

2020 CORPORATE MEMBERSHIP & SPONSORSHIP OPPORTUNITIES



VALUE IN
COLLABORATION



A photograph of the Golden Gate Bridge in San Francisco, California, taken at dusk. The bridge's towers and suspension cables are illuminated with warm lights, contrasting with the cool blue tones of the twilight sky and the dark water of the bay. The bridge stretches from the foreground into the distance, where the second tower is visible. The overall mood is serene and majestic.

ABOUT NASPE

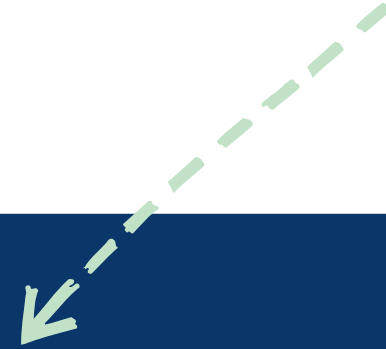
Founded in 1977, NASPE is a national leadership forum that advances state government human resources through the exchange of best practices, strategies, and solutions.

For more information, visit WWW.NASPE.NET.

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.

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



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 \$3,500 and are paid on a calendar year.



PARTNERSHIP IS KEY

→ 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 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 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 Executive* 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 listed on NASPE's website. The website also includes a members-only section that includes survey data, publications and updated membership rosters.



MEETINGS: SPONSORSHIP OPPORTUNITIES

> Mid-Year Meeting

The Mid-Year Meeting, held each year during the last weekend of January, brings together state HR Directors for roundtable discussions on the top issues of the day. This meeting is held in Washington, DC. NASPE corporate partners and sponsors may also participate in this meeting.

This meeting is for state government HR directors and deputy directors. Corporate members and sponsors may attend Friday evening and Saturday session through early afternoon.

> Annual Meeting

Held each July, the Annual Meeting brings together state HR directors and senior-level staff from around the country to hear thought leaders and to get an update on the latest HR trends. This meeting location rotates around the country.

This meeting is for state government HR directors, deputy directors, senior professionals in the central HR agency and line agency.

