exhibit Hall presence and you receive...</p>
<p><b>October 1</b></p>	<p>From August through October 1:</p> <ul style="list-style-type: none"> <li>• 50% off an event sponsorship of your choice (see pages 12-13) <i>*an event sponsorship contract and payment must be received by October 1</i></li> <li>• \$400 off a second full conference pass</li> <li>• Recognition in the first conference e-mail</li> </ul>
<p><b>December 31</b></p>	<p>From October 2 through December 31:</p> <ul style="list-style-type: none"> <li>• 25% off an event sponsorship of your choice (see pages 12-13) <i>*an event sponsorship contract and payment must be received by December 31</i></li> </ul>
<p><b>January 15</b></p>	<ul style="list-style-type: none"> <li>• Color logo and company url in the Annual Conference onsite printed program</li> </ul>



Conference signage and sponsored items include your logo for brand recognition that lasts beyond the conference.

## New Opportunity for Consultants Only

### “Ask an Expert” Corner—\$2,995

Sunday, April 14, 2013 | 5:00—8:00 p.m.

Monday, April 15, 2013 | 7:30—8:30 a.m. and 11:15—6:00 p.m.

End-user organizations are looking for guidance—be there to discuss how you can work together. Consultants, secure space inside the Exhibit Hall but outside the traditional booth area in the “Ask an Expert” Corner. The NAPCP is proud to offer our preferred consultants this new opportunity in 2013 designed to help you showcase your unique offering to our audience, both efficiently and economically. By confirming your presence in the “Ask an Expert” Corner, you will...

- enjoy the exclusive opportunity to showcase your company and your unique area of expertise
- engage end-users in one-on-one dialogue allowing you to learn about their areas of concern and educate them on the solutions you provide
- cultivate relationships with your target audience that will help you increase your visibility throughout the year
- secure your image as an expert in your specific area of knowledge and service

We will post your company profile on our website so attendees can schedule appointments in advance. The Exhibit Hall schedule also leaves plenty of time for interested individuals to walk up and learn more.

### Your package includes:

- assigned, seated, labeled area to conduct meetings
- full-color logo, company profile, and website address in the printed conference program (sign by January 15, 2013)
- recognition on the “Ask an Expert” webpage with logo, company profile, and website address along with instructions for booking an appointment prior to the conference (*live October 2012—April 2013*)
- one non-transferable conference pass
- valuable marketing exposure (see page 4)
- logo and listing in the *2013 Provider Directory*

\* The *Provider Directory* is distributed to all conference attendees and direct-mailed to NAPCP members/complimentary subscribers (7,500). The *Provider Directory* is available online 24/7 on the NAPCP website and is also distributed at all industry events in which the NAPCP participates. Please see page 16 for additional information.

### How to start a conversation in the “Ask an Expert” Corner:

- offer a white paper
- provide results of a survey(s) relevant to commercial payments
- bring promotional giveaways
- endless possibilities; think about what makes your expertise and services unique

To secure your space in the “Ask an Expert” Corner, contact Kara Austrum for contract and complete details. [Kara\\_Austrum@napcp.org](mailto:Kara_Austrum@napcp.org) | 952-546-1880 ext. 7



# Product & Technology Demonstration

## YOUR OPPORTUNITY TO SELL

Gain the undivided attention of the NAPCP's targeted end-user audience through a Product & Technology Demonstration; a live, interactive look at your organization's product or technology offering. This is your opportunity to sell your organization by having full control over the content and message.

Demonstration sessions are limited, so please respond to Kara\_Austrum@napcp.org or (952) 546-1880 ext. 7.

### Your demonstration package includes

- listing in the conference printed program Product & Technology Demonstration section, including full-color logo and 60-word demo description (payment and contract due by January 15, 2013, for printed program)
- valuable marketing exposure (see page 4)
- a 45-minute demonstration session
- one complimentary conference registration for your demonstration host
- seating for 75 attendees
- LCD projector and screen
- Internet connection

### Pricing

Product & Technology Demo	Cost
Partner Sponsor	Free
Non-Partner Sponsor	\$3,000

### THREE EASY STEPS to secure your Product & Technology Demonstration

1. Download a Product and Technology Demonstration contract PDF at [www.napcp.org/confmarketing](http://www.napcp.org/confmarketing)
2. Fax the completed, signed contract to Kara Austrum at (952) 546-1857
3. E-mail your demonstration title and 60-word description to Kara\_Austrum@napcp.org. **Please note:** to appear in the conference **printed** program, you must submit your title and description by **January 15, 2013**.

