



Dear Potential NAPS Sponsor,

In a slow economy, many businesses stop marketing to control cost. The saying goes “it is tough to save your way to prosperity.” For this reason, now is the time to do exactly the opposite of what the “herd” is doing. Those that grow during tough times have followed these principals:

Success in Down Markets - Top 5 Strategies:

1. Turn up the volume. When people are distracted by bad news and economic concerns you will need to communicate more often and more directly to get through the haze. Where an email might have done the job before, now you may need to get in a face-to-face setting to gain a commitment.
2. Focus Budgets. Reallocate marketing budgets from branding to direct, target marketing. Less print and more face-to-face customer events for a higher documentable return on investment.
3. Meet people where they are. In a down economy prospects are even more price sensitive than usual. Once a client sees and hears a demonstration of your service in action, they will be more willing to spend. Trade shows offer a good opportunity to do demos focused on value. Large quantities of good prospects congregate in these settings making it easy to reach a target audience in days vs. months. By the way, those attending trade shows are making money and are successful or they couldn't afford to be there.
4. Grow relationships with current customers. Spending time talking, sharing a meal and getting to know a customer outside their workplace is a great relationship builder. What difference could just a few solidified relationships make for your business?
5. Make use of your existing network. It's always easier to get your foot in the door when someone is holding it open. In a slow market, referrals and introductions can be the key to getting new business. Seek out opportunities where existing clients can support the value of your services to a potential new client. Offering referral bonuses for clients that do introductions at industry events and trades shows is a great way to “kick the door open” to a new relationship.

Professionals who have built successful long-term businesses know that continuing to market pays off in both good and bad times.

Please consider sponsorship or exhibiting at The 2010 NAPS Annual Conference in St. Louis, MO September 29 to October 2, 2010. This is one of the largest gatherings of recruiting and staffing industry professionals this year. Your investment will be focused on meeting prospects where they are. I will be following up with you.

Until then,

Joe Madden, NAPS Sponsorship Committee TEL: 617-854-7474



Sponsorship Package

WHAT: 2010 Annual Conference

WHEN: Wednesday, September 29, 2010 - Saturday, October 2, 2010

WHERE: Hyatt Regency St. Louis by the Arch, St. Louis, MO 1-314-655-1234

For Details contact:

Conrad Taylor, CPC, CTS
National Association of Personnel Services
131 Prominence Ct. Suite 130
Dawsonville, GA 30534
706-531-0060
conrad.taylor@recruitinglife.com

Joe Madden CPC/CTS
Sponsorship Chair 2010
Harbor Legal Search
Boston, MA 02110
617-854-7474
jmadden@hlsboston.com

Application/Contract for Exhibit Space and/or Sponsorship

We, the undersigned company, do hereby make application to participate as an exhibitor and/or sponsor in the event indicated by this contract and do hereby agree unconditionally to the terms of this contract to participate in the above event. We request NAPS to reserve the following exhibit space for use at the 2010 Annual Conference St. Louis, starting with set-up on September 29, 2010, and exhibiting on September 30, 2010 and October 1, 2010.

Sponsorship Opportunities for the overall conference:

All sponsors will be treated as Sponsors and not as vendors. We ask you to attend the event, join the sessions, participate in the meals and functions as a peer with all other attendees.

Platinum Sponsor - exclusivity by category \$12,500

- Includes 20' Exhibit Space
- Logo/company name on Conference Booklet cover.
- Logo/company name on any Conference giveaway to be determined.
- Logo/company name on Conference Booklet cover.
- Logo/company name featured in pre-conference registration mailings.
- Logo/company name on NAPS/RecruitingLife.com website.
- Recognition at Thursday or Friday Luncheon.
- Handouts to all keynote sessions. Sponsor supplies the handout.
- Complete exhibitors package for 4, including conference registration.
- Preferred location in exhibit hall (double space booth if requested).
- Complete listing of conference participants available for use.
- Pre/Post conference emailing of attendees.
- Speaker introduction opportunities when available.
- Signage placement at all events.
- Advertisement in conference directory.
- Access to Sessions, Meals, and Events. (not to include exclusive events underwritten by other Sponsors)

Platinum Sponsorship is the highest recognition that an NAPS sponsor can obtain. This level of sponsorship offers exclusivity by category. (i.e. ATS Software, Job Board, etc.)

Gold Sponsor \$5,000

- Includes 10' Exhibit Space
- Logo/company name featured in pre-conference registration mailings.
- Company name on NAPS/RecruitingLife.com website.
- Handouts to all participants attending Lunch. Sponsor supplies the handout.
- Complete exhibitors package for 2, including conference registration.
- Complete listing of conference participants available for use.
- Pre/Post conference emailing of attendees.
- Speaker introduction opportunities when available
- Preferred location in exhibit hall (subject to availability)
- Signage placement at all events.
- Advertisement in conference directory.
- Access to Sessions, Meals, and Events (not to include exclusive events underwritten by other Sponsors).

