



# MEETING *of the* MINDS



## Sponsor & Exhibitor Opportunities

***Sunday, March 19 through Wednesday, March 22, 2017***

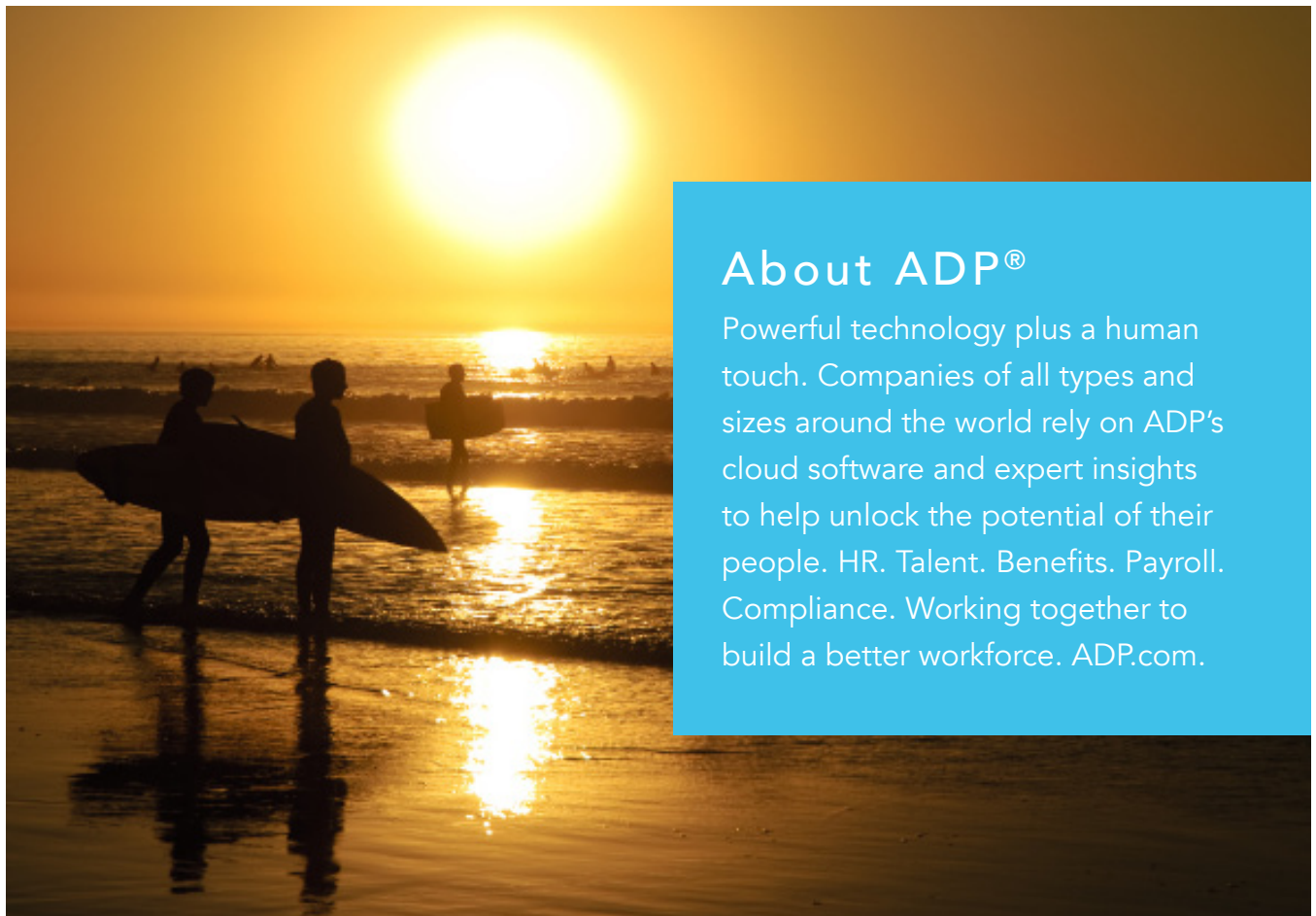
**MANCHESTER GRAND HYATT SAN DIEGO**

# Sponsor/Exhibitor Prospectus

## What is ADP® Meeting of the Minds?

ADP® Meeting of the Minds (ADP® MOTM) is a strategic conference designed to enhance the Human Capital Management (HCM) knowledge for clients with 1,000 or more employees, representing the largest employers in the United States.

