

PACE 2027 SPONSORSHIP OPPORTUNITIES: ANNUAL CONFERENCE

April 24 – 28 (Sat-Wed) San Diego, CA

Conference Registration Is Not Included

9-1-26

Information is reliable but subject to change.

DON'T FORGET the **GALA DINNER** and **AUCTION** on Tuesday Evening, the highlight of the conference! Traditionally, each company that attends the conference donates an auction item(s) valued at \$100 to \$10,000. Donating is not required, **but why wouldn't you?** It's a lot of fun, gives you a lot more exposure, and it's a great support to PACE. Proceeds go to educating legislators and the public on PEO issues.

Please let us know what you plan to donate at kegginton@pacepeo.com for further instructions. Except for liquor or items that should be seen to be appreciated, please **DO NOT** ship auction items to the hotel. Most items should be drop-shipped to the winning bidder after the auction.

WHY PACE? Easy! Quality contacts over quantity. Intimate, productive networking. Attendees are mostly **C-Suite decision makers**.

ASSOCIATE MEMBERSHIP IS REQUIRED for All Sponsorships: **\$2,200/year**

- Eligible to sponsor conference events for an additional fee
- Access to PACE member and conference attendee contact information
- Associate Member Pricing on Conference Registration
- Eligible to put articles/info in our newsletter for a nominal fee
- Use the PACE logo on your marketing materials and website
- Your logo will be on the PACE website

ADD-ON SPONSORSHIPS (Main Sponsorship is Required First, see below)

- **Speed Dating Roundtables & Wine:** Lead a 15-min Discussion 3 Times (sells quickly): **\$2,000**
~ Host names and topics are due **2-28-27**. Non-alcoholic beverages will also be available.
- **Exhibitor Table: Hi-Boy, Center Aisle** - tabletop signs *only*, Sun pm setup, exhibit during breaks Mon & Tues: **\$600**
- **Exhibitor Table: Perimeter** approx. 6' x 18" - floor pullup signs OK, Sun pm setup, exhibit during breaks Mon & Tues: **\$400**
- **Conference Bags** - You provide 200 conference bags with your logo to be distributed at the Registration Desk: **\$800**
- **Conference Lanyards** - We provide lanyards with your logo to be distributed at the Registration Desk: **\$1,200**

ADD-ON SPONSORSHIP (Ruby Sponsorship or above - *and* a Speed Dating Roundtables & Wine Sponsorship are Required First)

- **Your Own 1-hour Breakout Session:** Tues pm. You may demo products and sell, if desired. **\$2,100**
~ You may restrict attendees to PEO and PEO Broker attendees, or just PEOs, if desired. Just let us know.

MAIN SPONSORSHIPS (Bronze, Silver, Gold, Emerald, Ruby, Platinum, & Diamond)

- We'll point you out to the entire group with a short introduction before your event
- You may bring a sign to display at your event (can be your sign from your table in the exhibit area, if you brought one)
- Your logo, sponsorship tier, & web link will be on the PACE website
- You'll be included in the logo slideshow at the conference
- Sponsorship tier will be printed on your conference nametag(s)

BRONZE: \$3,000 - limited to 4 sponsors each, who may register and pay for up to ***3 (4) attendees** per company until sold out

- Networking Break: Mon AM
- Networking Break: Mon PM
- Networking Break: Tues AM

SILVER: \$4,000 - limited to 3 sponsors each, who may register and pay for up to ***3 (4) attendees** company until slots are sold out

- Networking Breakfast: Mon
- Networking Breakfast: Tues

Includes a half-page ad in the conference book

GOLD: \$5,000 - limited to 3 sponsors each, who may register and pay for up to ***3 (4) attendees** per company until slots are sold out

- Registration Desk – **announced to the entire group every day**
 - Networking Lunch: Mon
 - Networking Lunch: Tues
- Includes a full-page ad in the conference

RUBY: \$8,500 – limited to 3 sponsors who may register and pay for up to ***3 (4) attendees** per company until sold out

- Exclusive VIP PEO Happy Hour (before the Welcome Reception): Sun
(Limited to PEOs, PEO Brokers, and Ruby Sponsors and above. Other vendors join for the Reception after the Happy Hour.)
- Includes admittance to the Exclusive VIP PEO Happy Hour for your 3-4 people registered as sponsors
Includes a full-page ad in the conference book
Includes a 1-min self-introduction at the conference – or we can point you out
Eligible to purchase your own **1-hour breakout session** add-on if you **also** purchased a Roundtables & Wine sponsorship

Emerald: \$15,000 - limited to 4 sponsors each who may register and pay for up to ***3 (4) attendees** per company until sold out

- Conference A/V – **announced to the entire group every day**
- Includes admittance to the Exclusive VIP PEO Happy Hour for your 3-4 people registered as sponsors
Includes a full-page ad in the conference book
Includes a 1-min self-introduction at the conference – or we can point you out
Eligible to purchase your own **1-hour breakout session** add-on if you **also** purchased a Roundtables & Wine sponsorship

PLATINUM PARTNER: \$23,000 - limited to 2 sponsors who may register and pay for up to ***3 (4) attendees** per company until sold out

- Keynote Speaker(s)
- You give a 30-minute, informative, NON-SALES presentation to the entire group**
Includes admittance to the Exclusive VIP PEO Happy Hour for your 3-4 people registered as sponsors
Includes a full-page ad in the conference book
Eligible to purchase your own **1-hour breakout session** add-on if you **also** purchased a Roundtables & Wine sponsorship

SAPPHIRE PARTNER: \$25,000 - limited to 2 sponsors who may register and pay for up to ***3 (4) attendees** per company until sold out

- Welcome Reception: Sun
- You give a 45-minute, informative, NON-SALES presentation to the entire group**
Includes admittance to the Exclusive VIP PEO Happy Hour for your 3-4 people registered as sponsors
Includes a full-page ad in the conference book
Eligible to purchase your own **1-hour breakout session** add-on if you **also** purchased a Roundtables & Wine sponsorship

DIAMOND PARTNER: \$40,000 – limited to 1 sponsor who may register and pay for up to ***3 (4) attendees** per company until sold out

- Gala Dinner and Auction: Tuesday evening
- You give a 75-minute, informative, NON-SALES presentation to the entire group**
Includes a full-page inside-cover ad in the conference book
Includes admittance to the Exclusive VIP PEO Happy Hour for your 3-4 people registered as sponsors
Eligible to purchase your own **1-hour breakout session** add-on if you have **also** purchased a Roundtables & Wine sponsorship

*** The first 3 attendees are \$1,099 each (\$899 Early Bird price, before Jan 31st.)
A 4th attendee may be added for \$1,899 (\$1799 Early Bird price, before Jan 31st.)**

More conference info: <https://pacepeo.com/annual-conference-copy-2/> **NOTE:** Some agenda items may be for the last conference (2026.) Info is being updated for 2027 as speakers and events are confirmed.

- Join as an Associate Member for \$2200: <https://pacepeo.com/product-category/membership/>
- Register Attendees (Up to 3 at \$1099/\$999 each. A 4th is \$1899/\$1799.) <https://pacepeo.com/annual-conference-copy-2/>
Hotel link will be sent to the email used to pay for registration.
- Secure a Sponsorship <https://pacepeo.com/product-category/sponsorship/>
- Sign Up for the PACE newsletter, if you don't already get it (blue bar at the bottom of the screen on our website)
- Ask Kim Egginton about presenting a webinar promoted by PACE at no cost: kegginton@pacepeo.com 801-725-6152 cell