



NAPO Texas Regional Conference

Get Connected: Meet. Learn. Grow.

Presented by

NAPO Houston Chapter

National Association of Productivity and Organizing Professionals

Westin Houston Memorial City

March 2-3, 2018

Houston, TX

Sponsorship Opportunities

&

Vendor Expo Packet

About NAPO

Established in 1986, the National Association of Productivity and Organizing Professionals (NAPO), is a national, registered non-profit association. NAPO's mission is to be the leading source for organizing and productivity professionals by providing exceptional education, enhancing business connections, advancing industry research, and increasing public awareness.

NAPO defines Professional Organizer and Productivity Consultant as follows:

A Professional Organizer supports evaluation, decision-making, and action around objects, space, and data; helping clients achieve desired outcomes regarding function, order, and clarity.

A Productivity Consultant supports evaluation, decision-making, and action around time, energy, and resources; helping clients achieve desired outcomes regarding goals, effectiveness, and priorities.

NAPO currently represents more than 3,500 Professional Organizers in 31 chapters across the United States, with three in the state of Texas. NAPO provides a supportive environment for members to learn, share ideas and network.

All NAPO members adhere to the association's Code of Conduct and Ethics that establishes principles and guidelines for professional business practices.

NAPO works to educate the public about the organizing industry and the benefits of working with one of their members. In addition, NAPO University offers exceptional learning opportunities to Professional Organizers and Productivity Consultants. Taught by experts in the industry, NAPO University's course offerings cover the fundamentals of the profession as well as advanced training in multiple topics, enabling members to deliver the highest-quality service to their clients and run their businesses successfully. Educational opportunities include live webinars and on-demand classes, annual conferences, and an extensive acceleration learning series. NAPO also offers national professional designations such as the Certified Professional Organizer, Specialist in Residential Organizing and Specialist in Workplace Productivity.

NAPO strongly believes in leveraging its unique position as The Organizing Authority® to give back to the community. NAPO believes that without basic organizing and productivity skills, people can find it difficult or impossible to make important, positive shifts in their lives. Supporting the Public Awareness pillar of the NAPO mission, NAPO aims to make a difference in every life they touch and to help others understand the benefits of being more organized and productive. Community outreach efforts consist of NAPOcares, Get Organized Month and National Preparedness Month, as well as others that take place on a local level.

In 2002, the NAPO Houston Chapter joined with the National Association of Professional Organizers to become the 13th chapter nationwide and the first in Texas. Since joining NAPO National, the Houston Chapter has grown into a successful organization with a strong presence in the community.

The 2018 NAPO Texas Regional Conference is an annual conference gathering Professional Organizers and Productivity Specialists from the state of Texas and from the surrounding states of Louisiana, Mississippi, Arkansas, Oklahoma and New Mexico. Held at the beautiful Weston Houston Memorial City, this 2-day conference will include a vendor expo as well as keynote speaker, workshops and an Ask the Organizer Panel. The 2018 keynote speaker will be Dr. Elizabeth McIngvale and her father, Jim “Mattress Mack” McIngvale.

2018 NAPO Texas Regional Conference Expo

Showcase your products and services at the 2018 NAPO Texas Regional Conference

About NAPO members

- More than 90% regularly recommend/purchase organizing containers for their clients.
- More than 80% provide recommendations to their clients about office products, office furniture and general organizing furniture.
- All are in a position of referring a variety of organizing products and systems, such as closet systems, home services, contractor services, interior design and staging services, as well as moving services.
- Each Professional Organizer and Productivity Specialist collaborates, works with and/or represents approximately 50+ clients per year.

The NAPO Houston Chapter invites you to exhibit at the 2018 NAPO Texas Regional Conference Expo. Achieve maximum exposure for your product or service by exhibiting to Professional Organizers and Productivity Specialists from across the southern gulf region. Single (1, 6' table) spaces are available and include table skirting, two chairs, access to standard power outlet and Wi-Fi.

Reasons to participate at the 2018 NAPO Texas Regional Conference Expo

- An excellent opportunity to network with, and market to your target audience - Professional Organizers and Productivity Specialists - from across the southern gulf region. At this conference, nearly every conference attendee constitutes a highly qualified lead!
- An opportunity to pitch your products and/or services. During the expo, each exhibitor will have direct engagement and maximum exposure to all conference attendees.
- A cost-effective method of accessing high quality leads. In addition, the expo is a promising referral source for your services and products with a great ROI. Regional Conference delegates are committed to professional organizing and productivity, which means you will have exposure to the decision-makers that purchase and refer products and services.
- Promotional support through NAPO Houston's social media channels - Facebook, Instagram and Twitter will be used and without extra charge to promote your presence at the 2018 NAPO Texas Regional Conference. Additionally, other NAPO chapters in the Region will provide additional exposure during their promotional efforts.
- Sponsorship and advertising opportunities to enhance your exposure to delegates and members. Refer to page 6 for further details.