For over 20 years, hundreds of the largest ADP clients, as well as industry professionals and business partners, have convened at ADP MOTM to exchange ideas, network, and be inspired by insightful speakers and industry experts. In 2017, the annual conference will take place at the Manchester Grand Hyatt San Diego from March 19 through March 22.



### About ADP®

Powerful technology plus a human touch. Companies of all types and sizes around the world rely on ADP's cloud software and expert insights to help unlock the potential of their people. HR. Talent. Benefits. Payroll. Compliance. Working together to build a better workforce. ADP.com.

# Attendee Demographics

We're expecting over 1,400 attendees at ADP Meeting of the Minds 2017

Decision makers and influencers in Human Capital Management (HCM) attend to gain insight into the latest industry trends, best practices, emerging technologies, and services from ADP and its select partners. Every year, ADP clients include ADP Meeting of the Minds as part of their annual planning process, using the conference to discover, learn, and procure new product solutions.

The following data from the ADP MOTM 2016 conference provides a snapshot of the audience you can expect.



**534**  
COMPANIES  
REPRESENTED

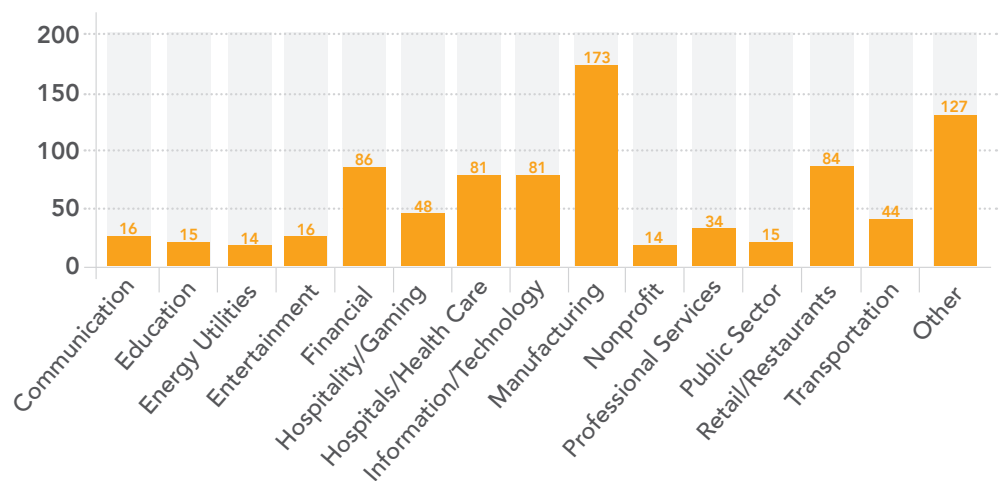


**1,411**  
REGISTERED  
ATTENDEES

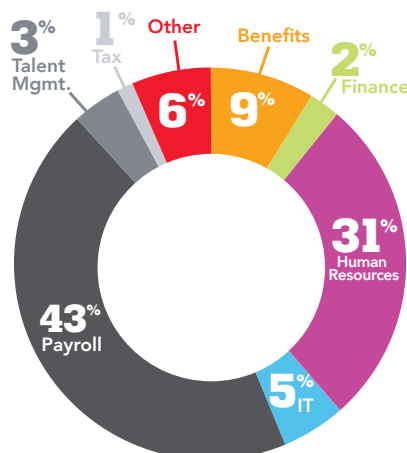


**44**  
STATES &  
WASHINGTON, D.C.

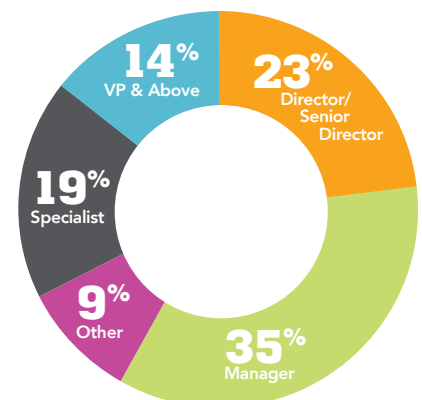
## Attendee Industry Representation



## Attendee Areas of Focus (values may overlap)



## Level of Attendee



# Sponsor Packages

There are two levels of sponsorship packages:

