



2026 SHRM

BRAND PARTNERSHIP

WHERE THE WORLD WORKS BETTER

ALL THINGS WORK

PROSPECTUS

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01 | ABOUT SHRM



THE MOST INFLUENTIAL HR PLATFORM

SHRM helps organizations build workplaces where people and business thrive. As the leading voice in workplace strategy and innovation, SHRM drives research, advocacy, and insights that shape the future of work.

With nearly 340,000 members in 180 countries, our reach extends to more than 362 million workers and their families. Sponsoring SHRM's 2026 events means more than visibility - it is your chance to connect with decision-makers; elevate your brand; and be part of the conversations driving progress, inclusion, and growth in workplaces worldwide.



WE CONNECT YOUR BRAND WITH THE WORLD'S LARGEST HR AUDIENCE



YOUR BRAND, YOUR MESSAGE

We help marketers build brand awareness, reach their target audience, and drive meaningful engagement within the SHRM community of HR leaders.



OUR GLOBAL HR COMMUNITY

Connect with your audience within our global community, which includes HR executives, thought leaders, industry experts, and the world's largest network of HR professionals.

WHAT OUR PARTNERS ARE SAYING

RAYMOND JAMES

"SHRM's trust with HR professionals amplifies Raymond James' ability to help organizations strengthen their workplace plans."

 **bambooHR™**

"HR leaders are being asked to make faster, more strategic decisions than ever before, often with limited resources. Brands that wait to establish a strong, credible voice risk falling behind as the conversation moves quickly. Through our collaboration with SHRM, we've been able to insert ourselves at key decision-making moments, making sure our brand is present when HR leaders are looking for solutions, not after the fact."

02 | ALL THINGS
WORK





NASHVILLE, TN
NOV 15-18, 2026

Sponsoring All Things Work (ATW) positions your brand at the center of modern workforce transformation. Bringing together HR leaders, executives, and high-potential talent across three integrated learning paths, ATW delivers unmatched access to decision-makers shaping leadership, culture, and organizational performance.

2000+

ATTENDEES

60%

FROM MID-LARGE
ENTERPRISES

500+

ORGANIZATIONS ACROSS A
DIVERSE RANGE OF
INDUSTRIES



ALL THINGS WORK 2026

GAYLORD OPRYLAND RESORT
2800 OPRYLAND DR | NASHVILLE, TN 37214
NOV 15-18, 2026

One coordinated workforce investment. Three role-specific learning paths. One shared outcome.

BLUEPRINT FOR I&D

Senior HR leaders, I&D specialists, and people leaders accountable for inclusion strategy, compliance, and cultural performance.

LINKAGE LEADERSHIP INSTITUTE

Directors, VPs, Managers, and cross-departmental leaders who must motivate teams, navigate complexity, and deliver results in fast-moving environments.

SKILLS ACCELERATOR

HR generalists, specialists, and practitioners who need to build deep expertise in today's highest-risk, highest-demand HR disciplines.

WHAT MAKES ATW DIFFERENT

ATW 2026 allows you to deploy multiple members of your team at once – inclusive culture leaders, high-potential team leaders, and HR specialists – into role-specific, high-caliber development experiences. They return aligned around strategy, performance expectations, and risk management.

For organizations sending five or more attendees, ATW offers a blended enterprise rate and coordinated deployment model. It simplifies planning, aligns capability development, and drives measurable workforce impact.

LEARNING PATH

BLUEPRINT FOR I&D

Part of **ALL THINGS WORK** 2026

Where I&D Strategy
Becomes Business Impact

FOR:
I&D specialists and HR leaders navigating
compliance, workforce cohesion, and business
value — simultaneously.

DATE:
November 15–18, 2026
Nashville, TN

RESERVE A BOOTH

EXPLORE SPONSORSHIP OPPORTUNITIES

THE CHALLENGE

Today's I&D strategies face unprecedented scrutiny. CHROs must ensure compliance, sustain workforce cohesion, and demonstrate business value — often simultaneously. Many I&D programs stall at intent, unable to stand up to legal, cultural, or performance expectations.

THE BLUEPRINT APPROACH

Legally Compliant

Strategies that withstand
today's legal and
regulatory landscape

Workplace Unifying

Frameworks that
strengthen cohesion and
how people work together

Business Accretive

Inclusion tied directly to
workforce performance
and results

WHAT LEADERS WILL WALK AWAY WITH

- ✓ Curated learning across culture, compliance, AI, and the future of talent — that matches your organizations needs
- ✓ Tools to align I&D with legal, cultural, and business expectations
- ✓ A performance-based approach linking inclusion and civility to business results

BLUEPRINT FOR I&D

The Blueprint for Inclusive Performance

A hands-on program where Inclusion and diversity leaders and employment law experts craft strategies that turn policy into practice.

As a sponsor, your brand becomes part of a movement – advancing equity, compliance, and culture that scale globally.



