

THE SHRM EXPOSITION

PROMOTION STRATEGIES

Compliment your company's marketing plan by increasing your visibility as an official SHRM Corporate Sponsor. The following opportunities are provided to help your company increase visibility to SHRM members and conference attendees before, during and after the Conference & Exposition.

SHRM CONFERENCE BAGS

\$40,000 — EXCLUSIVE!

Put your company's logo in the hands of more than 14,000 attendees and guarantee that it is seen all over the city of Atlanta by sponsoring the conference bags. These conference bags are also heavily used by our attendees once they get back home from the SHRM Annual Conference & Exposition.

COMPLIMENTARY ATTENDEE WI-FI

\$40,000 — EXCLUSIVE!

Help attendees stay in touch with the outside world while attending the SHRM Annual Conference & Exposition by sponsoring the FREE Wi-Fi. Your company logo will be prominently displayed by throughout the Georgia World Congress Center. In addition your company will be prominently displayed on the home page along with a link directly to your website.

SHRMSTORE

\$40,000 — EXCLUSIVE!

The SHRMStore is open throughout the duration of the Annual Conference & Exposition and is visited by over 85% of all attendees at least once. The SHRMStore becomes a central networking point for attendees as they browse and buy a variety of HR-specific books, DVDs, software and accessories. Plus, the store hosts book signings for all speaker/authors. Your sponsorship of the store includes your logo placement on one side of the SHRMStore Shopping bag.

HR CERTIFICATION INSTITUTE HIDEAWAY

\$35,000 — EXCLUSIVE!

Sponsor the lounge that caters to this exclusive group of senior-level HR professionals. The HR Certification Institute Lounge offers individuals certified with the PHR, SPHR or GPHR designation the opportunity to network, discuss issues and conduct business in a casual atmosphere.

SPONSORSHIPS

All sponsorships include:

- Recognition in preconference mailings*
- Recognition in the On-site Conference Program*
- Recognition in the Exhibitor & Sponsor Directory*
- Recognition on the official SHRM Annual Conference & Exposition App for Smart Phones*
- Recognition on the SHRM Annual Conference & Exposition website
- Complimentary conference registrations
- Sponsor recognition on-site
- Complimentary mailing lists (student sponsorships include student mailing lists)
- Recognition during the General Sessions
- Sponsor ribbons

** All benefits are subject to print deadlines.*

Many of the sponsorships include more benefits for your company than those listed above. All sponsorships will be individually packaged for maximum exposure.



GENERAL SESSIONS

In addition to pre-show promotion, all General Session sponsorships include exclusive identification as the Sponsor of the General Session, 25 premium seats during the General Session, recognition of Sponsor's delegation from the podium and prominent display of Sponsor's logo 20 minutes prior to the beginning of the General Session.

OPENING GENERAL SESSION WITH CONDELEEZZA RICE **\$30,000**

Sunday, June 24

MONDAY GENERAL SESSION TBA **\$25,000**

Monday, June 25

TUESDAY GENERAL SESSION TBA **\$25,000**

Tuesday, June 26

CLOSING GENERAL SESSION WITH TOM BROKAW **\$30,000**

Wednesday, June 27

TUESDAY NIGHT EVENT **\$30,000** *(one sold, two sponsorships available)*

Gain additional exposure and entertain clients and staff by sponsoring the Tuesday Night Event. For the last four years we have had Keith Urban, Hall & Oates, Sheryl Crow, and Lionel Richie. This sponsorship includes a 45 second to a minute welcome/company description video by your President/CEO or Senior Executive that will be shot on-site by SHRM production team and aired in loops before the concert starts. In addition, your company will receive 30 VIP seats.

HOUSING CONFIRMATION + BADGE PREVIEW EMAIL **\$30,000 – EXCLUSIVE!!**

Proudly display your logo and messaging on the housing confirmation and badge preview email to all 13,000+ Attendees.

GRAND OPENING RECEPTION IN THE EXHIBIT HALL **\$25,000** **Sunday, June 24** **4 p.m. – 7 p.m.**

The best-attended reception at the convention, the Grand Opening Reception signals the opening of the Exhibit Hall and begins immediately following the Opening General Session. This great networking opportunity is the ultimate forum for your company to promote your products and services. Sponsorship includes sponsor signage during the event and napkins with your logo.

HOTEL ROOM KEY CARDS **\$25,000 (EACH)**

Put your four-color message on the hotel room keys of the attendees staying in either the Atlanta Marriott Marquis or the Omni Hotel at CNN Center.

