

2026



NORTHERN
CALIFORNIA 
2026 ANNUAL CONFERENCE

SAN FRANCISCO,
OCTOBER 4-6

SHRM NorCal Conference Prospectus



2026 SHRM NorCal Annual Conference Prospectus

ABOUT US

SHRM Northern California (NorCal) is the local presence for SHRM members and the local HR community in the Greater San Francisco Bay Area. SHRM NorCal is dedicated to growing the expertise and knowledge of HR professionals, developing business acumen and leadership capacity in our members, and leading in the development of the best workforce and workplaces.

SHRM NorCal consists of over 7,000 members, including HR professionals and HR-related resource partners, representing more than 3,000 large and small organizations. They range in experience from entry to executive level and vary in practice from specialist to generalist roles.

Meet The SHRM NorCal Community Team!



Jeffrey Fratus

National Account
Manager, SHRM
jeffrey.fratus@shrm.org



Ryan Skillern

Senior Account Executive,
Experiential Partnerships
Ryan.skillern@shrm.org



**Gina Ayllon, CAE,
SHRM - SCP**

Executive Director,
Northern CA
gina.ayllon@shrm.org

Contact Us

norcal@shrm.org

Why Should You Exhibit

Access Your Target Market

Gain direct access to hundreds of HR professionals, decision-makers, and influencers actively seeking solutions, services, and products to enhance their organizations' HR practices.

Showcase Your Brand and Build Relationships

Strengthen your presence in the HR community by showcasing your expertise and innovations. Forge meaningful connections with attendees looking for partners to help them achieve their goals.

Generate Qualified Leads

Engage with a focused audience eager to learn about your offerings, resulting in high-quality leads that can drive immediate and long-term sales opportunities.



ABOUT SHRM NORCAL ATTENDEES

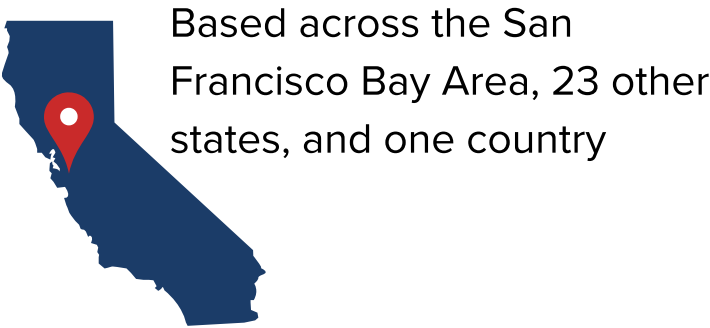
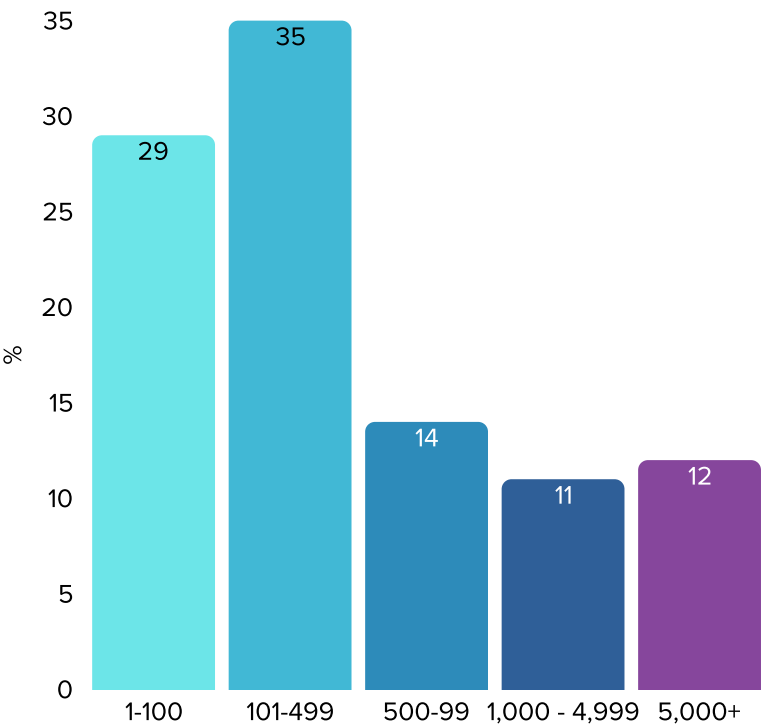
Attendees