Health Care



Finance



Manufacturing



Educational



Professional and
Technical Services

AT A GLANCE

500+

ATTENDEES

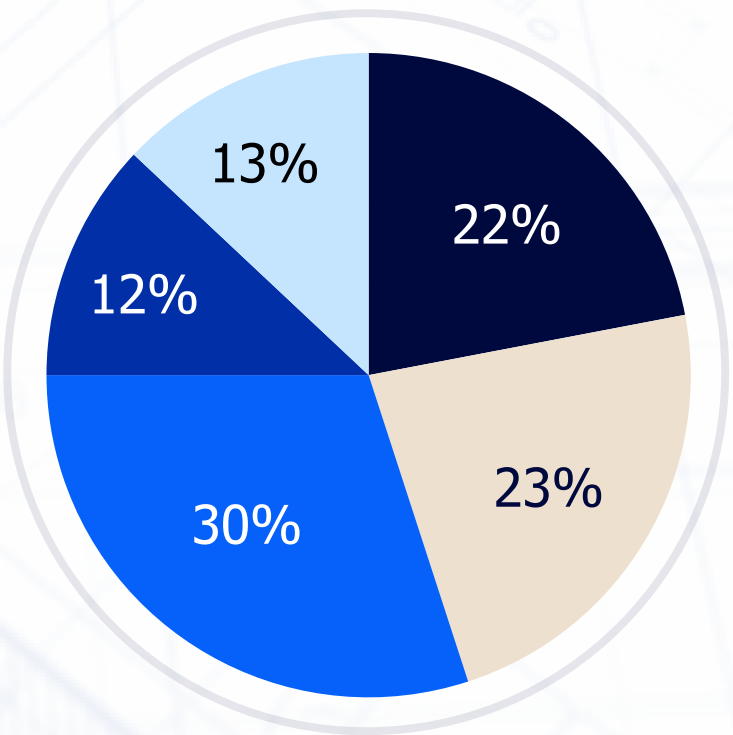
49%

DECISION-MAKERS

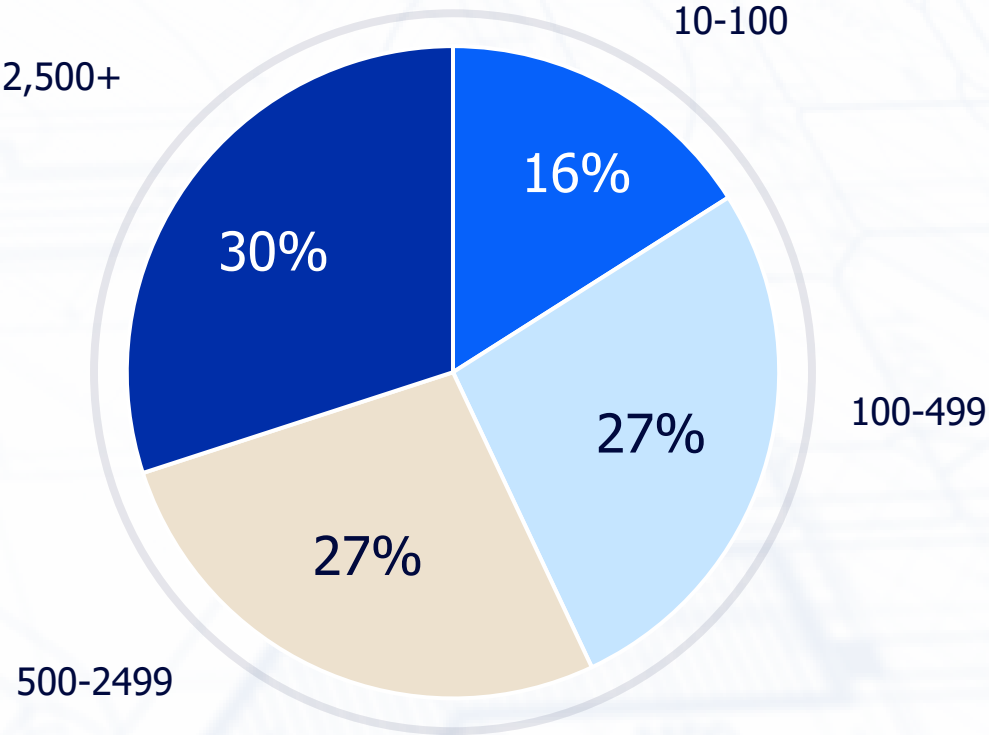
55%

FROM MID-TO-LARGE
ENTERPRISES

JOB TITLE



NUMBER OF EMPLOYEES



■ Individual Contributor ■ Mid Level ■ Senior ■ Executive ■ C-Suite

LEARNING PATH

LINKAGE LEADERSHIP INSTITUTE

Part of **ALL THINGS WORK 2026**

Where Leaders Are Built
for Future Organizational
Impact

FOR:

High-potential leaders managers, directors, VPs
who need to lead with clarity, navigate
complexity, and drive measurable results.

DATE:

November 16–18, 2026
Nashville, TN

EXPLORE SPONSORSHIP OPPORTUNITIES

THE EXPERIENCE

Three days of immersive, data-driven leadership
development anchored in SHRM Linkage's research-backed
models. Not another conference. A capability-building
experience.

TWO PROVEN LEARNING TRACKS | BACKED BY 1M+ DATA POINTS

Purposeful Leadership

Equip leaders to align values, behaviors,
and decisions in ways that strengthen
culture and performance. Drive team
engagement and strengthen execution.

Women in Leadership

Empower women leaders by building clarity
and confidence essential in higher visibility
leadership roles. Accelerate promotion
readiness and leadership pipelines.

DEVELOPMENT PROVEN TO DRIVE RESULTS

82% say their team is
outperforming the company
average

75% are more engaged with
their work

69% have more personal
satisfaction

67% are more likely to stay
with their organization

LINKAGE LEADERSHIP INSTITUTE

Lead the Way with SHRM Linkage

The SHRM Linkage Leadership Institute develops leaders at every stage, helping organizations unlock potential and drive results.

As a sponsor or exhibitor, your brand connects with decision-makers across industries, gains visibility, and aligns with a mission to advance high-performing talent.