Silver Sponsor **\$3,500**

- Includes 10' Exhibit Space
- Logo/company name featured in pre-conference registration mailings.
- Company name on NAPS/RecruitingLife.com website.
- Handouts to all participants attending Breakfast. Sponsor supplies the handout.
- Complete exhibitors package for 2, including conference registration.
- Complete listing of conference participants available for use.
- Speaker introduction opportunities when available
- Preferred location in exhibit hall (subject to availability)
- Signage placement at all events.
- Advertisement in conference directory.
- Access to Sessions, Meals, and Events (not to include exclusive events underwritten by other Sponsors).

Airport Shuttle **At Cost**

- Exclusive signage on all shuttle buses on Wednesday carrying attendees from the airport to the resort.
- 1-2 people per shuttle welcoming people and discussing their product by inviting people to the booth from 9 am - 9 pm.
- Opportunity for owner/mangers coming for Wednesday retreat.

Lanyards **\$2,000**

- Exclusive Corporate Logo and Name on all Conference Name Tag Lanyards (not to include educational certifications)
- Sponsor supplies the lanyards.

Exhibit Space (per booth) **\$2,500**

- Exhibit Booth Space 8' deep X 10' Wide (Standard Locations).
- 2 (Two) Attendees per 10' Booth.
- Access to Sessions, Meals, and Events.
(not to include exclusive events underwritten by other Sponsors)
- Additional \$299 per attendee

Any extras needed such as initial tables, chairs, internet connectivity, electricity, furniture, carpeting, etc. will be authorized and approved by NAPS in advance and will be contracted by exhibitors with the exhibit management company and are in addition to this agreement.

Exhibit Booth Space: 8' x 10' Booth Space(s) Required _____

Total Sponsorship/Exhibition Commitment \$_____



We, in order to validate this contract:

1. Attach our check made payable to NAPS for the cost of the requested exhibit spaces as indicated above. Contracts not accompanied by the appropriate payment for the desired space(s) will be of no effect until payment is received, and no space will be assigned until the full payment is made. Payment by Credit Card is allowed but payments must be made in advance and in accordance with this agreement.
2. Agree that we will remit the full payment for the requested space by attaching our check to this contract. Required non-refundable deposit of 50% to be received before 6/1/10 and with remaining 50% due before 8/1/10 to ensure inclusion in the conference. Failure to make payment in full by 8/1/2010 will result in forfeiture of any deposit and the loss of any right to reserve space. Our failure to include a check for the initial deposit with this contract constitutes your authority to charge our credit card for the full amount, upon your receipt of this agreement.
3. Agree to the exhibit space assigned, even if not assigned to the choice location selected.
4. Specify that the products/services shown below are those that properly represent our company and are germane to this industry event. Any changes made, regarding the products/services to be exhibited, will be forwarded to NAPS in writing sixty (60) days prior to the conference opening, and will be subject to NAPS approval.
5. Agree to indemnify and hold harmless the conference sponsor, the exhibit facility and the show management from any and all liability, including attorney's fees, due to our acts or omissions and/or the acts or omissions of our contractors, representatives, exhibit appointed contractors, etc.
6. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims.
7. We understand that this contract will not be processed unless all requested information is given.
8. Facsimile transmitted copies of this application/contract received at NAPS office shall be a binding legal document if executed properly by both parties.
9. All exhibitors who use copyrighted music in their booths must have their own separate signed agreements with the appropriate music association. Neither NAPS nor the Hotel will be liable for any music copyright violations.
10. All exhibitors must certify that their equipment is fully covered by their own insurance for fire, theft, liability and general comprehensive.

Sponsor/Exhibitor Information



Company: _____ Web URL: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

Contact Name: _____ Contact email: _____

Credit Card #: _____

Expires (mo/year): _____ / _____ Type: AMEX Visa MC

Name on Card: _____

Names to appear on badges:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Signature _____ Date _____

Print Name/Title _____

Please return this signed and completed form along with full payment to:
National Association of Personnel Services
131 Prominence Ct. Suite 130
Dawsonville, GA 30534
FAX: 866.739.4750
Your exhibit space will be guaranteed upon receipt of this signed agreement and your payment in full.

FOR USE BY NAPS ONLY	
Exhibit Space Assigned:	
Payment: Credit Card or Check #	Amount:
Received and Posted By:	Date