### Important Details

**\*Payment.** A signed contract and full payment will be required of confirmed demonstrators. Payment is due on or before January 15, 2013. In the event space reservation is not finalized or payment is not received, space reservation is subject to termination and the NAPCP may then re-assign the space to applicants on the waiting list. Please note that demonstrators will not receive any of the listed benefits prior to receiving full payment.

**Security.** Each demonstrator will be responsible for providing their own security to monitor and/or restrict attendance. The NAPCP, their employees, and agents are not responsible for the entrance of attendees from competing entities and any other security mishaps.

**Cancellation policy.** You will receive a 50% refund if your cancellation notice is received on or before January 15, 2013. No refunds will be made for cancellations received after January 15, 2013. In the event the conference is cancelled by the NAPCP for any reason, the liability of the NAPCP shall be limited to a refund of all monies paid by the demonstrator.

# Conference Sponsorship Opportunities



## Learn more about sponsorship opportunities

<b>Thought Leadership Sponsorships</b>	<b>page</b>
General Sessions/Keynote Speakers .....	11
Attendee Choice Hot Topic Discussions .....	11
<b>Event Sponsorships</b> Exhibitors, save 50% through October 1 (see page 7)	
Welcome Lounge .....	12
Exhibit Hall Cocktail Receptions .....	12
Continental Breakfast .....	12
Box Lunch in Exhibit Hall (Monday) .....	13
Dessert Break .....	13
Industry Networking Lunch .....	13
Tuesday Coffee Break .....	13
<b>Attendee Registration Packet Sponsorships</b>	
USB Flash Drives .....	14
Pens .....	14
Folders .....	14
Notepads .....	14
<b>Unique Sponsorships</b>	
Onsite One-on-One Meetings .....	15
Cyber Station in the Exhibit Hall .....	15
Cyber Station Tuesday & Wednesday .....	15
<b>NEW</b> Wireless Internet Provider for Conference .....	15

### EARLY SIGNING BONUS INCENTIVE

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**PLUS**

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(see pages 12-13 for qualifying event sponsorships and terms)

# Thought Leadership Sponsorships

## Monday Opening General Session Tuesday Opening General Session

**SOLD**

The conference general sessions bring scores of attendees to the ballroom where you'll make a big impact on an enthusiastic audience! As the sponsor, you have the opportunity to:

- welcome our attendees
- introduce the speaker(s)
- promote your business with handouts or giveaways at every seat
- receive recognition through both on-screen and in-room signage
- customize the opening | we will work with your team to create a sharp and entertaining presentation

Please contact Kara\_Austrum@napcp.org or (952) 546-1880 ext. 7 to discuss your ideas.

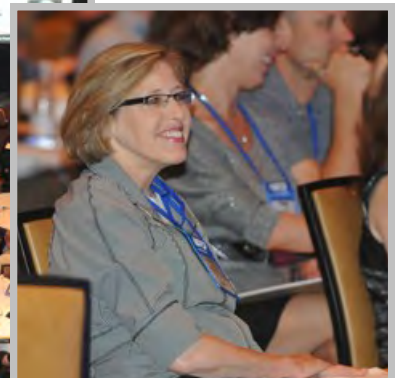
Sponsorship	Cost
Partner Sponsor	\$5,500.00
Non-Partner Sponsor	\$7,000.00

## Attendee Choice Hot Topic Discussions

**ATTENDEE FAVORITE**

We are polling our attendees pre-conference to determine the most challenging issues they face today. The Hot Topic breakout sessions will provide an arena for attendees to come together and discuss these issues and discover solutions. Demonstrate your commitment and interest to end-user challenges by sponsoring a Hot Topic session room. You will have the opportunity to greet attendees and facilitate the discussion. Your support will be recognized in the printed program and signage with your company logo.