Health Care



Consulting



Insurance



Education



Media and
Entertainment

AT A GLANCE

3

DAYS

1.6K+

ATTENDEES

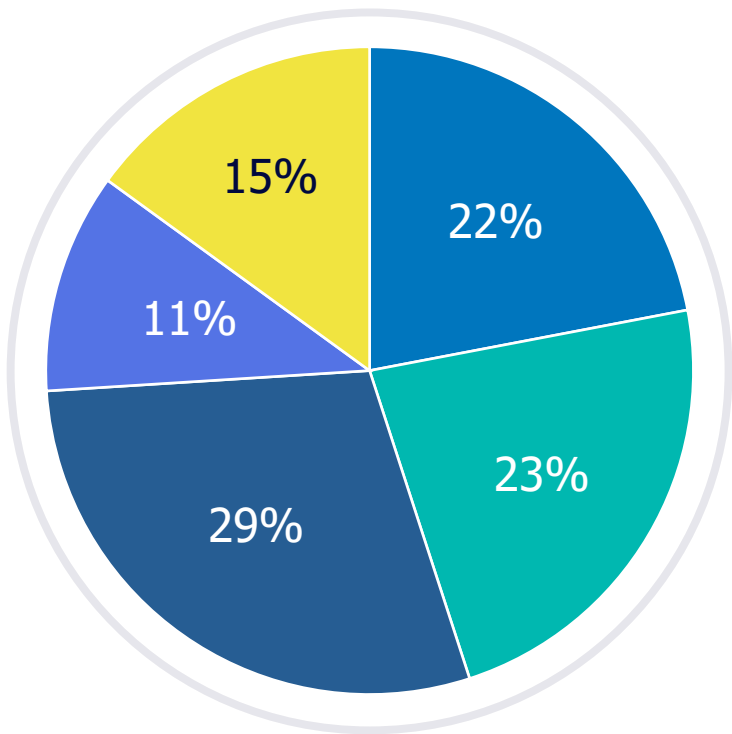
49%

DECISION-MAKERS

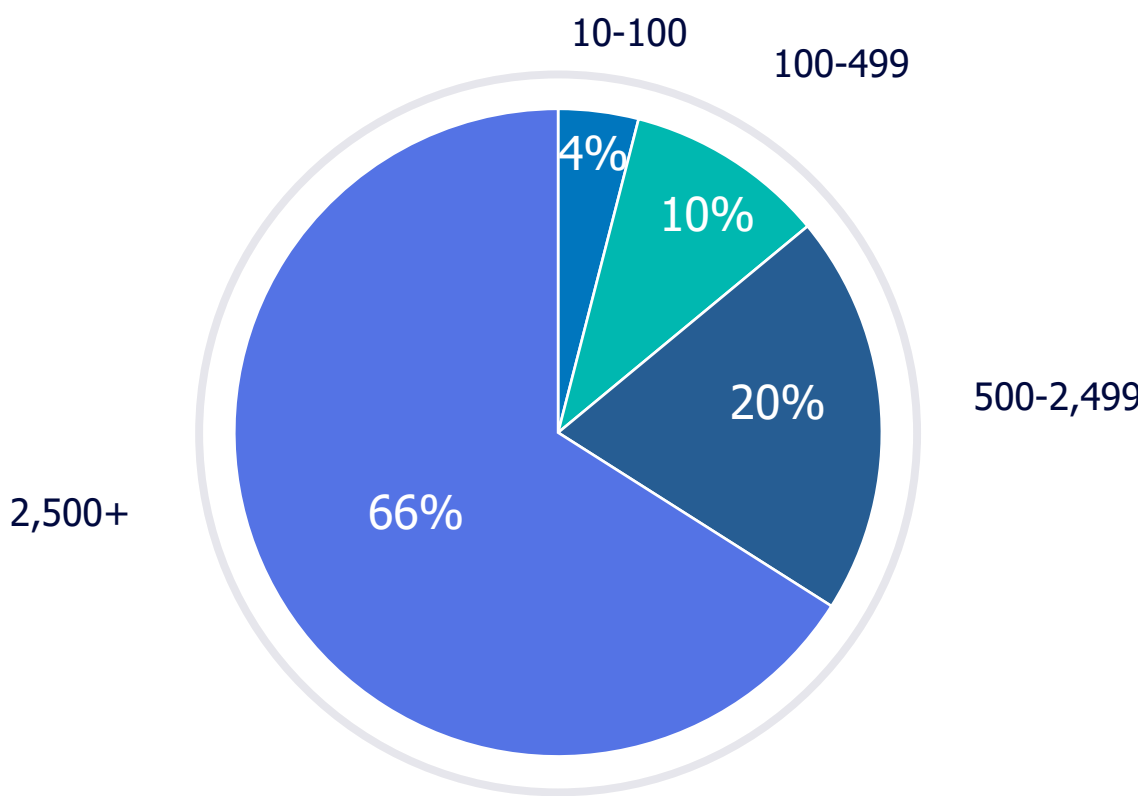
86%

FROM MID-TO-LARGE
ENTERPRISES

JOB TITLE



NUMBER OF EMPLOYEES



■ Individual Contributor ■ Mid Level ■ Senior ■ Executive ■ C-Suite

LEARNING PATH

SKILLS ACCELERATOR

Part of **ALL THINGS WORK 2026**

Where HR Professionals Build the
Expertise Today's Organizations
Depend On

FOR:

HR professionals who need deep expertise in
today's highest-risk, highest-demand disciplines
— from AI adoption to workplace compliance.

DATE:

November 15–18, 2026
Nashville, TN

EXPLORE SPONSORSHIP OPPORTUNITIES

FOCUS AREAS & CREDENTIALS

Curated high-impact seminars and specialty credentials — in the
most critical, highest-demand areas of modern HR practice.

TWO PROVEN LEARNING TRACKS | BACKED BY 1M+ DATA POINTS

AI, Data & Workforce Intelligence

- AI + HI Specialty Credential
- People Analytics Specialty Credential

Talent & Workforce Strategy

- Talent Acquisition Specialty Credential

Workplace Risk & Practice

- Workplace Investigations Specialty
Credential*
- Inclusive Workplace Specialty Credential*

Certification & Core HR

- SHRM Certification Prep+

*Pre-Conference credentials — available as standalone or
combined with BLUEPRINT for I&D, Linkage Leadership
Institute, or other Skills Accelerator offerings

WHAT HR PROFESSIONALS WALK AWAY WITH

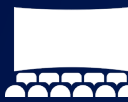
- Practical, applied knowledge ready to use immediately
- Recognized SHRM specialty credentials
- Deep expertise in high-risk, high-demand HR domains

03 | SPONSORSHIPS



SPONSORSHIP TIERS

- **Presenting (per event)** Weave your brand into every touchpoint of any of our shows.
- **Premier (across events)** \$1M+ Annualized spend across event portfolio for maximum visibility.
- **Category (across events)** Own a category to breakthrough from the clutter and the competition.

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
 Sponsorship Recognition (Logo on website + conference app)	X	X	X	X	X
 Logo on Main Stage	X	X	X	X	X
 Sponsor Ribbons	X	X	X	X	X
 Full Conference Passes	X	X	X	X	
 Mailing List*	X				
 Lead Retrieval	X				
 Cost	\$\$\$\$\$	\$\$\$\$	\$\$\$	\$\$	\$

*This is an “attendee email list” and is subject to availability and b) opted-in attendees and c) subject to the regulations stipulated by legal that are in the contracts.

CONTACT SHRM FOR PRICING

PRESENTING SPONSORSHIPS

Where brand presence meets thought leadership

As a Presenting Sponsor, your brand is embedded at every major touchpoint. You'll shape the attendee experience, amplify your thought leadership, and stay top-of-mind long after the event.

RETURN ON INVESTMENT:

- **Logo on 75% of event signage**, including airports, hotels, and onsite venue placements
- **83% of attendees engage directly** with your Main Stage presentation, placing your brand at the center of the event experience
- **Over 1.14 million impressions** through integrated email campaigns and social media amplification

Includes:

- Opportunity to co-create a Main Stage general session, featuring a company executive
- Pre-show marketing opportunities such as organic media and email to SHRM Members
- Branding across the event ecosystem
- Main Stage keynote and breakout session with lead capture
- Website banner, 3 dedicated emails, and email footers
- Access to conference attendee lists
- Expo booth with lead retrieval



THOUGHT LEADERSHIP SPONSORSHIP OPPORTUNITIES

Spotlight Stage

Linkage Leadership Institute

Keynote Speaker Sponsor
Innovation Breakout Session Sponsor
Breakout Session Sponsor
Leadership Panelist Breakout Sponsor

BLUEPRINT for I&D

Plenary Session sponsor
Breakout session sponsor

THE PRICE AND OPPORTUNITY: \$35,000

SPOTLIGHT STAGE

Stand out with every session

As a Spotlight Stage sponsor, your brand takes center stage with prominent visibility and a dedicated speaking opportunity each day. Rapid-fire sessions showcase thought leaders, best practices, and emerging ideas.

RETURN ON INVESTMENT:

- **4x higher brand recognition** because brand was associated with thought leadership
- **20-35% more Marketing Qualified Leads** vs. booth-only engagement

Includes:

- Session featured on the event agenda for maximum attendee reach
- Opportunity to showcase thought leadership and connect with a diverse cross-section of HR professionals



EXPERIENCE & HOSPITALITY

Opening Reception

Co-Branded Events

Custom Activations

Hospitality Moments

Wellness Programming

Relax & Recharge Lounges

THE PRICE AND OPPORTUNITY: \$20,000

OPENING RECEPTION

Be the brand that starts it all

As the Opening Reception Sponsor, your brand becomes the spark that kicks off the week. You'll immerse attendees in energy, excitement, and a memorable first impression tied to your story.

RETURN ON INVESTMENT:

- **30 – 50% of attendees** actively engage with the sponsor's brand
- **35% of exhibitor pipelines** begin before the show, often sparked by reception interactions
- **90% of attendees** report a more positive brand perception after a sponsored experience

Includes:

- High-impact brand integration across key reception touchpoints
- Logo featured on event website and app
- Verbal recognition during the reception





CONTACT SHRM TO DISCUSS PRICING

CO-BRANDED EVENTS & CUSTOM ACTIVATIONS

Shape a branded experience with lasting impact

A co-branded event or custom activation lets your organization design a unique, branded experience aligned to your strategic goals.

Partner with SHRM to create an interactive installation, immersive demonstration, or creative engagement moment that showcases your solutions and sparks meaningful conversations. Stand out as a creative leader while delivering memorable value to attendees.

RETURN ON INVESTMENT:

- High-intent visibility for high-quality reach with priority audiences
- **1,500–4,000 engagement touchpoints** across live interactions, digital integration, and social amplification
- **66% of attendees** remember the sponsor tied to their favorite experience, turning moments into measurable brand impact

Includes:

- Immersive, co-branded moments, designed for your company
- Logo and brand placement across sponsored touchpoints

BREAKFAST SPONSOR: \$10,000 PER DAY
LUNCH SPONSOR: \$13,000 PER DAY
COFFEE BREAK SPONSOR: \$8,000 PER DAY

HOSPITALITY MOMENTS

Nourish the crowd, elevate your brand

Fuel conversation and community with a sponsored breakfast, coffee break, or lunch in the Expo. Turn a meal into a memorable moment that begins with your brand and reaches attendees at scale.