Companies Represented by Attendees



Company Size by Number of Employees



PARTNER PAVILION SCHEDULE

Schedule is subject to change

Sunday, October 4	Monday, October 5	Tuesday, October 6
2:00 - 5:30 p.m. Exhibitor Registration Open	8:30 a.m. - 4:00 p.m. Partner Pavilion Open	8:00 a.m. - 3:00 p.m. Partner Pavilion Open
5:00 -6:30 p.m. Opening Networking Reception Exhibitors are encouraged to attend the reception	9:30 a.m. - 5:00 p.m. General Sessions & Breakout Sessions	9:00 a.m. - 4:00 p.m. Closing General Session & Breakout Sessions
6:30 - 8:30 p.m. Partner Pavilion Move-In Exhibitor Registration	12:00 - 1:00 p.m. Networking Lunch Exhibitors have buffet access	3:00 - 5:00 p.m. Partner Pavilion Move Out
	5:30 - 8:30 p.m. Optional Sponsor Receptions & Dinner*	

Sponsor/Exhibitor arranges on their own

BECOME AN EXHIBITOR

Table Top Space

6ft. Table Top

Premium \$4,000

Basic \$3,000

Note: Your space is limited to a 6ft. table top and does NOT include services like electricity, direct internet for extra bandwidth, lead retrieval system, or displays. Pricing and order forms will be available in the Exhibitor Portal online in the summer.

What's Included?

- Space with one table, two chairs, and one wastebasket
- Premium Exhibitor will receive 3 conference registrations
- Basic Exhibitor will receive 2 conference registrations
- Premium Exhibitor will be able to select the location of the table
- Inclusion in the conference Exhibitor Passport Game
- Listing in the mobile app

Additional Staff Registration 50% Discount on Full Conference Registration

Each 6 ft. tabletop includes two full conference registrations*. Purchase additional badges for flexible booth staffing or for talent hired to "work" the booth. Badge sharing is not allowed and is strictly enforced.

Premium Exhibitor Space includes three full conference registrations.

Important Details

Unless noted, your tabletop space does NOT include services like electricity, direct internet drops for extra bandwidth, lead retrieval system, or displays. Pricing and order forms will be available in the Exhibitor Portal online this summer.

Become a Sponsor

Increase your company's visibility and participate as an official sponsor. With sponsorships available to fit most budgets, you can build brand awareness and reach HR professionals who influence leadership and make critical decisions to benefit their organizations.

Unmatched Brand Visibility

Sponsorship at any level ensures your company is front and center with prominent branding opportunities, from signage to digital marketing, reaching hundreds of HR professionals before, during, and after the event.

Direct Engagement with HR Professionals

Sponsorship provides exclusive opportunities to interact with attendees, such as hosting sessions, networking events, or showcasing your expertise in high-visibility touchpoints throughout the conference.

Position Your Brand as an Industry Leader

Stand out as a thought leader by aligning your brand with one of the most respected HR events in the region. Attendees will recognize your company as a trusted partner in driving innovation and excellence in the HR industry.

Strategic Engagement

From speaking opportunities to add-ons, sponsorship packages are designed to deliver measurable results. Gain access to a highly targeted audience and leave a lasting impression that converts leads into loyal customers.



Title Sponsor - \$20,000

Exclusive Opportunity

Partner Pavilion Space

- Premium Exhibitor Space
- Five conference registrations
- Lead Retrieval System
- Inclusion in conference Exhibitor Passport to Prize Game
- First to choose your 2026 Location



Marketing Perks

- Recognized as the 'Title' sponsor on all marketing and at all general sessions
- Opportunity to address conference attendees for 3-5 minutes or in a short video
- Option to host a concurrent session and present on an HR topic of your expertise
- Bag Insert (provided by sponsor)
- Logo placement on conference bags

Plus Brand Promotion

- Company logo at the registration area
- Logo placement with a link to the company website on the conference app
- Two custom push notifications to all attendees (120 characters or less)
- Logo recognition on all applicable event signage
- Recognized as 'Title' Sponsor in the mobile app
- One social media post recognition

Titanium Sponsor - \$15,000

2 Available

Partner Pavilion Space

- Premium Exhibitor Space
- Four conference registrations
- Lead Retrieval System
- Inclusion in conference Exhibitor Passport to Prize Game



Plus Brand Promotion

- Company logo at the registration area
- Logo placement with a link to the company website on the conference app
- A custom push notification to all attendees (120 characters or less)
- Logo recognition on all applicable event signage
- One social media post recognition

Marketing Perks

- Recognized as a sponsor on all marketing and at all general sessions
- Bag Insert (provided by sponsor)
- Logo placement at the SHRM Store