2018 NAPO Texas Regional Conference

Expo Date: Friday, March 2, 2018

Location: Westin Houston Memorial City
Magnolia Ballroom
945 Gessner Road
Houston, TX 77024
281-501-4300

Contact: Lisa Hettinger
Professional Development Director
meetings@napohouston.com

Schedule: Friday, March 2, 2018
Setup, 2:00 pm - 3:00 pm
Expo, 3:00 pm - 7:00 pm
Teardown, 7:30 pm - 9:00 pm

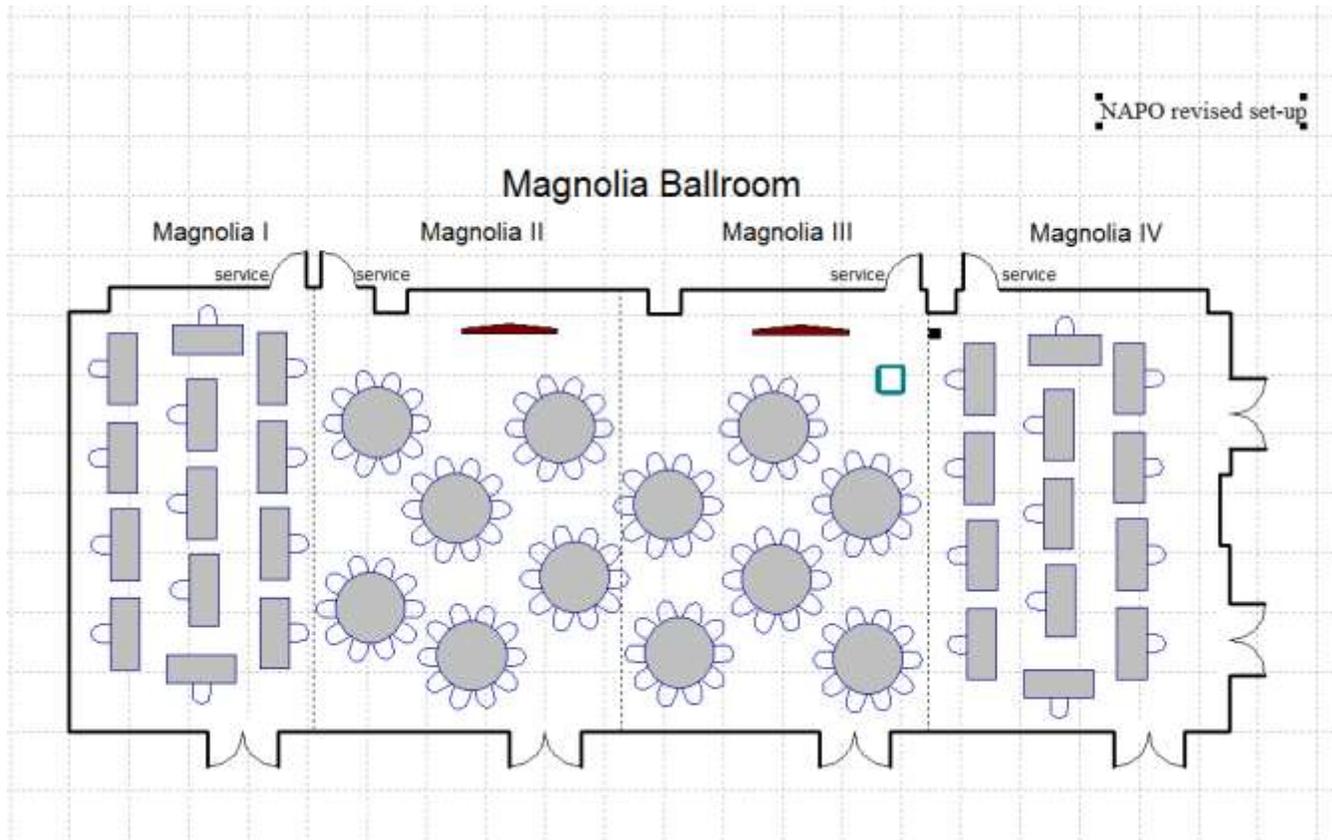
Please note:

5 *This is a preliminary schedule and is subject to change, based on final conference programming.*

2018 NAPO Texas Regional Conference

Floor Plan

Within the Expo area, there will be signs identifying which table has been reserved for your company or organization. Table assignments will be made on a first come, first serve basis, based on application date.



**Floor plan is subject to change.*

Please submit any additional special requests in advance.

If you have any questions about the floor plan or expo space, please contact Lisa Hettinger, Professional Development Director, at meetings@napohouston.com or 760-505-9592.