RETURN ON INVESTMENT:

- High-volume distribution access with 2,000+ meals served

Includes:

- Sponsor logo on lunch station signage and directional wayfinding
- Branding across multiple touchpoints such as box stickers, napkins, or QR codes
- Logo on the app and website noting: "Today's lunch experience is powered by [Your Logo]"



THE PRICE AND OPPORTUNITY: \$20,000

RELAX & RECHARGE LOUNGES

Where comfort, calm and your brand meet

Be the brand that helps attendees breathe through the week. Sponsor the lounge where leaders reset, refocus, and escape the conference buzz. Association with comfort and care builds long-lasting brand affinity.

RETURN ON INVESTMENT:

- **35–50% of attendees** visit or spend time in the lounge
- **65% of participants** associate sponsor brands with care, comfort, and mindfulness after visiting

Includes:

- Prominent lounge branding
- Device charging stations
- Refreshments and relaxation amenities
- Recognition in event materials



BRAND ACTIVATIONS

Onsite Branding & Signage

Registration

Hotel Key Cards

Nursing Room

SHRM Store



CONTACT SHRM TO DISCUSS PRICING

ONSITE BRANDING & SIGNAGE

Make your brand impossible to miss

From escalator wraps to sky-high banners, your brand becomes a landmark of the conference. Every direction leads attendees back to your presence, driving visibility, credibility, and booth intent.

RETURN ON INVESTMENT:

- Maximum reach with near-universal visibility in high-traffic zones
- **75K–155K organic impressions from branded photo moments**
- Directs attendees toward your booth and reinforces brand recall
- Elevates credibility by aligning your brand with the conference environment

Sponsorship Opportunities:

- Banners
- Floor and door clings
- Escalator and elevator wraps
- Staircase graphics
- Directional signage in the Expo



BLUEPRINT FOR I&D 2026: \$22,000
LINKAGE LEADERSHIP INSTITUTE 2026: \$22,000

REGISTRATION

Welcome every attendee with your brand

Be the first brand that attendees see and the one they remember. As the Registration Sponsor, your presence welcomes every participant digitally and onsite, embedding your brand at the very start of their conference journey.

RETURN ON INVESTMENT:

- **100% attendee reach** because every participant wears your branded lanyard
- **Appears in 70% of event photography**, driving visibility across media and social channels
- **15–25% of attendees** keep their lanyard as memorabilia, extending brand exposure long after the event

Includes:

- Branded directional signage throughout the venue
- Co-branded signage at registration and information desks noting: “Powered by [Sponsors]”



THE PRICE AND OPPORTUNITY: \$12,000

HOTEL KEY CARDS

Make your message the key to their stay

Every entry begins with your brand in hand. Custom key cards at Official SHRM hotels keep your message top-of-mind from check-in to checkout, ensuring repeated daily visibility.

RETURN ON INVESTMENT:

- **50 – 70% of attendees** come into direct contact with your branded key card based on hotel block usage

Includes:

- Custom message or branding featured on one side of the hotel room key card
- All logistics and distribution managed by SHRM for a seamless sponsor experience



THE PRICE AND OPPORTUNITY: \$8,000

LACTATION & WELLNESS ROOM

Champion a space every parent appreciates

A space that truly matters. The Lactation & Wellness Room sponsorship aligns your brand with inclusion, empathy, and real support for working parents. It shows attendees that your commitment to care goes beyond words.

RETURN ON INVESTMENT:

- Provides a meaningful, high-value service that directly supports nursing parents
- Creates extended exposure, with visitors spending **15–20 minutes per session**
- Generates steady organic visibility as attendees share their experience and highlight thoughtful amenities

Includes:

- Company logo on all Lactation & Wellness Room signage
- Recognition as the Official Lactation & Wellness Room Sponsor in the event app and on the website
- Logo and hyperlink placement on the event website
- Inclusion in the FAQ section of both the event website and app
- A dedicated, fully branded room providing comfort, privacy, and essential amenities



THE PRICE AND OPPORTUNITY: \$30,000

SHRM STORE

Turn high traffic into high impact

The SHRM store is one of the most-visited spaces at the conference, giving your brand continuous exposure as attendees shop, connect, and gather. As the exclusive Store Sponsor, your brand is integrated into a high-traffic hub while supporting SHRM's sustainability efforts.

RETURN ON INVESTMENT:

- **100% attendee exposure** because every attendee passes through the SHRM store
- **2,000+ daily visitors**, making it a top engagement hot spot
- Positions your brand as a sustainability partner through the use of durable, reusable tote bags
- Helps divert **1,200 pounds of single-use plastic waste** per event cycle

Includes:

- Exclusive branding rights as the sole sponsor of the SHRM store
- Dedicated display table for your products or materials
- Option to include a sponsor insert in every SHRM store shopping bag
- Branded signage throughout the store noting: "SHRM store powered by [Company Logo]"
- Co-branded visibility across the virtual store experience



SHRMStore

POWERED BY ADP

SHRM Linkage INSTITUTE

SHRM STORE HOURS

SUNDAY
9:00 A.M. - 6:00 P.M.

MONDAY
7:30 A.M. - 3:30 P.M.

TUESDAY
7:30 A.M. - 5:30 P.M.

#LINKAGEINSTITUTE

DIGITAL & MEDIA AMPLIFICATION

SHRM Events App

Event Wi-Fi

Email Banner Ads

Push Notifications

Social Media Posts

BLUEPRINT FOR I&D: \$11,000
LINKAGE LEADERSHIP INSTITUTE: \$11,000

SHRM EVENTS APP

Own the digital hub of the conference

The SHRM Events App is the digital hub for schedules, speakers, maps, and networking. As the App Sponsor, your brand greets every attendee the moment they open their phone, gaining visibility at the center of their conference experience.

RETURN ON INVESTMENT:

- Drives **25–40%** of total attendee interactions throughout the event
- **80–90% of attendees, staff, and volunteers** use the app daily, ensuring continuous brand exposure across all digital touchpoints

Includes:

- Company logo featured on the official event landing page for maximum pre-event visibility
- Branded signage with company logo displayed prominently onsite



SHRM®
ATW 2026
ALL THINGS WORK
NASHVILLE, TN | NOV. 15 - 18

THE PRICE AND OPPORTUNITY: \$20,000

EVENT WI-FI

Power every connection at the conference

Sponsor the essential link that keeps the conference connected. Across signage and the custom Wi-Fi password, your brand powers every conversation, upload, and shared idea throughout the event.

RETURN ON INVESTMENT:

- **90 – 100%** connection rate because nearly every attendee logs in multiple times per day
- High-frequency exposure across login screens, signage, session listings, and help desk materials
- Exclusive, single-sponsor opportunity for undiluted brand presence

Includes:

- Your company name as the Wi-Fi password for memorable brand exposure
- Exclusive sponsorship reaching thousands of attendees
- Brand recognition on all venue Wi-Fi signage
- Sponsor name included in the website FAQ





BLUEPRINT FOR I&D: \$5,500 PRE-EVENT
\$8,250 DAY-OF OR POST-CONFERENCE
LINKAGE LEADERSHIP INSTITUTE: \$5,500

EMAIL BANNER ADS

Your brand delivered directly to their inbox

Insert your brand directly into attendee communications before, during, and after the event. Email banner ads place your message at the top of the inboxes that HR professionals check every day, delivering precision targeting and maximum visibility.

