

# 2024 TPG Annual Conference

SPONSORSHIP  
PROSPECTUS



# About The Payroll Group

The Payroll Group unites independent payroll service providers nationwide, fostering collaboration to minimize overhead costs, exchange success stories, and cultivate standardized approaches that enhance the quality of service for their valued payroll clients.

Dedicated to employing cutting-edge technology, The Payroll Group's members ensure precise payroll preparation, leveraging state-of-the-art tools to deliver accurate and efficient results.

Central to The Payroll Group's philosophy is the unwavering belief that every payroll client deserves personalized, customer-centric service that is both amicable and attentive.



## Sponsor Info

The 2024 Conference will be held from April 28 to May 1 at the Scottsdale Resort in Scottsdale, Arizona.

Sponsors must be current TPG Associate Members to purchase a sponsorship package for the conference and you must purchase a sponsorship package to attend.

Please contact Blaire McIsaac for questions and additional information.



# Exhibitor Packages

## Retirement Package - \$15,000 - SOLD

- 2x Exhibit Space (12 ft. table - display only)
- Three Complimentary Attendees
- Access to premium hospitality room
- 2-page ad in Conference Guide
- Premiere logo placement across all signage
- Up to 10 minutes of presentation time at the opening ceremony, 4x6 at each seat
- Sponsorship Listing on TPG Website - Including banner ad (new this year!)
- Website Banner on TPG website for 3-months
- Free conference bag inserts - sponsor to supply promotional material
- 1 Post Conference Follow-Up Email to be sent within 30 days of the Conference
- 1-hour webinar in the Summer of 2024 as a post-conference follow-up (a \$750 value!)
- 50% off two Annual Engagement Opportunities in 2024

## Premium Pay - \$10,000\* - Only 2 More Available!

- Exhibit Booth (6 ft. table - display only)
- Three Complimentary Attendees
- Reserved dining tables in Exhibit Hall
- Full-page ad in Conference Guide, pre-conference e-flyer
- Promotional Video (not to exceed 120 seconds)
- Conference Signage as Sponsor Partner
- Sponsorship Listing on TPG Website
- Free conference bag inserts - sponsor to supply promotional material
- Website Banner on TPG website for 3-months
- 50% off one Annual Engagement Opportunity in 2024

## Bonus Check - \$6,000\*

- Exhibit Table (6 ft. table - display only)
- 60-second Promotional Video
- Two Complimentary Attendees
- Full page ad in Conference Guide
- Conference Signage as Sponsor Partner
- Free conference bag inserts - sponsor to supply promotional material
- Sponsorship Listing on TPG Website
- 25% off one Annual Engagement Opportunity in 2024

## Vacation Pay - \$4,000\*

- Exhibit Booth (6ft table - display only)
- One Complimentary Attendee
- 1/2 page ad in Conference Guide
- Conference Signage as Sponsor Partner
- Sponsorship Listing on TPG Website

***\*Minimum of \$4000 must be spent on ala carte packages to avoid a bundle with a full package***

***\*\*All credit card payments will incur a 4% processing fee. Checks are encouraged for payment.***

# Add-On Options to Enhance Your Sponsorship

Options	Description	Dollar Amount	# Still Available
Reception Sponsor	Jump on the opportunity to sponsor one of our evening receptions. Your logo will be cocktail napkins and onsite signage.	\$6000	1
Golf Sponsor	Scottsdale is known for their prestigious golf courses - join TPG members for a morning of Golf!	\$4500	1
Hotel Key Card Sponsor	Get your logo branded to all hotel room keys for all conference attendees.	\$4500	<b>SOLD</b>
New Member Happy Hour Sponsor	Join the TPG Board of Directors and New Members as we kick off conference and break in the bar on Sunday night! Your logo will be onsite signage.	\$3000	1
Registration Sponsor	Includes recognition on all registration material - both via the website and onsite.	\$2500	1
Conference Guide Sponsor	Includes pre-conference advertisement. and full page write-up.	\$2000	1
Members-Only Meeting Sponsor	Includes 5-minutes of speaking time to kickoff Owners-Only meeting , 4x6 flyer at all seats.	\$1750	<b>SOLD</b>

# Add-On Options to Enhance Your Sponsorship

Options	Description	Dollar Amount	# Still Available
Lanyard Sponsor	Get your preferred branding on all conference lanyards.	\$1500	<b>SOLD</b>
Conference Swag Bags	Sponsor the conference bag and your logo will appear on the item that will be given to every attendee at registration and carried throughout the conference.	\$1500	<b>1</b>
Coffee/ Refreshment Break	Our property includes a snack/break room for all conference attendees to enjoy. Get your logo branded throughout the room.	\$1500	<b>2</b>
Wifi Sponsor	Includes recognition across all areas where wifi is being used.	\$1250	<b>1</b>
Keynote Presentation Sponsor	90-seconds of speaking time before keynote, 4x6 at all seats	\$1000	<b>ONLY 1 LEFT!</b>
Mobile App Utilization Sponsor	Includes sponsor logo on homepage of mobile app with one push notifications per day.	\$1000	<b>5</b>

# Add-On Options to Enhance Your Sponsorship

Options	Description	Dollar Amount	# Still Available
Welcome Gift	Make sure the first items attendees are given at conference has your logo. Sponsor to provide gift.	\$1000	SOLD
Conference Pens	Includes company logo on conference pens in bags and in general session space.	\$800	1
Push Notifications	100-word push notification broadcasting your company before conference.	\$750	2
Table Host Sponsor	Have a reserved table with your company branding in the meal space.	\$500	5
Conference Merchandise (for bag)	Make sure every attendee has a takeaway gift with your logo on it . Sponzor to provide all items.	\$250	10



**For more information and to lock in your preferred sponsorship opportunity today, please contact Blaire McIsaac at [bmcisaac@etherio.com](mailto:bmcisaac@etherio.com) or 404-789-3163.**

**We look forward to seeing you in 2024!**