## Diamond Level:



All sponsorship packages provide an opportunity to present your company's products, services, and thought leadership directly to hundreds of influential ADP clients at ADP MOTM.

Showcase your products and solutions, while generating qualified leads at the ADP MOTM Partner Pavilion — an area uniting ADP clients, business partners, and professionals in an environment dedicated to innovation, networking, and education.

## Emerald Level:



Reach a more targeted ADP MOTM audience by leading a Breakout Session — an hour-long educational presentation by industry experts that provides attendees with knowledge and insight into a specific topic, product, or service.

## All Sponsorship Packages Include:

- Recognition on the ADP MOTM website:  
**[www.motm.adp.com](http://www.motm.adp.com)**
- Recognition in pre-conference email
- Recognition in the conference app
- Networking opportunities during refreshment breaks
- Complimentary full and exhibitor conference badges (quantity depends on sponsorship level)
- Sponsors and Exhibitors are permitted to purchase additional ADP MOTM 2017 full conference badges at a discounted price.

**NOTE:** No more than 10 external attendees are allowed to attend from any single sponsoring or exhibiting organization.



To help drive traffic to all exhibits, attendees receive a stamp on their pocket guide for each kiosk they visit. Attendees with full cards are entered into multiple drawings to win fabulous prizes.



# Sponsor Levels



## Diamond \$32,500 (limit 3)

- Exhibit Space, includes the following:
  - Kiosk with your company's branding
  - Front and rear company logo header
  - Front and rear backwall graphic of your choice
  - (1) 24" Monitor
  - (1) 10 amp Power Drop
  - (1) 20" Round Bar Table
  - (2) Barstools
- Unique pre-conference promotional email to registered 2017 attendees.  
*(Subject to ADP approval. ADP will distribute on your behalf.)*
- Unique opportunity to hold an exclusive drawing.
- Banner ad in conference app.
- Co-sponsorship with ADP of the following events:  
*(Includes recognition on signage.)*
  - Opening General Session
  - Closing General Session
- Exclusive post-conference promotional email to registered 2017 attendees.  
*(Subject to ADP approval. ADP will distribute on your behalf.)*
- Opportunity to provide one (1) collateral piece for inclusion in conference bags.  
*(Subject to ADP approval.)*
- Four (4) complimentary full conference badges.
- Two (2) complimentary exhibitor-only badges.
- 100-word company description on the conference mobile app.
- Company logo with direct link to sponsor's home page on [motm.adp.com](http://motm.adp.com).
- Company logo displayed at the Opening General Session.
- Two (2) Breakout Session time slots.  
*(Content subject to ADP approval.)*
- Sponsor Ribbons for your company's attendees.
- Two (2) push notifications on the conference mobile app for your breakout sessions.



## Emerald \$22,500

- Exhibit Space, includes the following
  - Kiosk with branding
  - Company logo header
  - Backwall graphic of your choice
  - (1) 24" Monitor
  - (1) 10 amp Power Drop
- Two (2) complimentary full conference badges.
- Two (2) complimentary exhibitor badges.
- 100-word company description on the conference mobile app.
- Company logo with direct link to company home page on [motm.adp.com](http://motm.adp.com).
- Logo recognition as a sponsor in one (1) pre-conference ADP MOTM email to registered attendees.
- Company logo displayed at the Opening General Session.
- One (1) Breakout Session time slot.  
*(Content subject to ADP approval.)*
- Sponsor Ribbons for your company's attendees.