RETURN ON INVESTMENT:

- **38 -55% average open rate**
- **75,000 – 200,000 cumulative impressions** across pre-event, during-event, and post-event emails

Includes:

- Clickable banner ad linking to your website or landing page
- Placement in multiple event emails, including pre-event and day-of communications
- Direct exposure to all registered attendees for sustained, high-impact visibility



BLUEPRINT FOR I&D: \$1,500
LINKAGE LEADERSHIP INSTITUTE: \$1,500

PUSH NOTIFICATIONS

Instant visibility. Immediate impact.

Deliver timely, high-impact messages through the SHRM event app. Push notifications put your brand in front of attendees at peak attention moments, perfect for spotlighting sessions, offers, or on site activations.

RETURN ON INVESTMENT:

- **80 – 95% instant view rate**, with most attendees' seeing your message within 60 seconds
- **25 – 50% traffic surge** to your booth or featured session
- **30 – 40% uplift in engagement** for sponsored activations and demos



Includes:

- 1 media push sent to all conference attendees, volunteers, and staff

CONTACT SHRM TO DISCUSS PRICING

SOCIAL MEDIA POSTS

Visibility that travels far beyond the venue

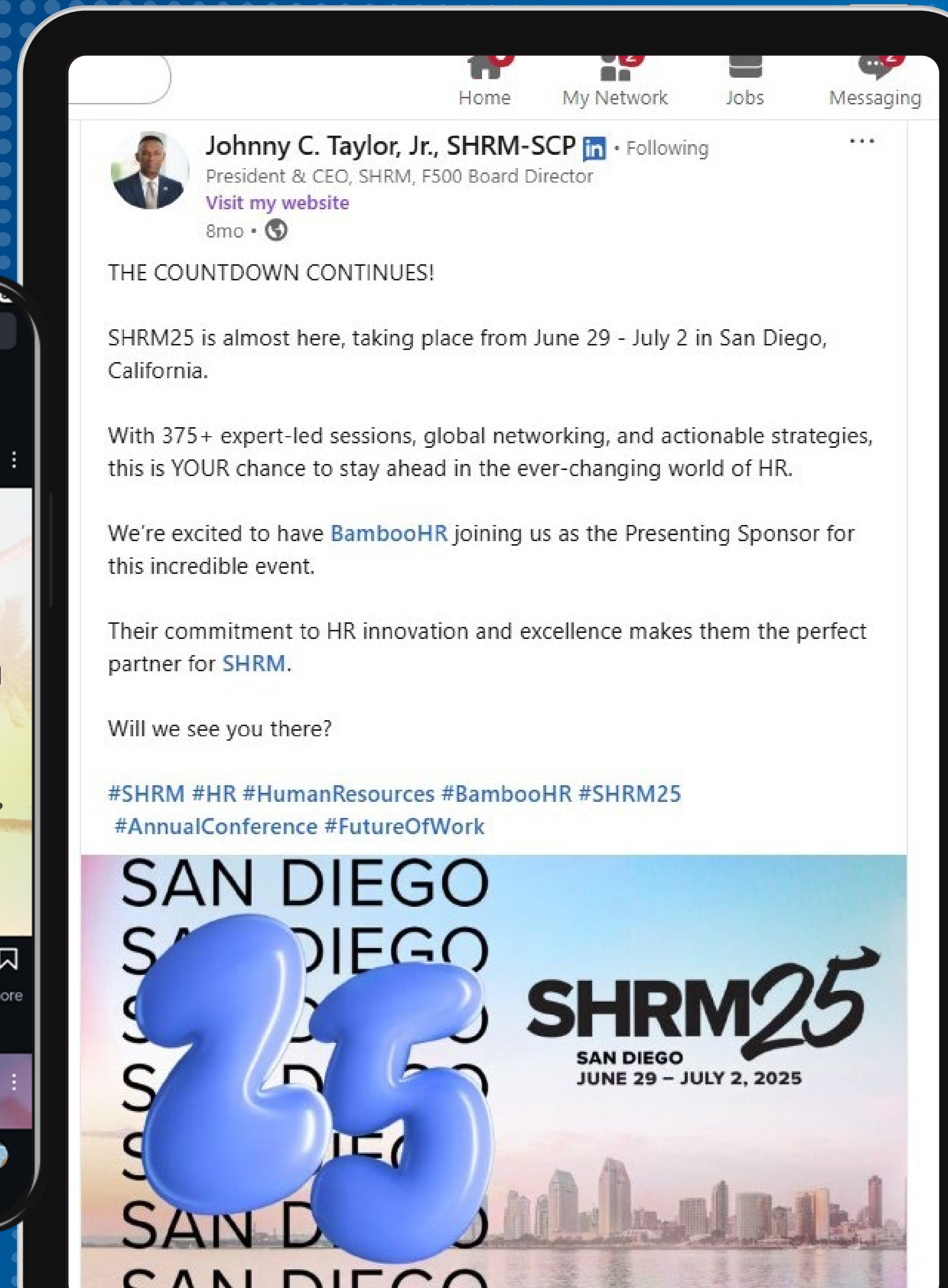
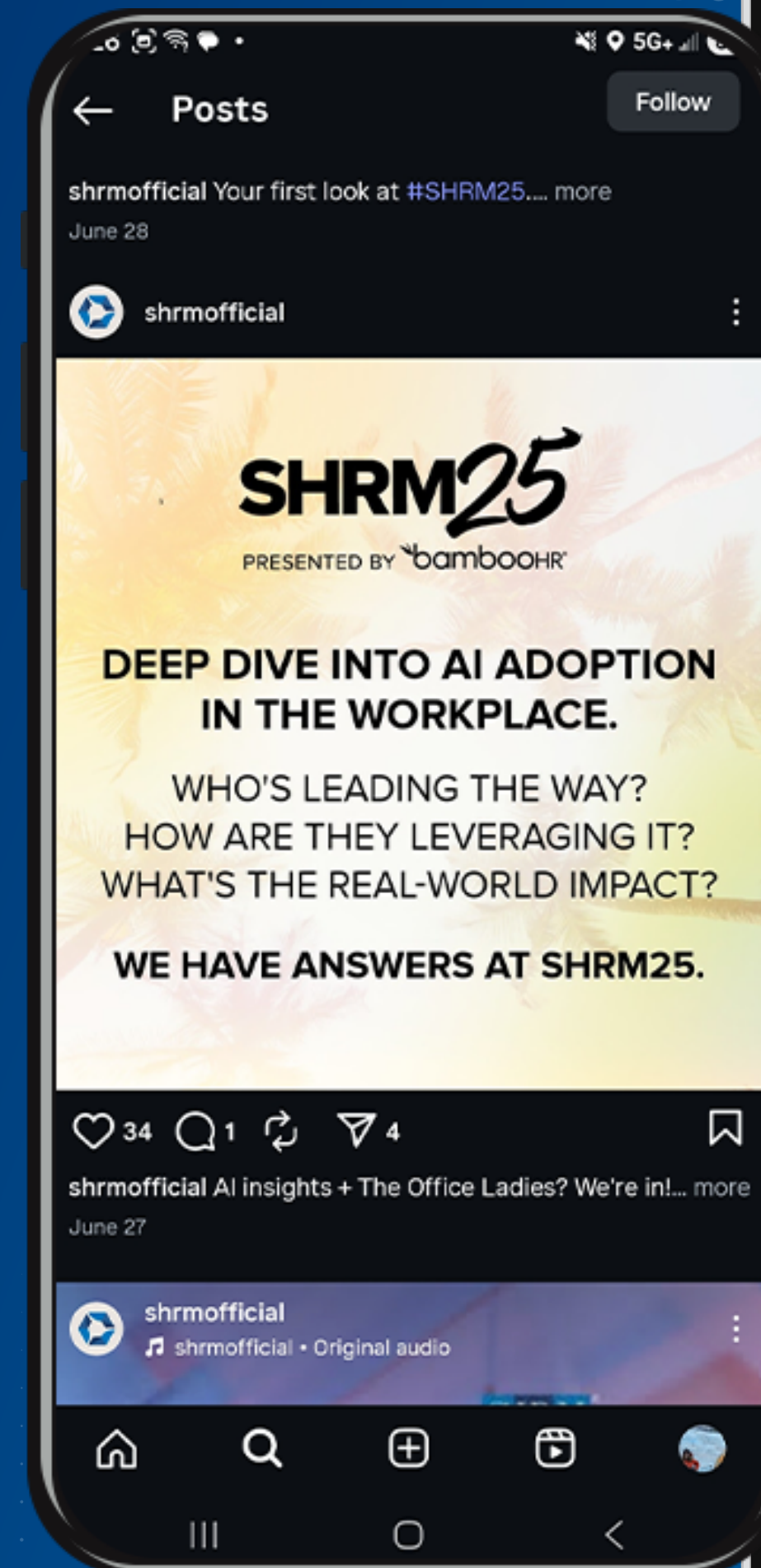
Extend your reach beyond the venue. Partner with SHRM's digital channels to deliver branded posts that reach hundred of thousands of HR leaders, turning your event presence into sustained engagement and visibility.