Sponsorship	Cost
Partner Sponsor	\$1,500.00
Non-Partner Sponsor	\$2,000.00



Opening General Session at the 2012 Annual Conference. Don't miss your opportunity to demonstrate your thought leadership to a capacity crowd at the 2013 NAPCP 14th Annual Conference by sponsoring either General Session.

# Event Sponsorships

Exhibit Hall contract with payment and event sponsorship contract  
with payment must be received by October 1 to receive a 50% discount

## Welcome Lounge

Sunday, April 14, 4:00-5:00 p.m.

Get a head start making connections by being the first to sponsor this networking opportunity. Help us welcome attendees prior to the Exhibit Hall opening by sponsoring the Networking Welcome Lounge. The lounge will be open from 4:00-5:00 p.m. on Sunday and refreshments will be served. The Welcome Lounge will be set up to offer networking opportunities for our attendees based on industry or other related topics. As the sponsor, you would greet attendees from your welcome desk (signage provided) and have the option of offering a welcome gift of your choice.



Sponsorship	Cost
Partner Sponsor	\$5,000.00
Non-Partner Sponsor	\$6,500.00

## Exhibit Hall Cocktail Receptions (two available)

Sunday, April 14, 6:30–7:30 p.m.—Opening Reception  
Monday, April 15, 5:00-6:00 p.m.—Closing Reception

Sponsorship	Cost
Elite Partner Sponsor	Free
Platinum—Alliance Partner Sponsor	\$5,000.00
Non-Partner Sponsor	\$6,500.00
Optional logo beverage napkins**	\$400.00
Optional glass wine glasses with logo imprint**	\$3,000.00
**contracts and logo artwork due Tuesday, January 15, 2013, to be included in the printed program & produce an advertising specialty item	

## Continental Breakfast (three available)

Monday, April 15, 7:30—8:30 a.m.  
Tuesday, April 16, 7:30-8:30 a.m.  
Wednesday, April 17, 8:00—9:00 a.m.

Be the first to greet attendees in the morning with a delicious breakfast, custom coffee mug and napkins. Signs recognizing your sponsorship will be staged at the entrance. Stand out from the competition and gain valuable brand recognition during breakfast and back home at the office.

Sponsorship	Cost
Partner Sponsor	\$6,000.00
Non-Partner Sponsor	\$7,500.00
Optional logo luncheon—size napkins*	\$500.00
Optional logo coffee mugs*	\$3,000.00
**contracts and logo artwork due Tuesday, January 15, 2013, to be included in the printed program & produce an advertising specialty item	

## Event Sponsorships (continued)

Exhibit Hall contract with payment and event sponsorship contract with payment must be received by October 1 to receive a 50% discount

### Lunch in the Exhibit Hall on Monday

Monday, April 15, 11:15–12:45 p.m.

This is a great opportunity to establish your company as “high-value” to the industry. A myriad of lunch options are available. Please contact Kara\_Austrum@napcp.org by January 15, 2013.

Sponsorship	Cost
Partner Sponsor	\$8,500.00
Non-Partner Sponsor	\$10,000.00



### Dessert Break in Exhibit Hall

Monday, April 15, 2:30–3:15 p.m.

We're saving dessert for last to give you valuable exposure inside the exhibit hall. Add coordinating logo napkins for a tidy finishing touch on this sponsorship opportunity. Please contact Kara\_Austrum@napcp.org by January 15, 2013.

Sponsorship	Cost
Partner Sponsor	\$5,000.00
Non-Partner Sponsor	\$6,500.00
Optional logo napkins	\$500.00

### Industry Networking Luncheon

Tuesday, April 16, 12:30 p.m. to 1:30 p.m.

Back for another successful year is the popular Industry Networking Luncheon where attendees are seated with others by industry or interest to discuss best practices, successes and challenges. This event is always listed as one of the most popular of the conference, don't miss out on the opportunity to demonstrate your thought leadership during these great networking discussions. Help facilitate the event and gain brand recognition with your logo\* on the giant LCD screen and every table tent card. Please contact Kara Austrum to create a customized luncheon package.