Titanium Opportunities

SHRM Store: The SHRM Store is the hub for conference speaker-authored titles, book signings, SHRM swag, and HR-related swag. Located near registration, this bustling store's counter and signage are branded with your logo. **Tip: Ensure your brand leaves a lasting impression and provide a fun giveaway for cashiers to add to the shopping bags at checkout.**

Partner Pavilion: The Partner Pavilion is the hub for the conference exhibitor and sponsor area. Located near registration, this bustling part of the conference is where attendees eat, network, and learn about products and services. Signage near the entrance is branded with your logo. **Tip: Ensure your brand leaves a lasting impression and provide a fun giveaway.**



Platinum Sponsor - \$10,000

6 Available

Partner Pavilion Space

- Premium Exhibitor Space
- Four conference registrations
- Lead Retrieval System
- Inclusion in conference Exhibitor Passport to Prize Game

Plus Brand Promotion

- Company logo at the registration area
- Logo placement with a link to the company website on the conference app
- Logo recognition on all applicable event signage
- One social media post recognition

Marketing Perks

- Recognized as a sponsor on all marketing and at all general sessions
- Bag Insert (provided by sponsor)
- Advertisement in the mobile app



Platinum Sponsorship Opportunities

Professional Headshot Studio: Keeping it “real” with a current headshot is important in today’s digital world. During breaks, professional photographers always draw a crowd. Your logo appears on the emailed photos. **Tip: For more brand exposure, provide a branded giveaway like a selfie light or mirror to make sure they are picture-perfect!**

Opening General Session Keynote Speaker: You are the official sponsor of Sunday’s Opening Keynote Speaker! Take center stage and promote your company for one minute before the Keynote Presentation or provide a 50-second video/commercial to play in lieu of presenting. The choice is yours. **Tip: Leave a branded clue or special offer on all seats. Offer chances to win or receive a discount on a product or service only if they stop by your booth.**

Sponsor’s company representative must be comfortable on stage with a large audience. A headshot and written one-minute script are due 30 days prior to the event.

Day 2 General Session Keynote Speaker: You are the official sponsor of Monday’s Opening Keynote Speaker! Take center stage and promote your company for one minute before the Keynote Presentation, or provide a 50-second video/commercial to play in lieu of presenting. The choice is yours. **Tip: Leave a branded clue or special offer on all seats. Offer chances to win or receive a discount on a product or service only if they stop by your booth.**

Sponsor’s company representative must be comfortable on stage with a large audience. A headshot and written one-minute script are due 30 days prior to the event.



Platinum Sponsorship Opportunities

Closing General Session Keynote Speaker: You are the official sponsor of Monday's Opening Keynote Speaker! Take center stage and promote your company for one minute before the Keynote Presentation, or provide a 50-second video/commercial to play in lieu of presenting. The choice is yours. **Tip: Leave a branded clue or special offer on all seats. Offer chances to win or receive a discount on a product or service only if they stop by your booth.**

Sponsor's company representative must be comfortable on stage with a large audience. A headshot and written one-minute script are due 30 days prior to the event.

Conference Water Bottles: Are you looking for a socially responsible way to get your name in front of all participating HR professionals? Attendees appreciate practical and eco-friendly solutions. Your branded water bottles will be a hit, showcasing your commitment to sustainability and providing a useful keepsake post-event. **Note: The bottle is provided by event organizers and is co-branded. Tip: Provide branded flavor packets at your booth to drive thirsty traffic.**



Gold Sponsor - \$8,500

2 Available

Partner Pavilion Space

- Premium Exhibitor Space
- Lead Retrieval System
- Inclusion in Conference Exhibitor Passport to Prize Game



Marketing Perks

- Recognized as a sponsor on all marketing and at all general sessions
- Bag Insert (provided by sponsor)
- Custom push notification to all attendees

Plus Brand Promotion

- Company logo at the registration area
- Logo placement with a link to the company website on the conference app
- Logo recognition on all applicable event signage
- One social media post recognition

Gold Sponsorship Opportunities

Zen Den (Relax and Recharge Lounge): Become the brand synonymous with workplace wellness and help attendees relax during the event. Your creativity takes relaxation to the next level. Think chair yoga sessions or blended smoothies; the sky's the limit! **Tip: Provide branded bath bombs or sleep masks to keep the wellness going.**

SHRM Certification Breakfast: Get your brand in front of SHRM certified HR professionals and fuel them up for a day of education and networking. This invite-only breakfast and guest speaker allow registered, SHRM certified HR practitioners to discuss common issues facing the industry today. **Tip: Provide branded giveaway like a notebook or higher-end pen to keep your brand top of mind.**

SOLD!