RETURN ON INVESTMENT:

- **25,000–60,000 impressions** per post, driving broad visibility and top-of-funnel awareness
- **0.9–1.5% click-through rate**, converting into qualified web traffic and measurable engagement
- **3–5 days** of extended visibility as attendees continue to share, tag and interact with your content

Includes:

- Exposure to a broad, active HR audience across SHRM channels
- Enhanced brand visibility and influence through high-impact engagement



CONTACT SHRM TO DISCUSS PRICING

NEWSLETTER SPONSORSHIPS

Amplify Your Brand with Targeted HR Engagement

Advertising in the All Things Work Newsletter places your brand directly in front of a highly engaged community of HR professionals and organizational leaders. You will gain visibility among decision-makers, driving brand recognition, qualified leads, and sustained connections well beyond the event itself.

RETURN ON INVESTMENT:

Combined overall performance for 2026
(January - June 2026)

- Open rate: **26.51%**
- Click rate: **2.52%**
- Click to open ratio: **9.63%**



⇒ Learn more about the All Things Work event, Nov. 15 - 18 in Nashville, TN.

June 6, 2026

PRESENTED BY bambooHR

NEW PODCAST EPISODE

The Unicorn Dilemma: Hire for Talent, Not Perfection

WATCH OR LISTEN NOW



Episode Sponsored by Paylocity

Searching for the “perfect” candidate may be doing more harm than good. Talent strategist and *UnMuted Leader* author Trisha Zulic, SHRM-SCP, unpacks the “Unicorn Dilemma” — when hiring managers chase impossible wish lists and overlook high-potential talent.

Related Specialty Credential: Talent Acquisition

ENGAGEMENT & LEAD GENERATION

Grand Prize Drawing

Passport Game

Expo Hall Activations

Headshot Studio

Charging Stations

THE PRICE AND OPPORTUNITY: \$10,000

GRAND PRIZE DRAWING

Boost engagement with the prize everyone wants

SHRM's biggest booth-traffic magnet: 2,000 attendees enter, but only those who visit your booth can win. This drives energy, visibility, and continuous engagement around your brand.

RETURN ON INVESTMENT:

- **25–40% attendee participation**, ensuring strong visibility and consistent booth flow
- **4× higher brand recall**, because the “big win” moment becomes tied to your brand
- **35% lift in qualified lead capture**, boosting your post-event pipeline
- **80–120% traffic surge** near the entry deadline for maximum opportunity capture
- **500–1,000+ organic social engagements**, extending reach beyond the Expo Hall

Includes:

- Logo and booth number on signage
- Logo and booth number on entry card
- 2–3-minute speaking opportunity before winners are selected
- On-stage participation in drawing the prizes
- Photo opportunities



PASSPORT GAME

Drive measurable booth traffic through play. The Passport sponsorship turns exploration into engagement as attendees collect stamps from key exhibitors, including yours, for a chance to win big.

PASSPORT GAME ENTRY CARD
Chance to win a prize of \$100 or \$500!

HOW TO ENTER: Visit and network with all the exhibitors listed on the passport, ensuring you collect a stamp from each corresponding booth. Return entry card to the designated stations at Expo Theater 1 (3453) or Expo Theater 4 (855) by 1:00 PM on Tuesday, July 1st.

VISIT THE FOLLOWING BOOTHS:

- ☒ ansel Booth 3452
- ☒ C Culture Amp Booth 1749
- ☒ MIT Professional Education Booth 539
- ☒ Poynter Booth 532
- ☒ GP Booth 1102
- ☒ ClearCo Booth 6268
- ☒ MIT Booth 1400
- ☒ Poynter Booth 1400
- ☒ Charlie Health Booth 4244

SHRM25

- **50–80% increase** in booth traffic through gamified engagement
- **4–7 minutes** longer dwell time compared to nonparticipating booths
- **20–30% attendee participation rate**, generating high-touch, trackable interactions

- Logo and booth number on passport



CONTACT SHRM TO DISCUSS PRICING

EXPO HALL ACTIVATIONS

Showcase your story through interactive experiences

Bring your brand to life through a fully customized activation co-designed with the SHRM Events team. These one-of-a-kind experiences spark curiosity, drive sustained booth traffic, and create measurable engagement. Whether it is a live portrait station, an interactive pickleball court, or an AI-powered engagement wall, each activation is built to align your brand with SHRM's mission of connection, innovation, and human experience.

RETURN ON INVESTMENT:

- **More than 90% recall rate**, with attendees identifying activations as memorable brand experiences
- **40–75% lift in booth traffic**, driving stronger lead flow
- **500–1,500 organic social shares**, extending reach beyond the show floor
- **10–18 minutes of engagement** compared to the typical 2–3 minute pass-through

Includes:

- Branding on the activation
- SHRM Events team partnership from concept to execution
- Placement near your booth or tabletop when possible
- Ability to scan leads at the activation
- Listing in the event app floor plan



THE PRICE AND OPPORTUNITY: \$25,000

HEADSHOT STUDIO

Put your brand behind their best look

Always a major draw and a top lead driver, the Headshot Studio gives attendees a professional photo and gives your brand a high-value, memorable presence. Your logo is featured throughout the studio, and you receive attendee information from everyone who participates.

RETURN ON INVESTMENT:

- **10–15 minutes** of one-on-one brand engagement per attendee, creating a highly personal touchpoint
- **2,000+ daily impressions** onsite and on social media as attendees share their new headshots
- Your brand becomes part of their professional identity, reinforcing **long-term visibility** across digital and career platforms

Includes:

- Booth space or dedicated meeting room depending on the event
- “Powered by [Company Logo]” branding
- Logo or name on the event app for the Headshot Studio
- Logo placement at the bottom of each photo
- Professional photography setup including equipment, lighting, and photographer
- Onsite signage and directional branding
- Lead capture integration with post-event contact list provided





THE PRICE AND OPPORTUNITY: \$9,000

CHARGING STATIONS

Your brand delivered directly to their inbox

Keep attendees powered up and connected while keeping your brand front and center. Branded charging stations offer high visibility in high-traffic areas and create natural dwell zones where attendees pause, recharge, and engage with your message.