Sponsorship	Cost
Partner Sponsor	\$8,500.00
Non-Partner Sponsor	\$10,000.00

\*contracts and logo artwork due Tuesday, January 15, 2012

### Tuesday Coffee Break

Keep the conference energy level "up". We will customize this break for you; many options are available. Contact Kara\_Austrum@napcp.org or (952) 546-1880 ext. 7.

Sponsorship	Cost
Partner Sponsor	\$4,000.00
Non-Partner Sponsor	\$5,500.00

contracts and logo artwork due Tuesday, January 15, 2013

To secure any of the conference sponsorship opportunities, contact Kara Austrum for contract and complete details. Kara\_Austrum@napcp.org | 952-546-1880 ext. 7

# Attendee Registration Folder Sponsorships

## Conference USB Flash Drives

NAPCP does not distribute hard copy presentations, making flash drives essential to those who prefer to download conference session presentations while onsite. USB flash drives imprinted with your company logo\* will be included in the conference folder distributed onsite to all attendees.

Sponsorship	Cost
Partner Sponsor	\$8,000.00
Non-Partner Sponsor	\$10,000.00

\*contracts and logo artwork due Tuesday, January 15, 2013

## Conference Pens

Conference pens travel around more than a busy industry professional! From briefcase to laptop bag to desktop, make it your pen that they reach for in the coming months. We'll select and order a quality logo\* pen and then ship it to the conference.

Sponsorship	Cost
Partner Sponsor	\$3,500.00
Non-Partner Sponsor	\$4,500.00

\*contracts and logo artwork due Tuesday, January 15, 2013

## Conference Folders

Your company logo\* (one color) will be in full view every time an attendee reaches for their 14th Annual Conference folder. We will pre-stuff all the attendee registration materials in this colorful, sturdy folder distributed onsite at the registration desk.

Sponsorship	Cost
Partner Sponsor	\$4,000.00
Non-Partner Sponsor	\$5,000.00

\*contracts and logo artwork due Tuesday, January 15, 2013

## Conference Notepads

Attendees appreciate having a place to take notes during sessions to bring back information they can rely on for post-conference referencing. Notepads will be distributed inside the conference folder and distributed to all conference attendees. Your company logo (one color) will be incorporated on each note pad.

Sponsorship	Cost
Partner Sponsor	\$3,000.00
Non-Partner Sponsor	\$4,000.00

\*contracts and logo artwork due Tuesday, January 15, 2013

## DON'T WAIT!

Sign up early to participate in the Annual Conference and take FULL advantage of the email campaign and NAPCP website exposure beginning October 2012.

[Weekly Emails](#)

[Provider Participation Webpage](#)

[Postcards](#)

[NAPCP Homepage](#)

# Unique Sponsorships

## Onsite One-on-One Meetings

Looking for one-on-one time with your current clients and new leads during the conference? We will provide meeting space where participating providers can conduct business meetings with clients and leads (meetings will take place in 3-4 breakout rooms meaning providers will share rooms). Your contact information will be listed on our website; attendees will pre-schedule appointments with you. Why wait until after the conference to move leads to the next level?

Participation	Cost
Alliance Partner Sponsor	\$2,500.00
Non-Partner Sponsor	\$4,000.00

## Cyber Station in the Exhibit Hall—Sunday & Monday

April 14 and April 15

Drive attendees to your exhibit table by sponsoring the cyber station in the Exhibit Hall. This will be the only Cyber station at the conference during this time period. You will receive preferred placement in the Exhibit Hall so that the cyber station is near your exhibit table. Options included in your sponsorship are: branded screen savers, mouse pads and opportunity to greet cyber station visitors. (*Exhibit table is purchased separately, you must have an exhibit table to participate in this sponsorship.*)

Sponsorship	Cost
Partner Sponsor	\$4,000.00
Non-Partner Sponsor	\$6,500.00

\*contracts and logo artwork due Tuesday, January 15, 2012

## **NEW** Cyber Station—Tuesday & Wednesday

April 16 and April 17

Once the Exhibit Hall closes, a new Cyber Station will open for the conference attendees near the registration desk. Options included in your sponsorship are: branded screen savers, mouse pads and an opportunity to greet the cyber station visitors.

