



BUILD YOUR BRAND.

INCREASE SALES & MARKET SHARE.

The Texas Payroll Conference enables your company to target payroll professionals and human resources management personnel from across Texas in firms and businesses who represent the cream of the crop in their profession. With focus on topics of payroll processes, tax, audit, outsourcing, global payroll, technology and more., exhibitors benefit from having highly qualified audiences who come to learn from nationally recognized speakers through top-notch agendas. Network with customers and prospects in relaxed settings, and enjoy first-class surroundings in which to showcase your products and services, and enhance your corporate identity.

Sponsorships position your company as a leader at a time when key decision-makers are eager to learn, and ready to help their firm or clients grow. So when you think about investing in face-to-face interaction at the Texas Payroll Conference, consider the impact that a sponsorship will make on key customers and prospects. Becoming a sponsor is easy. We offer sponsorships at many price-points, and all come with premium exhibit space and all exhibitor benefits! With any sponsorship you choose, you receive brand-building exposure with your corporate logo on signage, in general sessions, in the conference program and more. Exhibit space provides a turn-key selling platform, with draped side and back panels, carpet, a draped table, two chairs and wastebasket. You receive two full conference passes, and the chance to purchase additional passes at a significant discount. Multiple networking events on the expo floor give you the chance to interact with and engage buyers, showcase products and generate quality sales leads.

Benefits to Sponsors

TPC is one of the largest statewide conferences available to showcase products. You won't find a more attractive logistics platform – Which is why we offer you optimum contact opportunities before and after the conference and, above all, “live” on site:

- Average of 400 participants over the past three (3) years
- High-ranking decision-makers from the payroll industry
- Influential executives from this professional sector
- “Live” networking due to a centrally positioned exhibition area
- Follow-up contacts

Texas Payroll Conference offers customized pricing for exhibits and sponsorships, and all feature quality selling opportunities and valuable benefits. Some are outlined in the attached, while others are discussions that may take place with any Exhibitor Committee Member by e-mailing exhibitor@txpayrollconference.org.

September 20 — September 23, 2017

Omni Mandalay at Las Colinas
Irving, Texas





SPONSORSHIPS THAT FIT YOU!

Conference Sponsor — \$20,000 Exclusive

- Prominent Recognition as conference sponsor on conference materials
- Prominent Recognition as conference sponsor during general sessions
- Prominent Recognition as conference sponsor on TPC website (home page)
- Prominent Recognition as conference sponsor on event announcements
- Prominent placing of conference sponsor on attendee bag (large logo)
- A special gift provided to attendees during the conference, selected by TPC
- Logo on welcome sign
- Sponsor of the TPC Mobile App
- Double booth—10 x 20; prominent placement in exhibit hall
- Opportunity to address participants for 5 to 10 minutes (one time only)
- Recognition on conference follow-up communications
- Daily reminders to attendees contain sponsor logo
- Six (6) company representatives' onsite and attending luncheons
- Reserved table at Awards Celebration & the Friday Night Party for up to six (6) company representatives
- Full page black & white ad in program
- Listed in program as sponsor

SOLD

Customized Private Event Sponsor — \$12,500 Exclusive

- Let's create a magic event following the last class on Wednesday
- Customized to meet the needs of this exclusive private event
- Recognition during general sessions
- Recognition as a sponsor on TPC website
- Logo on sign
- Double booth—10 x 20; prominent placement in exhibit hall
- Two (2) tickets to the Friday Night Party
- Full page black & white ad in program
- Listed in program as sponsor

September 20 — September 23, 2017

Omni Mandalay at Las Colinas
Irving, Texas





SPONSORSHIPS THAT WORK!

Friday Night Theme Sponsor — \$15,000 Exclusive

- Recognition during general sessions
- Recognition during the Friday Night Party
- Recognition as sponsor on TPC website
- Logo on welcome sign
- Double booth—10 x 20; prominent placement in exhibit hall
- Logo on Friday night event signage
- Reserved table at Friday Night dinner for six (6) company representatives
- Full page black & white ad in program
- Listed in program as sponsor

SOLD

Music / Entertainment Sponsor — \$10,000 Exclusive

- Provides live music and entertainment for selected events & general session
- Logo on welcome sign
- Logo on signage for events
- Single Booth size 10 x 10
- Full page black & white ad in program
- Listed in program as sponsor
- Thank you announcement from podium
- Thank you announcement in Daily Reminder

Opening Keynote Speaker Sponsor — \$9,000 Exclusive

- Introduction of speaker at opening general session
- Sign at main stage of speaker sponsor
- Logo on welcome sign
- Company logo on website with speaker bio
- 3/4 page black & white ad in program
- Listed in program as sponsor
- Thank you announcement from podium
- Thank you announcement in Daily Reminder

September 20 — September 23, 2017

Omni Mandalay at Las Colinas
Irving, Texas





SPONSORSHIPS ENHANCE COMPANY VISIBILITY

Wi-Fi & Charging Station Sponsor — \$8,000 Exclusive

- Logo on charging stations
- Logo on Wi-Fi landing page
- Logo on welcome sign
- 3/4 page black & white ad in program
- Listed in program as sponsor
- Thank you announcement from podium
- Thank you announcement in Daily Reminder

Closing Keynote Speaker Sponsor — \$7,000 Exclusive

- Introduction of speaker at general session
- Sign on main stage of speaker sponsor
- Logo on welcome sign
- 3/4 page black & white ad in program
- Listed in program as sponsor
- Thank you announcement from podium
- Thank you announcement in Daily Reminder

Spirits Sponsor — \$5,500 Exclusive

- A spirit station set up beside booth
- Sign on the spirit station indicating name of sponsor
- Logo on welcome sign
- 1/2 page black & white ad in program
- Listed in program as sponsor
- Thank you announcement from podium
- Thank you announcement in Daily Reminder

Sold

September 20 — September 23, 2017

Omni Mandalay at Las Colinas
Irving, Texas





SPONSORSHIPS DOUBLE YOUR EXPOSURE

Photo Booth Sponsor — \$5,000 Exclusive

- Printed sign on the side or beside the photo booth
- Logo on photo prints with sponsor name
- Logo on welcome sign
- 1/2 page black & white ad in program
- Listed in program as sponsor
- Thank you announcement from podium
- Thank you announcement in Daily Reminder

SOLD

Volunteer Sponsor — \$1,750 Exclusive

- Company name on Volunteer Item
- Logo on welcome sign
- Listed in program as sponsor
- Thank you announcement from podium
- Thank you announcement in Daily Reminder

SOLD

First Time Attendee Sponsor — \$1,500 Exclusive

- Company name on first time attendee item
- Logo on welcome sign
- Listed in program as sponsor
- Thank you announcement from podium
- Thank you announcement in Daily Reminder

SOLD

Customized Opportunities Available

We can customize a sponsorship for you! Contact us today!