Sponsorship Opportunities

The 2018 NAPO Texas Regional Conference is an outstanding opportunity for companies to connect with their target audience - Professional Organizers and Productivity Specialists - from across the southern gulf region, whose use and recommendation of a product is passed on to their clientele. By sponsoring and exhibiting at the Regional Conference, you are reaching over 100 Professional Organizers and Productivity Specialists and, through them, thousands of their clients.

Benefits of Investing

- **Increased Visibility** - Conference sponsorship is an excellent way to enhance your corporate image, raise brand and product awareness, and position your company as an industry leader to conference attendees.
- **Targeted Audience** - The 2018 NAPO Texas Regional Conference will attract over 100 Professional Organizers and Productivity Specialists from across Texas and the southern gulf region including Louisiana, Mississippi, Arkansas, Oklahoma and New Mexico. Participation is a highly effective way to access the organizing industry's leading professionals.
- **Product Promotion** - Sponsorship and Conference Expo exhibits help build buzz and word-of-mouth publicity for your products and services.
- **Consumer Insights** - Exhibiting your product at the 2018 Texas Regional Conference offers a valuable way to talk directly to the organizers who use and recommend your product or service and obtain valuable feedback.
- **Customized and Flexible Sponsorship Packages** - Designed to help you select the option that best suits your marketing objectives, we offer a wide variety of sponsorship and marketing opportunities.

Advertising

The 2018 NAPO Texas Regional Conference provides each conference attendee with a digital conference booklet. Maximize your exposure with advertising in the digital conference booklet with your platinum or gold level sponsorship.

Sponsorship

The 2018 NAPO Texas Regional Conference offers a wide range of sponsorship opportunities. Sponsorship allows you to partner with NAPO, demonstrate your support of Professional Organizers and Productivity Specialists, and solidify your commitment to further strengthening the profession. Exclusive sponsorships provide excellent exposure and opportunities to network with, and market to, your target audience.

Platinum Level - \$750

- Complimentary premiere exhibit spot at expo
- Complimentary 1-year Corporate Associate Memberships at NAPO Houston Chapter - see NAPO Houston website for CAM membership benefits
- Half page advertisement in the digital conference booklet
- Company literature and/or product sample placed at each dinner table
- Company logo on all conference material, including printed material and social media outlets
- Public acknowledgement by emcee at conference
- One article in NAPO Houston newsletter promoting company product or service
- One blogspot in the NAPO Houston website promoting company product or service
- Company logo on NAPO Houston website, with backlink
- Distribution of catalog or freebee in attendee conference goodie bag
- Invitation to give a 5 min business spotlight at NAPO Houston's monthly educational meeting

Gold Level - \$500

- Complimentary exhibit spot at expo
- Company logo on all conference material, including printed material and social media outlets
- Quarter page advertisement in the digital conference booklet
- Public acknowledgement by emcee at conference
- One article in NAPO Houston newsletter promoting company product or service
- Company logo on event page of the NAPO Houston website, with backlink
- Distribution of catalog or freebee in attendee conference goodie bag
- Invitation to give a 5 min business spotlight at NAPO Houston's monthly educational meeting

Silver Level - \$250

- Complimentary exhibit spot at expo
- Company logo on all conference material, including printed material and social media outlets
- Public acknowledgement by emcee at conference
- Company logo on event page of the NAPO Houston website, with backlink
- Distribution of catalog or freebee in attendee conference goodie bag

Vendor Level - \$100

- Complimentary exhibit spot at expo
- Company logo on all conference material, including printed material and social media outlets
- Company logo on event page of the NAPO Houston website, with backlink

If you have any questions about the sponsorship or advertising opportunities, please contact Lisa Hettinger, Professional Development Director, at meetings@napohouston.com or 760-505-9592.

Sponsor and Exhibitor Registration

| Company Information | |
|-----------------------------|--|
| Date | |
| Company Name | |
| Contact Name | |
| Contact Position | |
| Mailing Address | |
| City, Province, Postal Code | |
| Phone Number | |
| Email Address | |
| Website | |
| Expo Attendee(s) | |
| | |

| Conference Sponsorship | |
|--|--------------------------|
| Platinum Level - \$750 | <input type="checkbox"/> |
| Gold Level - \$500 | <input type="checkbox"/> |
| Silver Level - \$250 | <input type="checkbox"/> |
| Vendor Level - \$100 | <input type="checkbox"/> |
| Will provide product or service for raffle or door prize | <input type="checkbox"/> |

Deadlines and Requirements

- Please submit registration no later than February 15, 2018 to ensure inclusion in promotional materials and social media campaigns.
- Table location will not be confirmed until payment is received.
- Set-up and tear-down information will be provided with your confirmation packet.
- An administrative fee of \$50 will be withheld on cancellations received on or before February 15, 2018. No refunds after February 16, 2018.
- Expo tables are assigned on a first-come, first-serve basis.
- Book now to reserve your spot!