# Sponsor Packages

Increase your visibility to attendees through the following Sponsorship Opportunities:

## **WATER BOTTLES & STATIONS | \$13,500**

### *Exclusive Sponsorship*

Help keep ADP Meeting of the Minds attendees hydrated with water bottles that display your company logo. There will be a bottle in every conference bag and water stations throughout the conference, branded with your logo. This green alternative will also reduce plastic bottle waste at ADP MOTM.

## **PROFESSIONAL PHOTO STATION | \$19,500**

### *Exclusive Sponsorship*

Your company's branding is prominently displayed at the head-shot lounge, where attendees will line up to have their free professional portrait taken. In addition, when we send the attendee his or her photo via email it will include your branding message/logo.

## **BUSINESS LUNCH | \$10,500**

### *Exclusive Sponsorship*

Monday, March 20, 12:30 PM - 1:30 PM

Sponsorship includes your company's logo prominently displayed on signage. In addition, you may provide promotional items for each table. (Promotional item is subject to ADP approval.)

## **BUSINESS LUNCH | \$10,500**

### *Exclusive Sponsorship*

Tuesday, March 21, 12:30 PM - 1:30 PM

Sponsorship includes your company's logo prominently displayed on signage. In addition, you may provide promotional items for each table. (Promotional item is subject to ADP approval.)

## **CONFERENCE NOTEBOOK | \$11,000**

### *Exclusive Sponsorship*

Proudly display your company logo alongside the ADP MOTM logo on the official 2017 notebook.

## **EXPO TOTE BAG | \$11,000**

### *Exclusive Sponsorship*

Proudly display your company logo alongside the ADP MOTM logo on the official 2017 reusable expo tote bag.

## **POCKET GUIDE | \$5,000**

### *Exclusive Sponsorship*

Your logo is guaranteed to be in the hands of all attendees daily on the ADP MOTM Pocket Guide – the best resource for agenda, session, and exhibit information. Your logo will be prominently displayed on the back cover and you will have the opportunity to place a one-page ad inside the Pocket Guide.

## **HOTEL KEY CARD | \$9,000**

### *Exclusive Sponsorship*

Put your company logo on the hotel room keys of more than 1,400 attendees.

## **CHARGING STATION | \$8,500**

### *Exclusive Sponsorship*

Get noticed while attendees power up their devices for the day! The branded charging stations will be placed in key areas of the conference.

## **BUSINESS BREAKFAST | \$7,500**

### *Exclusive Sponsorship*

Monday, March 20, 7:00 AM - 7:45 AM

Sponsorship includes your company's logo prominently displayed on signage. In addition, you may provide promotional items for each table. (Promotional item is subject to ADP approval.)

## **BUSINESS BREAKFAST | \$7,500**

### *Exclusive Sponsorship*

Tuesday, March 21, 7:45 AM - 8:30 AM

Sponsorship includes your company's logo prominently displayed on signage. In addition, you may provide promotional items for each table. (Promotional item is subject to ADP approval.)

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[See more great opportunities on the next page.](#)

# Sponsor Packages

Increase your visibility to attendees through the following Sponsorship Opportunities:

## **CONFERENCE PEN | \$5,500**

### *Exclusive Sponsorship*

Proudly display your company's logo alongside the ADP MOTM logo on the official 2017 pen.

## **BAG INSERT | \$3,900**

### *Non-Exclusive Sponsorship*

Sponsoring a bag insert is the perfect way to expose your latest product, publication, or just get your name out to all ADP MOTM attendees. It's also a highly effective way to guide attendees to your booth. Sponsors must provide their inserts (approximately 1,500 pieces, which are subject to ADP approval).

## **SELFIE STICK | \$10,800**

Proudly display your company logo on a Selfie stick that ADP MOTM attendees will get to use around the conference and in town!

## **PHOTO BOOTH | \$10,000**

### *Exclusive Sponsorship*

Everyone at ADP MOTM 2017 will want a photo keepsake from the conference. Your company logo will be on every photo keepsake. You can have a company representative at the booth to collect/generate leads.

## **CONFERENCE LUGGAGE TAG | \$3,500**

### *Exclusive Sponsorship*

Proudly display your company's logo alongside the ADP MOTM logo on the official 2017 luggage tag. Attendees can attach their luggage tag to their conference bag for easy identification.