TWEETUP EVENING EVENT **\$20,000**

Be a part of this fun and exciting evening event by becoming the official Sponsor.

HEALTH & WELLNESS PAVILION **\$20,000** *(one sold, two sponsorships available)*

Located inside the SHRM Exposition, the Health & Wellness Pavilion provides a mix of health screenings, including blood pressure, BMI, and bone density; mini presentations on health & wellness topics; relaxation opportunities including massage therapy and video game stations.

INTERNATIONAL WELCOME RECEPTION **\$20,000**

The International Welcome Reception offers an exceptional opportunity to meet and greet attendees involved in the global HR community in a festive setting.

RENT-A-BOX **\$20,000 – EXCLUSIVE!!**

Rent-a-Box is a popular service for attendees. Similar in concept to a locker rental, attendees can rent a box and then store and retrieve their items onsite instead of having to carry them back and forth throughout the show.



ON-SITE CONFERENCE PROGRAM

The official guide to all concurrent sessions, special events, and keynotes, the Conference Program is given to every conference attendee in their registration bag. This sponsorship includes one four-color ad on the back cover of the On-site Conference Program or one four-color ad on the inside back cover.

Four-color ad on inside back cover \$15,000

EXHIBITOR & SPONSOR DIRECTORY

The Exhibitor & Sponsor Directory is every conference attendee's guide to all vendors and events in the Exhibit Hall. The Exhibitor & Sponsor Directory includes an alphabetical list and description of all exhibitors plus a listing of companies by product and service categories. This sponsorship includes one four-color ad on the back cover of the Exhibitor & Sponsor Directory.

Four-Color Back Cover Ad \$17,500

EXHIBIT HALL BOXED LUNCHES \$15,000 Tuesday, June 26

Your company logo will be prominently displayed on napkins at the event, plus a sticker with your company logo and booth number will be placed on the outside of more than 15,000 boxed lunches! Sponsorship includes sponsor signage during the event.

RELAXATION STATION \$10,000

This will be the spot for conference attendees to visit to rid themselves of those knotted muscles and other aches and pains from the stress of burning the candle at both ends! Sure to be a popular stop for all conference attendees. Sponsorship includes one massage station in your booth.

EXHIBIT HALL REFRESHMENT BREAK \$10,000 Monday, June 25

Held Monday afternoon, the refreshment break offers attendees a chance to get something to drink and network with exhibitors between sessions. On-site Sponsor signage and your company logo on napkins is included in this sponsorship.

CHARGING STATION — CELL PHONES/LAPTOPS \$10,000

Attendees are always looking for places to charge their electronic devices — be the official Sponsor for these stations.

PRESS ROOM \$7,500

The Press Room is the information center for all domestic and international press covering the SHRM conference. Whether they are phoning in a hot lead, typing an article or just need a place to grab a bite to eat, all members of the trade and consumer press gather in the Press Room.

VOLUNTEER LOUNGE \$7,500

The Volunteer Lounge is the hub of the volunteer network. More than 800 HR executives from the Atlanta area will volunteer their valuable time to the success of the conference. This is the perfect opportunity to get information on your company into the hands of people from the local HR community.

SHRM MEET-TO-EAT/RESTAURANT RESERVATIONS BOOTH

\$7,500

Sponsor the booth that encourages attendees and exhibitors to network while enjoying the food and fun of Atlanta.

SHRM LUGGAGE CHECK

\$7,500

Available for attendees Saturday, June 23rd through Wednesday, June 27th. Sponsorship includes signage at a luggage check location and also a complimentary luggage tag with your company logo.

SHRM FOUNDATION DONOR APPRECIATION BREAKFAST

\$7,500

Held Monday morning, the breakfast is open to all SHRM Foundation donors. The attendees will include board members from SHRM, the SHRM Foundation and the HR Certification Institute, as well as distinguished guests, partners and supporters of the SHRM Foundation.

STUDENT PROGRAMS

Show your support of the future of HR by sponsoring the SHRM Student Program. More than 300 students representing a multitude of colleges and universities from across the country will participate in this year's SHRM Annual Conference & Exposition. Sponsorship gives you access to these future HR leaders.

Platinum

\$10,000

Gold

\$5,000

Silver

\$3,000

**PLEASE CONTACT EMILE DAVIS, CEM
AT (703) 535-6102 OR
EMILE.DAVIS@SHRM.ORG WITH
ANY SPONSORSHIP INQUIRIES.**