Sponsorship	Cost
Partner Sponsor	\$4,000.00
Non-Partner Sponsor	\$6,500.00

\*contracts and logo artwork due Tuesday, January 15, 2012

## **NEW** Wireless Internet Provider—Exclusive Opportunity

This is a fantastic opportunity to provide wireless Internet access to attendees throughout the conference and meeting space. Place your company or product logo on the wireless Internet home page with a link to your Website. Display your company's logo on signage at key locations where attendees can access wireless Internet. This is a new sponsorship opportunity for this year and a great way to achieve name recognition at the conference.

Please contact Kara Austrum to discuss details and pricing. [Kara\\_Austrum@napcp.org](mailto:Kara_Austrum@napcp.org) | (952) 546-1880 ext. 7

### Your Own Unique Conference Marketing Opportunity

Work with the NAPCP to create your own unique offering—a customized marketing package that's perfect for your visibility and budgetary needs.

Contact [Kara\\_Austrum@napcp.org](mailto:Kara_Austrum@napcp.org) or call 952-546-1880 ext. 7.

*Please note—sponsorship of bags, lanyards and hotel keys are exclusive at the Platinum (and above) level of year round NAPCP Partner Sponsorship.*

# Provider Directory

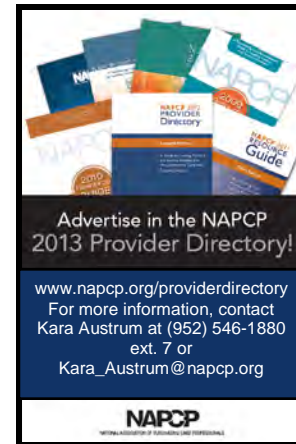
## Advertising Opportunity for Commercial Card and Payments Product and Service Providers

A golden rule of marketing is “narrow your focus,” so get ready to zero-in on thousands of Commercial Card and payment professionals by advertising in the *NAPCP 2013 Provider Directory*. Bring your P-Card-and payments message to our direct mail (distribution 7,500) and online audiences (*Provider Directory* downloads now exceed 1,000 per year for as little as \$550.00).

### Provider Directory Options and Rates

- |  |         |
|--|---------|
| <input type="checkbox"/> Logo and Listing (50 words & contact info.)               | \$550   |
| <input type="checkbox"/> Additional 50 words                                       | \$100   |
| <input type="checkbox"/> Full-page, Full-Color Advertisement                       | \$1,800 |
| <input type="checkbox"/> Full-page, Black-and-White Advertisement                  | \$1,000 |
| <input type="checkbox"/> Half-page, Full-Color Advertisement                       | \$1,600 |
| <input type="checkbox"/> Half-page, Black-and-White Advertisement                  | \$800   |
| <input type="checkbox"/> One-Page, Full-Color Advertorial (free with full-page ad) |         |

Contact Kara Austrum for additional details, benefits, and to receive a contract.



## Bundled Sponsorship Packages

### Conference and Year-Round Marketing Value Packages

Looking for new ways to stretch your dollars and increase your exposure? Our Value Packages will do just that, combining NAPCP Annual Conference and year-round opportunities at two different levels with significant savings!

<b>Package 1 - \$6,050 (\$1,000 Savings)</b>	<b>Regular Price</b>
One six-foot table in the Exhibit Hall*	\$3,500.00
Logo and listing in the <i>2013 Provider Directory</i> **	\$550.00
Product & Technology Demo at Annual Conference*	\$3,000.00
<b>TOTAL REGULAR PRICE BEFORE BUNDLE</b>	<b>\$7,050.00</b>

<b>Package 2 - \$7,550 (\$1,000 Savings)</b>	<b>Regular Price</b>
Two six-foot tables in the Exhibit Hall*	\$5,000.00
Logo and listing in the <i>2013 Provider Directory</i> **	\$550.00
Product & Technology Demo at Annual Conference*	\$3,000.00
<b>TOTAL REGULAR PRICE BEFORE BUNDLE</b>	<b>\$8,550.00</b>

\*Each value package includes two conference passes (one for exhibit staff, one for demonstration presenter) that is a \$2,190.00 value alone! Act now as Value Packages are limited based on availability of exhibit space and demonstration rooms.