## Custom Sponsorships

### Have another idea?

Contact Linda House at [linda.house@adp.com](mailto:linda.house@adp.com) for more information regarding sponsorships that are tailored to your needs.

# Exhibitor Space

The Partner Pavilion is an environment dedicated to Innovation, Education, and Networking.

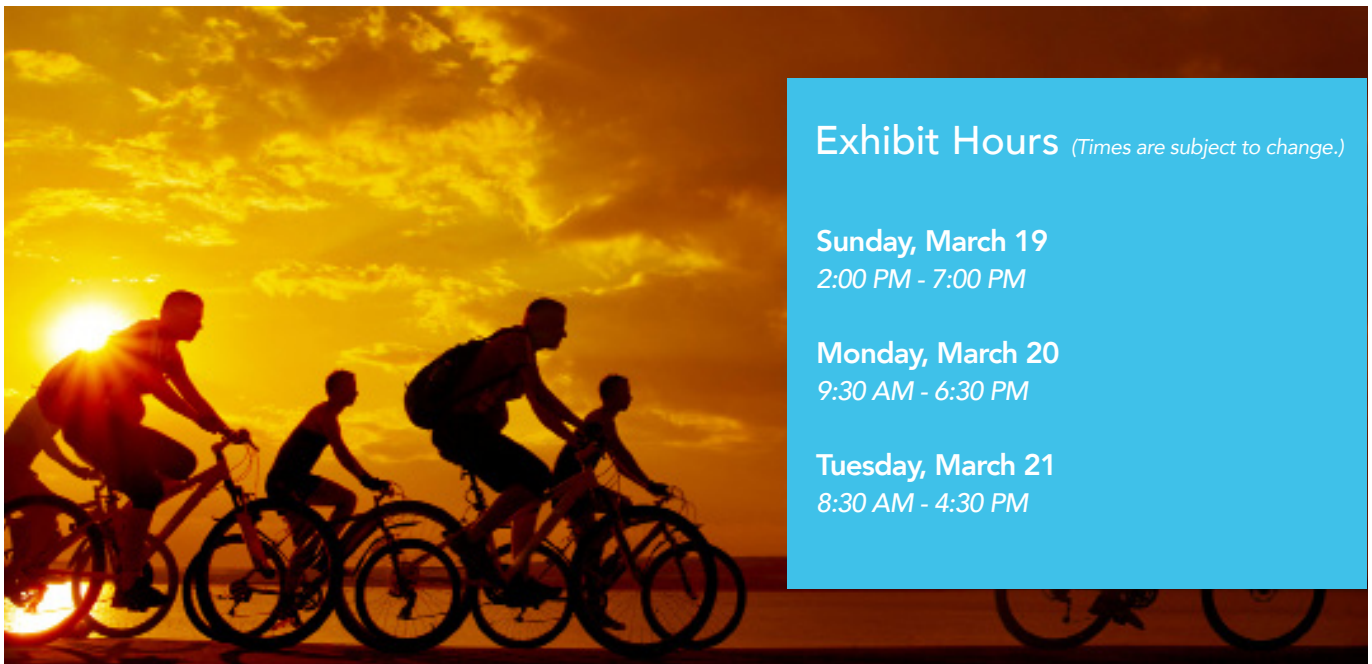
Display, demonstrate, and showcase your products and services. This highly regarded environment will be your opportunity to meet face-to-face with key HR, payroll, and benefits professionals.

## Exhibit Space | \$10,000

- Kiosk with branding
  - Company logo header
  - Backwall graphic of your choice
  - (1) 24" Monitor
  - (1) 10 amp Power Drop
- Two (2) expo-only registrations

## Installation and Dismantling

1. ADP will provide a turn-key kiosk with your company's branding.
2. Exhibitors may prepare their kiosk starting at 12:00 PM on Sunday, March 19, 2017, and must be completed by 1:30 PM. Any exhibit space not occupied one hour prior to show opening will be forfeited without refund.
3. Exhibitors may close their kiosk at 4:45 PM on Tuesday, March 21, 2017, and must be completed by 6:30 PM.