Silver Sponsor - \$7,500

7 Available

Partner Pavilion Space

- Basic Exhibitor Space

Inclusion in Conference Exhibitor Passport
to Prize Game



Marketing Perks

- Recognized as a sponsor on all marketing and at all general sessions
- Bag Insert (provided by sponsor)
- Custom push notification to all attendees

Plus Brand Promotion

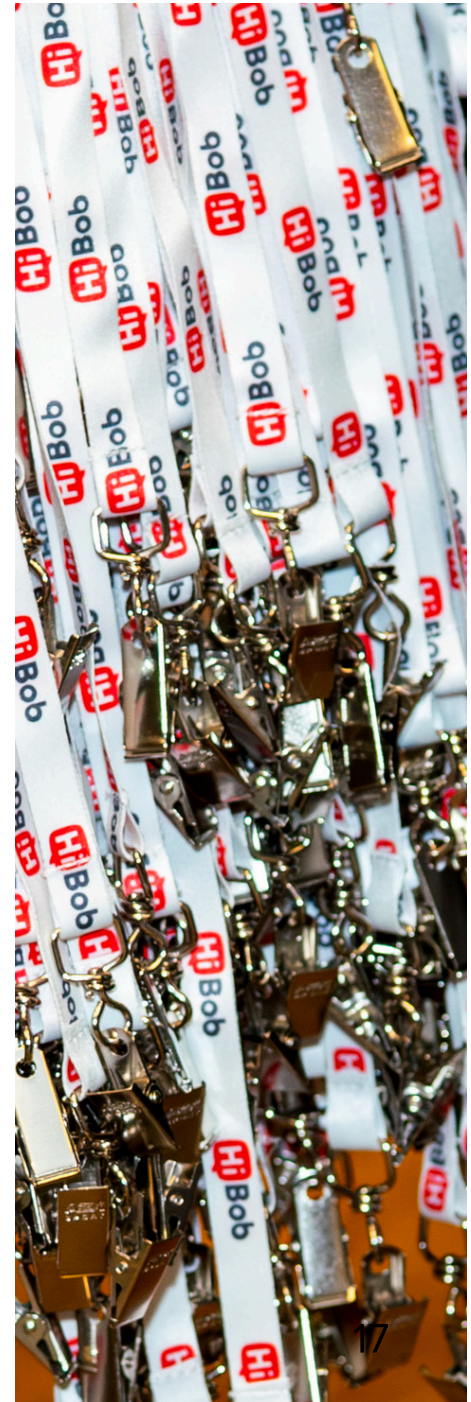
- Company logo at the registration area
- Logo placement with a link to the company website on the conference app
- Logo recognition on all applicable event signage
- One social media post recognition

Silver Sponsorship Opportunities

Lanyard: Experience unmatched visibility with your logo on every lanyard. Conference attendees must wear their badges for admittance education and networking events. Note: The lanyards are provided by event organizers. Lanyards will included dual logos. **Tip:** Give away something they can pin to their lanyard.

Main Mobile App: Steal the spotlight and become the exclusive sponsor of the official conference mobile app. Accessed by 99% of attendees, the engaging platform provides access to event details, schedules, surveys, and more! Every time an attendee logs in, your brand's splash page takes center stage. Note: The sponsor provides splash screen creative according to specifications. Conference organizers have final design approval. **Tip:** Extend your brand exposure and give a phone-related giveaway.

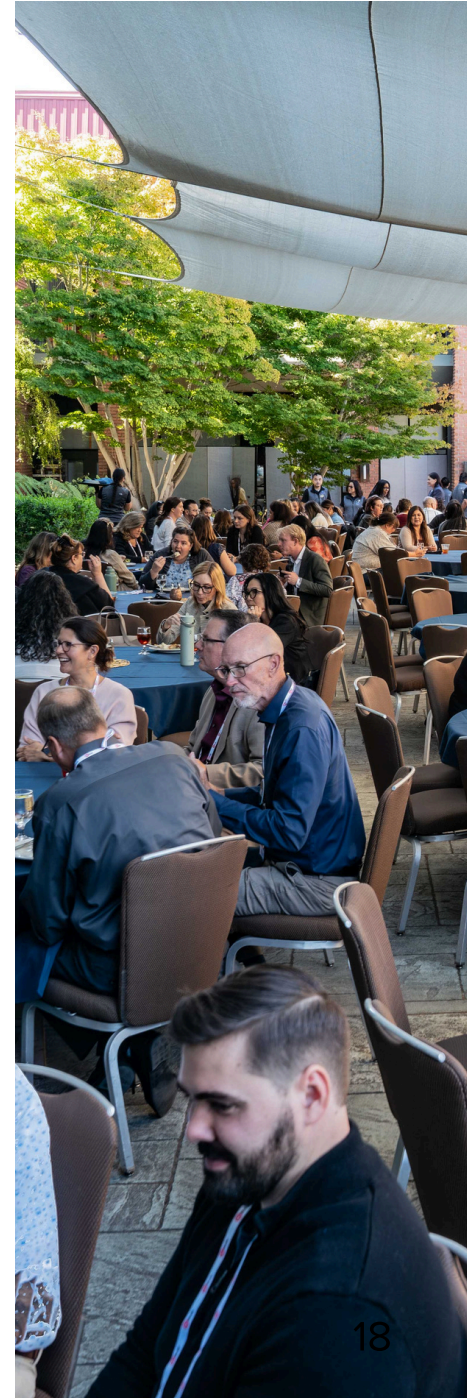
Selfie Wall: Conference attendees love photos. And with a memorable background, your brand gets noticed with every selfie taken and posted during the event. Your booth has extra space to incorporate your photo moment. Note: The sponsor provides the creative selfie wall background. The wall image must be co-branded or included within the design. **Tip:** Make your moment snap-worthy. Bring a graffiti wall or a green screen.