RETURN ON INVESTMENT:

- **10–15 minutes of dwell time per visitor**, extending high-value brand exposure while devices recharge
- **Up to 500+ daily logo impressions**, positioning your logo at a mission-critical touchpoint
- Built-in engagement, giving attendees a reason to stop, reset, and form a positive brand connection in a relaxed environment

Includes:

- Branding or custom messaging at each charging station
- Ability to add QR codes, hashtags, or booth location information
- Station placement near your booth when layout allows

04 | EXHIBITORS



STEP INTO THE MARKETPLACE OF WORK

SHRM events are where buyers come ready to act. Exhibiting connects you directly with decision-makers who are actively looking for new partners and solutions.

This is not passive exposure, it is real engagement. Every conversation, demo, and lead is strengthened by the trust attendees already have in the SHRM brand.

Exhibiting at SHRM gives you more than a booth. It gives you a storefront in the global world of work and a chance to expand your influence across the entire attendee journey when paired with sponsorship.

YOUR BRAND. YOUR BOOTH.
YOUR STOREFRONT AWAY
FROM THE OFFICE.

WHY EXHIBIT AT A SHRM EVENT?



GREATER RETURN ON INVESTMENT



MASSIVE, QUALIFIED HR AUDIENCE



CUSTOMERS COME TO YOU

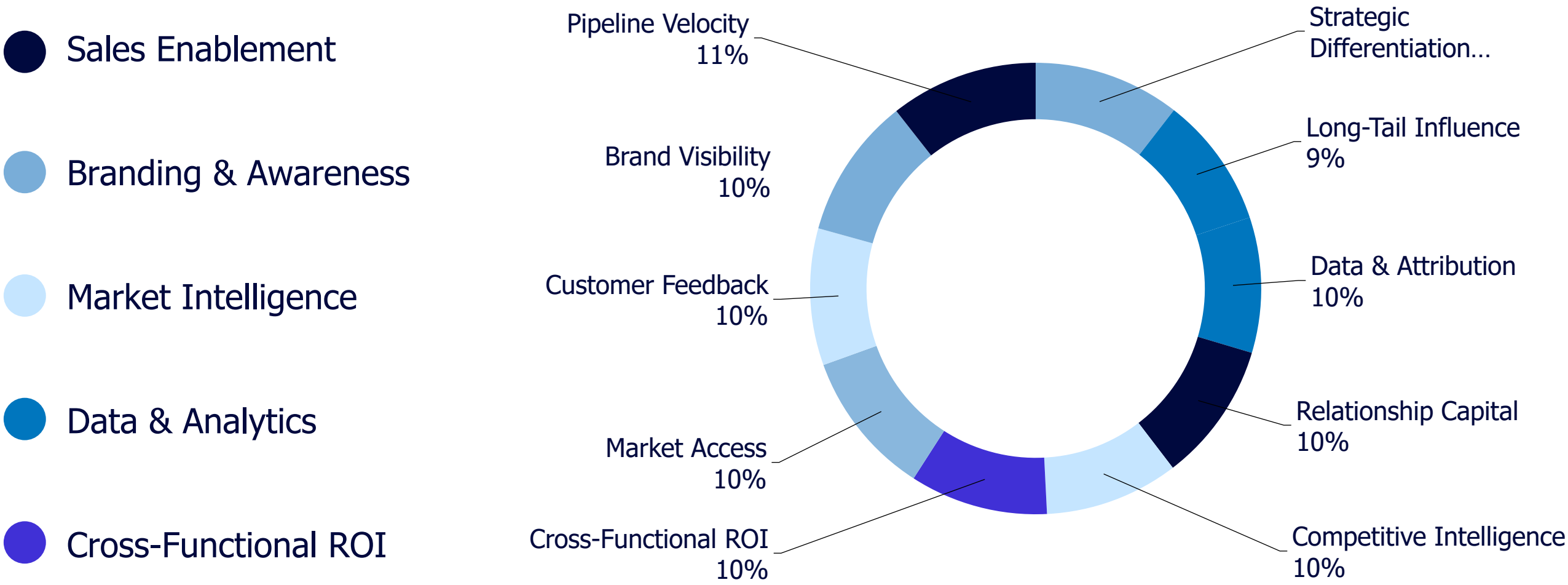


PARTNER & CHANNEL ECOSYSTEM ACCESS



MEMBER IN 180 COUNTRIES

WHY EXHIBITING MATTERS



THE VALUE

67%

BOOTH RENEWAL RATE

83%

OF BUYERS APPROACH EXHIBITORS DIRECTLY

72%

POTENTIAL CUSTOMERS

57%

OF ATTENDEES ARE READY TO BUY

EXPO BOOTHS

Your space. Your story. Your impact.

AVAILABLE AT ATW MARKETPLACE

From 10'x10's to 50'x50's, create a booth that stops traffic and sparks real conversations. Your space becomes a launchpad for connection and conversion, built to turn engagement into measurable results.

ENHANCE VISIBILITY AND PERFORMANCE WITH:

- Lead-capture tools and engagement analytics
- Custom in-booth moments that bring your brand to life
- Data insights to refine ROI and guide follow-up
- Proven gains in qualified leads when paired with in-booth experiences

Enhanced visibility packages, including branding, digital exposure, and data integrations, are available as optional add-ons.

Includes:

- Exhibitor training webinar
- Conference passes based on booth size
- Draped back wall and sidewalls
- Networking opportunities
- 24-hour Expo security
- Company listing on the event app
- Guest passes for clients and prospects



Exhibit Space Rates and Information

Size	Early bird (May 18-Aug 5)	Standard (Aug 6-Oct 7)	Last Call (Oct 8-Nov 15)
10x10 In-Line	\$2,950	\$3,200	\$3,500
10x10 Corner	\$3,200	\$3,500	\$3,800
10x20 In-Line	\$5,700	\$6,200	\$6,800
10x20 In-Line/Corner	\$6,200	\$6,800	\$7,400
20x20 Island/4 Corners	\$12,500	\$13,500	\$14,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

ALL THINGS WORK SPONSORSHIP OPPORTUNITIES

Keynote Speaker Sponsor
Innovation Breakout Session Sponsor
Breakout Session Sponsor
Leadership Panelist Breakout Sponsor



THE PRICE AND OPPORTUNITY: \$20,000

ALL THINGS WORK MARKETPLACE OPENING RECEPTION

Welcome attendees to the Marketplace by sponsoring the Opening Reception. Put your brand at the center of this lively event, where workplace professionals connect, network, and relax. Gain lasting visibility and make a strong first impression.





CONTACT SHRM TO DISCUSS PRICING

HOTEL ROOM DROPS

Surprise attendees with a special gift delivered right to their hotel room. Make a lasting impression by sharing a useful item, treat, or resource that helps each guest feel welcome and ready for a great event.



THE PRICE AND OPPORTUNITY: \$22,000

BLUEPRINT FOR I&D

PLENARY SESSION SPONSOR

Highlight your brand at the most important moments of BLUEPRINT for I&D by sponsoring a Plenary Session. Reach every attendee with onstage mentions, event signage, and a seat drop that puts your message directly in their hands.