### Exhibit Hours (Times are subject to change.)

**Sunday, March 19**  
2:00 PM - 7:00 PM

**Monday, March 20**  
9:30 AM - 6:30 PM

**Tuesday, March 21**  
8:30 AM - 4:30 PM



# Networking Opportunities

Throughout the conference, there are Multiple Networking Opportunities:

Sunday, March 19, 2017	Monday, March 20, 2017	Tuesday, March 21, 2017
<ul style="list-style-type: none"><li>• Exhibits Open</li><li>• Welcome Reception</li></ul>	<ul style="list-style-type: none"><li>• Exhibits Open</li><li>• Breaks in Foyer</li><li>• Networking Reception and Community Service Project</li></ul>	<ul style="list-style-type: none"><li>• Exhibits Open</li><li>• Lunch and Diamond Sponsor Raffle drawings</li><li>• Client Extravaganza (Must have full conference badge or special ticket.)</li></ul>

**IMPORTANT:** Sponsors and Exhibitors are permitted to purchase additional ADP MOTM 2017 Full Conference Badges at a discounted price.

**NOTE:** No more than 10 external attendees are allowed to attend from any single sponsoring or exhibiting organization.

## FULL CONFERENCE REGISTRATION BADGE: \$1,400

General Sessions + All Meal Functions + Evening Events, including the Welcome Reception and Client Extravaganza.

## EXPO-ONLY REGISTRATION BADGE: \$700

Business Meal Functions (Breakfast, Lunch and Welcome Reception)

## TICKET TO CLIENT EXTRAVAGANZA: \$300

(Tuesday Night)

*\*You may upgrade an Expo-Only Badge to a Full Conference Badge for an additional \$700 per badge.*

Please contact Linda House at [linda.house@adp.com](mailto:linda.house@adp.com) for more details.

## Cancellation Policy

All cancellations must be received in writing to ADP at [linda.house@adp.com](mailto:linda.house@adp.com).

Cancellations received by January 4, 2017, will result in ADP retaining an administrative charge of 50 percent of the total cost of the Sponsor/Exhibitor fee. No requests for refunds will be granted starting January 5, 2017.

### Cut-off Date for Booth and Sponsorship Registrations is January 13, 2017.

If you register for a booth or sponsorship after January 13, 2017, your company will not be listed in any electronic or printed materials, such as the pocket guide, banners, conference mobile app, etc.