MEETINGS: SPONSORSHIP BENEFITS

Mid-Year Meeting

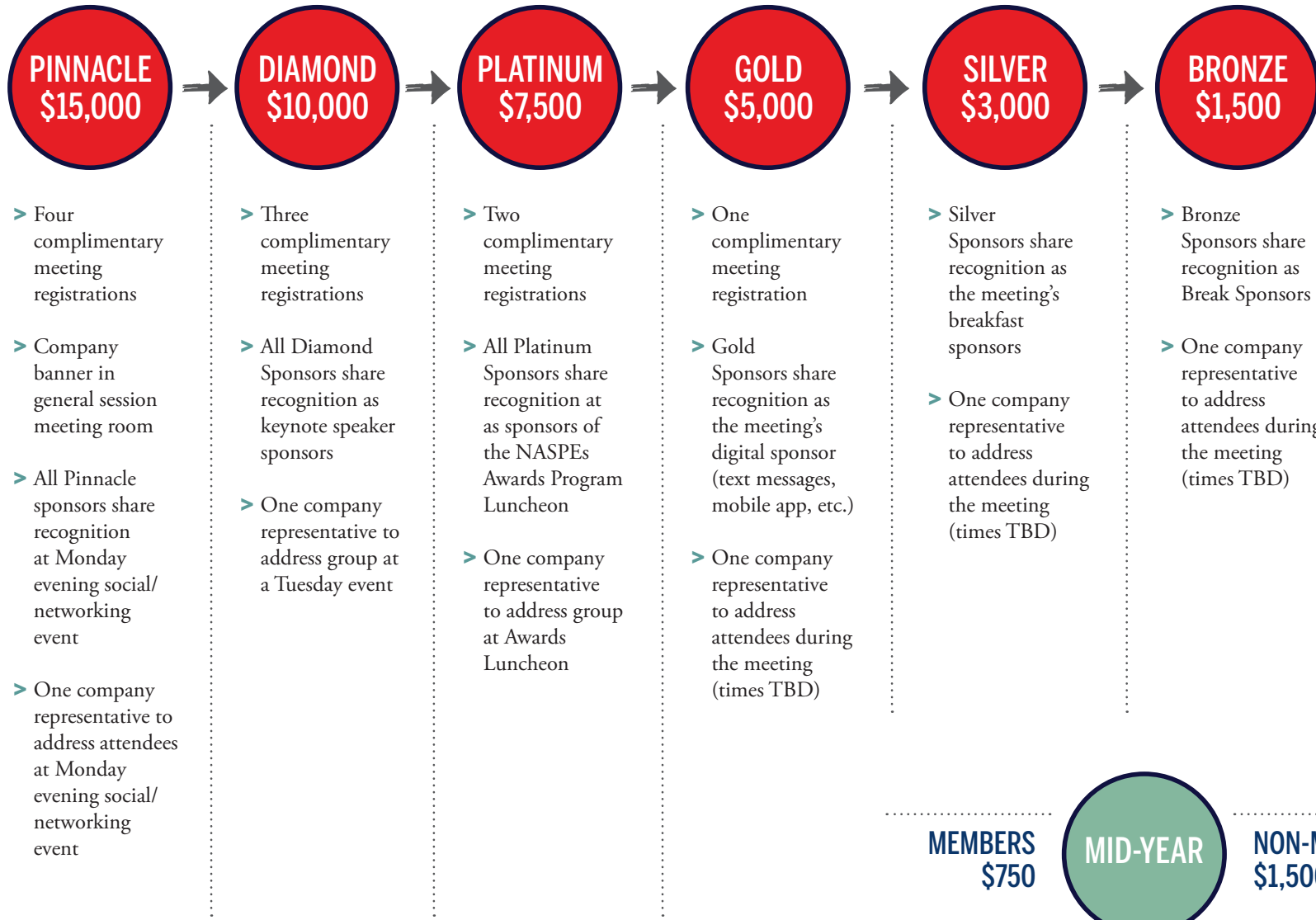
- > Collective recognition for sponsoring the Friday evening Welcome Reception
- > Attendance (Limit 2 attendees per organization at the Welcome Reception and Saturday sessions through early to mid-afternoon ET.)
- > Sponsor Spotlight: One company representative to give a 3-minute overview of your organization 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 postcorrespondence with attendees.
- > Sponsorship is subject to terms and conditions included on NASPE website.

Annual Meeting

- > 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 the 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.

CONNECT

ANNUAL MEETING SPONSORSHIP LEVELS



BUNDLED PRICING: [MEMBERSHIP + SPONSORSHIP]

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.

\$18,288

*Annual Meeting **Pinnacle** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship*

\$13,538

*Annual Meeting **Diamond** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship*

\$11,163

*Annual Meeting **Platinum** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship*

\$8,788

*Annual Meeting **Gold** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship*

\$6,888

*Annual Meeting **Silver** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship*

\$5,463

*Annual Meeting **Bronze** Sponsor with Corporate Membership & Mid-Year Meeting Sponsorship*

PRICELESS

The connections you'll make and the insights you'll gain by being part of the NASPE meeting cycle.



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*

THE NASPE CONFERENCE GIVES YOU ACCESS to decision makers who are looking for creative solutions to the challenges facing government. The government members are engaged, eager to learn, and understand that corporate partners are a key component to their success.” – *Enio Velazco, Ph.D, Global HR Executive & Business Transformation Advisor, SAP Success Factors*

2019 MEMBERS/SPONSORS



PINNACLE

Anthem | NEOGOV

DIAMOND

Cornerstone on Demand
Kronos | LinkedIn

PLATINUM

BenefitFocus | Infor | KPMG
Oracle | Workday

GOLD

Accenture | CPS HR Consulting | Deloitte
Optum/United Healthcare | SAP

SILVER

Kenning Consulting | Workplace Credit

BRONZE

JobAps | Winfertility

2020 MEETINGS

MID-YEAR MEETING

January 24-26
Madison Hilton Hotel
Washington, DC

ANNUAL MEETING

July 19-22
Omni Parker House
Boston, MA



NATIONAL ASSOCIATION OF
STATE PERSONNEL EXECUTIVES

1776 Avenue of the States
859.244.8182 | www.naspe.net