



BUILD YOUR BRAND.

INCREASE SALES & MARKET SHARE.

The Texas Payroll Conference (TPC) 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. With any sponsorship you choose, you receive brand-building exposure of your corporate logo with one of the largest payroll conferences in the United States.

For additional information or for questions, please email the TPC Exhibitor Chair at exhibitor@txpayrollconference.org.

Sponsorship Levels

New for the 2018 conference year, sponsorship levels have been created. There are five levels: Diamond, Platinum, Gold, Silver, and Bronze. Diamond is an exclusive sponsorship reserved for the "Conference Sponsor." The remaining four levels are non-exclusive and are open to any sponsor. Each level comes with numerous standard benefits.

Sponsorship Opportunities

Beyond the tiered structure, we also offer specific sponsorship opportunities. Each opportunity is to sponsor a specific item. For example, our Friday Night Party sponsorship receives extensive exposure as the Friday Night Party Sponsor, as well as being a Platinum sponsor of the Texas Payroll Conference. Each opportunity falls within a level, based on its price, and each comes with all of the standard benefits of that level.

Sponsors may choose a specific sponsorship opportunity OR they may also choose to sponsor at the base level price separate of any listed opportunities.

The following pages outline the various levels and related benefits as well as any currently listed sponsorship opportunities. For more information, please contact the Exhibitor Chair at exhibitor@txpayrollconference.org.



2018 TPC Sponsorship Levels and Benefits

	Exclusive Diamond	Platinum	Gold	Silver	Bronze
Reserved Table at Awards Celebration	✓	✓			
Reserved Table at Friday Night Party	✓	✓			
10x20 Booth Upgrade in Expo Hall (Double)	✓	✓			
Full Conference Registration(s)	2	1			
One-Day Conference Registration(s)	3	2	1		
10x10 Booth in Expo Hall (Single)	✓	✓	✓		
Collateral in Conference Bag (Provided by Sponsor)	✓	✓	✓		
Digital PRE - Event Attendee List (one-time use)	✓	✓	✓		
Complimentary Friday Night Party Tickets	6	3	2	1	
Advertisement in Program (B&W)	Full Page	Full Page	Full Page	1/2 Page	
Full Conference Registration @ 50% Off (regular rate)	2	1	1	1	1
Logo on Welcome Sign	✓	✓	✓	✓	✓
Recognition from Podium	✓	✓	✓	✓	✓
Digital POST - Event Attendee List (one-time use)	✓	✓	✓	✓	✓
Recognition as sponsor on TPC Mobile App	✓	✓	✓	✓	✓
Recognition as a sponsor on TPC Website	✓	✓	✓	✓	✓
Recognition as a sponsor in the Program	✓	✓	✓	✓	✓
Recognition in Daily Reminder	✓	✓	✓	✓	✓
Special Recognition on TPC Website (Homepage)	✓				
Special Conference Attendee Gift	✓				
Mobile App Sponsor	✓				
Logo on ALL conference marketing material	✓				
Logo on Conference Bag	✓				
Podium Time at Opening General Session	✓				
Price Bracket	\$20,000+	\$12,500+	\$7,500+	\$3,500+	\$500+



2018 Sponsorship Opportunities

Diamond

Conference Sponsor (Exclusive) \$20,000 **SOLD**

Platinum

Friday Night Theme Sponsor (Exclusive) \$15,000 **SOLD**

Customized Event Sponsor (Exclusive) \$12,500

Gold

Opening Keynote Sponsor (Exclusive) \$7,500

Silver

Spirits Sponsor (Exclusive) \$5,500

Music / Entertainment Sponsor (Exclusive) \$5,000

Closing Keynote Sponsor (Exclusive) \$5,000

Photo Booth Sponsor (Exclusive) \$5,000 **SOLD**

Opening Lunch Sponsor (Exclusive) \$4,500

Thursday OR Friday Lunch Sponsor (Exclusive) \$4,500

Notebook Sponsor (Exclusive) \$4,000

Directional Footprints Sponsor (Exclusive) \$3,500

Bronze

Volunteer Sponsor (Exclusive) \$1,750 **SOLD**

First Time Attendee Sponsor (Exclusive) \$1,500 **SOLD**

Conference Bag Insert \$500

For additional details, please contact the Exhibitor Chair at exhibitor@txpayrollconference.org.