# Exhibitor/Sponsor

## Terms and Conditions

- 1. Exhibitor Eligibility.** ADP, LLC ("ADP") reserves the right, in its sole discretion, to determine the eligibility of any company, display, or product and based thereon deny access to, or use of, the event, the Exhibit Hall, and/or any exhibit space.
- 2. Exhibition Space Assignments.** All exhibition booth space locations are assigned at the discretion of ADP, and will be communicated to exhibitors no later than March 1, 2017.
- 3. Display Regulations.**
  - a. Design.** You will be provided a kiosk with your company branding.
  - b. Lighting.** The use of attention-grabbing strobe, flashing, or rotation lighting devices is prohibited.
  - c. Noise.** Any music or entertainment projecting beyond the assigned exhibition booth space is prohibited.
  - d. Signage.** You are prohibited from using any company identification outside your assigned exhibition booth/kiosk (i.e., NO Banner Stands, etc.).
  - e. Hazardous Materials.** No unsafe or harmful materials may be stored within the booth space or placed on display.
  - f. Inappropriate Displays.** ADP MOTM management reserves the right to prohibit and evict exhibitors whose presentation is deemed offensive in any manner. In the event of such prohibition or eviction, ADP MOTM management shall not be liable to sponsor for refund of exhibit or sponsor fees.
- 4. Solicitation.** Any soliciting outside the confines of the exhibitor's assigned exhibit space is prohibited.
- 5. Competitive Events.** Sponsors and Exhibitors are not permitted to plan any activities that conflict with the official conference program without ADP's written consent.
- 6. Social Media.** Exhibitors/Sponsors are encouraged to participate in ADP MOTM social networking, while adhering to the terms below:
  - a. ADP Name/Logo.** When tweeting during the ADP MOTM exhibition, use the official hash tag #ADPMOTM. Use of the ADP Logo and ADP MOTM Logo in any fashion, by any entity, for any purpose, is prohibited without the written permission of ADP.
  - b. Promotional Messages.** Participating vendors may make reference to the ADP or ADP MOTM names in their user account profiles, but not the branded name(s), i.e., the Twitter account @CompanyName. ADP MOTM would not be allowed but use of language such as "We are an official sponsor of #ADPMOTM" in a branded Twitter profile description would be allowed.
  - c. Restricted Times.** Tweeting marketing messages during General Sessions is prohibited. (See conference agenda.)
  - d. Photography/Recording.** Attendees, staff, and exhibits may not be photographed or videotaped for publication unless permission by the authorized individual is granted. This policy also extends to photo or video sharing via social networks (i.e., photo-sharing services like Twitter, YouTube, Instagram, Flickr, Facebook, Snap Chat, etc.).
  - e. General Conduct.** Exhibitors, Sponsors, and third-party organizations participating in social networking around the ADP MOTM meeting should ensure all of their communications about ADP MOTM are respectful and professional.
- 7. Sponsorship Packages.**
  - a.** ADP must approve all communications going to attendees as part of the sponsorship packages.
  - b.** Direct communication with ADP MOTM attendees outside of approved channels is strictly prohibited.
- 8. Booth Staffing.** Exhibitor's booth must be continually staffed during exhibit hours specified by ADP MOTM. If exhibit space is not occupied one hour prior to show opening, the space is forfeited without refund and the Sponsor/Exhibitor agrees to be responsible for any decorating expenses incurred to make the space presentable.
- 9. Labor and Contractors.** Exhibitors are required to observe all union contracts in effect between ADP, Maritz Travel, and the Manchester Grand Hyatt San Diego.
- 10. Indemnity.** Each exhibitor shall indemnify and hold harmless ADP, LLC, Maritz Travel, Manchester Grand Hyatt San Diego, and the affiliates and subsidiaries of each, for all liability in any way related to Exhibitor's exhibit or any act or omission of Exhibitor or any of its employees or agents; including, without limitation, infringement of any trademark, copyright or other rights of any third parties, accident or injury to invitees, guests, exhibitors, their agents and employees, and including loss or damage to personal property.
- 11. Exposition Location Rules.** Exhibitor shall not cause any violation of the rules of the exposition location.
- 12. Installation, Show, and Dismantling.** ADP MOTM hours and dates shall be those specified by ADP. Any kiosk that is not occupied one hour prior to show opening will forfeit without refund. Packing of exhibits prior to the close of the exposition is prohibited. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date.
- 13. Cancellation Policy.** In the event of cancellations, there will be an administrative charge of 50 percent of the total Sponsor/Exhibit fee for all cancellations received between the time of signing the contract and January 4, 2017. No refunds will be given for cancellations received starting January 5, 2017. All cancellations must be sent via email to ADP at [linda.house@adp.com](mailto:linda.house@adp.com).
- 14. Badge trading is not permitted.** Additional expo and conference passes are available for purchase.
- 15.** Any Sponsor/Exhibitor failing to occupy contracted space is not released from the obligation for full payment of the rental of such space. Booth set up will take place Sunday, March 19 starting at 12:00 PM. All booths must be set up by 1:30 PM for ADP approval.
- 16.** No booth may close before 4:45 PM on Tuesday, March 21. Exhibit materials not removed by 6:30 PM on Tuesday, March 21, will be stored by show management and the Sponsor/Exhibitor agrees to be responsible for payment of charges relating to such labor, handling, and storage.
- 17.** Management reserves the right to prohibit and evict sponsors whose presentation is deemed by management to be offensive in any manner. In the event of such prohibition or eviction, management shall not be liable to the sponsor for refund of exhibit fees.
- 18.** Neither ADP, LLC, Maritz Travel, nor the Manchester Grand Hyatt San Diego will be held liable for damage or loss of exhibit property resulting from any cause. Any claims for loss, damage, or injury are waived by the Sponsor/Exhibitor.



**[www.motm.adp.com](http://www.motm.adp.com)**  
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