\*\*The *Provider Directory* is distributed to all conference attendees and direct-mailed to NAPCP members/complimentary subscribers (7,500). The *Provider Directory* is available online 24/7 on the NAPCP website and is also distributed at all industry events in which the NAPCP participates.

Contact Kara Austrum for complete details and to reserve your bundled package.  
Kara\_Austrum@napcp.org | 952.546-1880 ext. 7



# Become an NAPCP Year-Round Partner Sponsor

As a Partner Sponsor, you will receive invaluable *year-round* exposure to our members and complimentary subscribers and the industry via our website, annual *Provider Directory* (formerly known as the *Resource Guide*), monthly e-mail communication (including the new *TransAct!* thought leadership e-mails), webinars, Annual Commercial Card and Payment Conference and regional forums. Annually, the NAPCP website receives an average of 97,000 visits from 44,000 unique visitors, giving you invaluable, year-round website exposure. NAPCP Gold Partner Sponsors (and higher) enjoy a logo on the NAPCP homepage, averaging 1,000 direct “clicks” per year. Our dedicated “Partner Sponsors” webpage includes your company logo, description and a hyperlink directly to your website 12 months a year—not just during the conference promotional period like many other associations. Direct “clicks” from company logos on the Partner Sponsor page average **400** per year.

As a Partner Sponsor, you’ll also receive recognition in:

- the NAPCP membership brochure
- the benefits summary mailed to new and renewing members each year
- conference e-mails promoting sessions, demos and exhibitors
- dedicated PowerPoint slide if you sponsor a Regional Forum
- announcement and hyperlink in the popular “NAPCP 60 days in 60 seconds” e-mail message

*Join this list of NAPCP Partner Sponsors!*

For additional details:

- visit our website at: [www.napcp.org/partnersponsor](http://www.napcp.org/partnersponsor)
- E-mail Kara Austrum at [kara\\_austrum@napcp.org](mailto:kara_austrum@napcp.org)
- call (952) 546-1880 ext. 7

**NAPCP Partner Sponsor Recognition**  
as of March 1, 2012

**GOLD SPONSOR**

- AMERICAN EXPRESS GLOBAL CORPORATE PAYMENTS**  
American Express continues to support the NAPCP for the 12th year, demonstrating a solid commitment to Commercial Card program success, payment innovation and new ways to work smarter.

**SILVER SPONSORS**

- Bank of America Merrill Lynch**  
Bank of America Merrill Lynch glows in the Silver spotlight, a steady and devoted Partner Sponsor since 2000 and a member of the NAPCP founding advisory team.
- MasterCard Worldwide**  
MasterCard Worldwide became a founding Partner Sponsor in 1999 and continues to demonstrate their confidence in the NAPCP and the industry with Silver Partner Sponsorship today.
- citi**  
A prominent force in the industry, Citibank maintains its Silver sponsorship, showing constant support for NAPCP and industry initiatives.
- SUNTRUST**  
Silver sponsor for a fifth year, SunTrust continues to shine as an active participant in NAPCP events and a leader in strategic payment solutions.
- Commerce Bank**  
Commerce Bank continues their strong service-oriented presence in the industry. The NAPCP appreciates the creative support from this valuable organization.
- UMB**  
Through NAPCP Silver Sponsorship, we can count on UMB to deliver forward-thinking products and services to the Commercial Card and payment market.
- First National Bank Omaha**  
First National Bank of Omaha maintains its Silver standing, with a dedicated focus and commitment to Commercial Card and payment programs nationwide.
- VISA COMMERCIAL**  
Visa Commercial remains an important contributor to NAPCP programs and resources. Their loyal support has been recognized and celebrated by the NAPCP since 2000.

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