THE PRICE AND OPPORTUNITY: \$15,000

BLUEPRINT FOR I&D

BREAKOUT SESSION SPONSOR

Share your experience in a 60-minute breakout session at BLUEPRINT for I&D. Lead important conversations with HR leaders and inclusion experts. Build your brand's credibility and connect with decision-makers in a focused, interactive setting.



THE PRICE AND OPPORTUNITY: \$20,000

LINKAGE LEADERSHIP INSTITUTE

INNOVATION BREAKOUT SESSION SPONSOR

Position your company's innovative culture through an interactive workshop on how to build a culture of curiosity, collaboration, and innovation. Session will be in partnership with innovation expert Stephen Shapiro, allowing your brand to shine as a spotlight and be reinforced by innovation constructs highlighted in his books and teachings. This session leverages the wisdom of Linkage faculty members while spotlighting your brand, ultimately shaping meaningful conversations with attendees.



SPOTLIGHT STAGE

PRESENTED BY

RAYMOND JAMES



THE PRICE AND OPPORTUNITY: \$16,000

LINKAGE LEADERSHIP INSTITUTE

BREAKOUT SESSION SPONSOR

Position your experts at the center of a live breakout session. Head to critical leadership behaviors that drive results. This session allows sponsors to step in alongside Linkage facilitators to serve as case studies, leading examples of these principles, and storytellers who help illustrate real-life application of leadership principles. This opportunity highlights not just one's organization, but also its culture and values through meaningful interaction with attendees.



THE PRICE AND OPPORTUNITY: \$12,000

LINKAGE LEADERSHIP INSTITUTE

LEADERSHIP PANELIST BREAKOUT SPONSOR

Show your support for building top-performing talent by participating in an executive-level panel moderated by the CEO of SHRM Linkage, Tracey Walker. Connect your brand with voices who are defining the future of leadership development.

EN

CHANGING THE
CONVERSATION



THE PRICE AND OPPORTUNITY: \$21,000

LINKAGE LEADERSHIP INSTITUTE

NETWORKING RECEPTION SPONSOR

Launch the event on a high note by sponsoring the networking reception. Your brand is part of the celebration and lasting memories. Reusable Water Bottles.

Show your commitment to sustainability by sponsoring reusable water bottles for all attendees. Your brand will be seen throughout the event as participants stay refreshed and reduce waste, making a positive impact on the HR community.



YOUR POST-EVENT PIPELINE ENGINE



Ready to ride the next wave of opportunity and turn event conversations into real partnerships and measurable ROI? [Click here](#) to get started.

05 | ADVERTISING



REACH THE WORLD OF WORK THROUGH SHRM

Reach engaged HR audiences at scale, including those at Fortune 500 companies, through our innovative digital channels, such as podcasts, webinars, social media, and an interactive web platform. These channels offer targeted access to influential HR professionals, empowering your brand to connect with decision-makers and through leaders across the dynamic world of work.



OUR REACH

TITLES WE CONNECT WITH

- CEO, CHR, CFO, CPO
- Chief Talent Officer
- SVP of Human Resources
- VP of HR Services and Operations
- VP of Recruiting
- Senior Director of HR
- Senior Director of Operations
- Director of I&D
- Director of People & Culture
- Director of Talent Acquisition

WAYS TO WORK WITH US ACROSS MULTIPLE CHANNELS



NATIVE ADVERTISING



SPONSORED WEBINAR



DIGITAL ADVERTISING



EVENT SPONSORSHIP



SPONSORED RESEARCH



EVENT EXHIBITION



SPONSORED RESEARCH



BRAND PARTNERSHIPS

OPPORTUNITIES



DRIVE HR MARKETING FUNNEL WITH SHRM SOLUTIONS AND PLATFORMS

BRAND AWARENESS

Amplify your brand's visibility among HR decision-makers, driving recognition within the HR industry.

LEAD GENERATION

Capture high-value leads through SHRM's tailored channels, acceleration your sales cycle with actionable contacts.

DEMAND GENERATION

Drive qualified interest and engagement from targeted HR audiences, creating momentum for your marketing initiatives.

THOUGHT LEADERSHIP

Position your brand as industry authority by sharing insights and expertise with influential HR professionals.

ACTIVATION

ENGAGEMENT ACROSS EVERY CHANNEL



NEWSLETTERS

Cover a variety of topic areas and audiences, including talent acquisition and HR executives.



DISPLAY ADVERTISING

SHRM's Run of Site advertising allows advertisers to customize target audience segments, offering a variety of options to connect you with potential buyers at companies of all sizes.



PODCASTS

Learn from industry-leading experts in HR, performance management, leadership, and more.



IN-PERSON EVENTS

More than visibility, this is a chance to connect with decision-makers, elevate your brand, and be part of the conversations driving progress, inclusion, and growth in workplaces worldwide.



DIGITAL PUBLICATIONS

Reach SHRM Members across all levels and industries, from small and midsize businesses to large multinational enterprises.



WEBINARS

Showcase your organization's thought leadership by engaging with SHRM's audience segments that actively participate in our educational webinars.

APPENDIX



Partner with our Exhibits & Sponsorship team to craft meaningful connections and measurable outcomes.

Let's start the conversation.

Fill out the [Interest Form](#) and a SHRM representative will reach out shortly.



LET'S BUILD WHAT'S NEXT TOGETHER

Partner with our Exhibits & Sponsorship team to craft meaningful connections and measurable outcomes.



Ryan Skillern, CEM
SENIOR ACCOUNT EXECUTIVE,
EXPERIENTIAL PARTNERSHIPS
EAST COAST HQ

Ryan.Skillern@SHRM.org
1 (207) 318-1886



LET'S BUILD WHAT'S NEXT TOGETHER

Partner with our Exhibits & Sponsorship team to craft meaningful connections and measurable outcomes.



Jeffrey J. Fratus
NATIONAL ACCOUNT MANAGER
WEST COAST HQ

Jeffrey.Fratus@SHRM.org
1 (865) 335-2406



LET'S BUILD WHAT'S NEXT TOGETHER

Partner with our Exhibits & Sponsorship team to craft meaningful connections and measurable outcomes.



Greg Brawner
EXHIBITS ACCOUNT MANAGER
HANDLES ALL BOOTH ONLY SALE REQUESTS

Greg.Brawner@SHRM.org
1 (703) 535-6296



SPONSORSHIP TIERS

- **Presenting (per event)** Weave your brand into every touchpoint of any of our shows.
- **Premier (across events)** \$1M+ Annualized spend across event portfolio for maximum visibility.
- **Category (across events)** Own a category to breakthrough from the clutter and the competition.

DIAMOND

- Logo on website with link to your website
- Recognition on official conference app
- Sponsor ribbons
- Logo on Main Stage
- 10 full-conference passes
- Mailing list*
- lead retrieval

PLATINUM

- Logo on website with link to your website
- Recognition on official conference app
- Sponsor ribbons
- Logo on Main Stage
- 8 full-conference passes

GOLD

- Logo on website with link to your website
- Recognition on official conference app
- Sponsor ribbons
- Logo on Main Stage
- 5 full-conference passes

SILVER

- Logo on website with link to your website
- Recognition on official conference app
- Sponsor ribbons
- Logo on Main Stage
- 3 full-conference passes

BRONZE

- Logo on website with link to your website
- Recognition on official conference app
- Sponsor ribbons
- Logo on Main Stage

*This is an "attendee email list" and is subject to availability and b) opted-in attendees and c) subject to the regulations stipulated by legal that are in the contracts.