Silver Sponsorship Opportunities

Partner Pavilion Break: Get in front of 95% of conference attendees who stay at the venue to break in The Partner Pavilion on Monday. **Tip:** Put fun giveaways or engaging collateral on the tables to drive booth traffic. Or provide branded salt and pepper shakers for each table.

Reception Beverage Bars: Your branded bars welcome attendees to The SHRM NorCal Annual Conference and San Francisco during the one of the two receptions. Take advantage of the lines and catch up with attendees. Note: Work with event organizers and upgrade the “standard” beer and wine bar included. Think signature drink. **Tip:** Add that extra touch and offer branded koozies and/or wine charms from your booth that evening.



Bronze Sponsor - \$5,000

5 Available

Partner Pavilion Space

- Basic Exhibitor Space
- Inclusion in conference Exhibitor Passport to Prize Game



Marketing Perks

- Recognized as a sponsor on all marketing and at all general sessions
- Bag Insert (provided by sponsor)
- Custom push notification to all attendees

Plus Brand Promotion

- Company logo at the registration area
- Logo placement with a link to the company website on the conference app
- Logo recognition on all applicable event signage
- One social media post recognition

Bronze Sponsorship Opportunities

Continuous Coffee: Coffee makes the world go round, so say attendees. Become the most popular sponsor and provide that first morning cup of coffee before education sessions PLUS, all day long in the Partner Pavilion. Choose Monday (sold) or Tuesday morning. **Tip:** Provide branded coffee cups or napkins and give away logoed coffee swag.

1 of 2 Available

Morning Wellness: Become the brand synonymous with wellness and help attendees get their morning wellness activity in before the day begins. Note: Sponsor picks an activity to lead the morning before sessions start (walk, yoga, meditation, etc.). **Tip:** Continue energizing attendees by providing a branded bath bomb or face mist for rehydration.

Volunteer Appreciation: Get exclusive access to a highly engaged audience of HR professionals. Our 40+ conference volunteers include influential HR leaders—VPs, Directors, and Managers—from top Bay Area companies who work tirelessly during the conference to provide attendees an excellent experience. You'll have the unique opportunity to connect directly with these decision-makers at the exclusive Volunteer Dinner where two sponsor representatives are invited to attend. **Note:** Sponsor provides co-branded gift with a value of no less than \$50 per conference volunteer. Work with conference organizers to select a gift that resonates with this esteemed group and aligns with your brand.



Add-On Opportunities

First-Time Attendee - \$2,500

The First-Timers Orientation session is the first stop for new and returning attendees to learn what's new at the event. Engage with these newbies and help them successfully navigate the Conference. **Note:** The sponsor can provide collateral and giveaways at the back of the room.

Day of Email Banner - \$2,000

Includes a banner ad with a link to the sponsor's website or link of your choice. E-mail will be sent to attendees the DAY OF the conference. E-mail will be sent to all registered participants with details on how to access the virtual format and event details. One sponsor per day.

3 of 3 Available

HR Solutions Stage Presentations - \$1,500

Gain additional exposure and share information about your products and services in an educational session setting inside the SHRM NorCal Partner Pavilion. Our HR Solutions Stage presentations are 25 minutes in length and provide a TED Talk-style format that is quickly consumable for attendees.

5 of 5 Available

Mobile App Banner Ads - \$1,000

Promote your company's brand with a rotating banner seen on the SHRM NorCal Mobile App. When tapped, the user is taken to a full-screen landing page of your choice highlighting your product, service, or solution.

Limit Availability



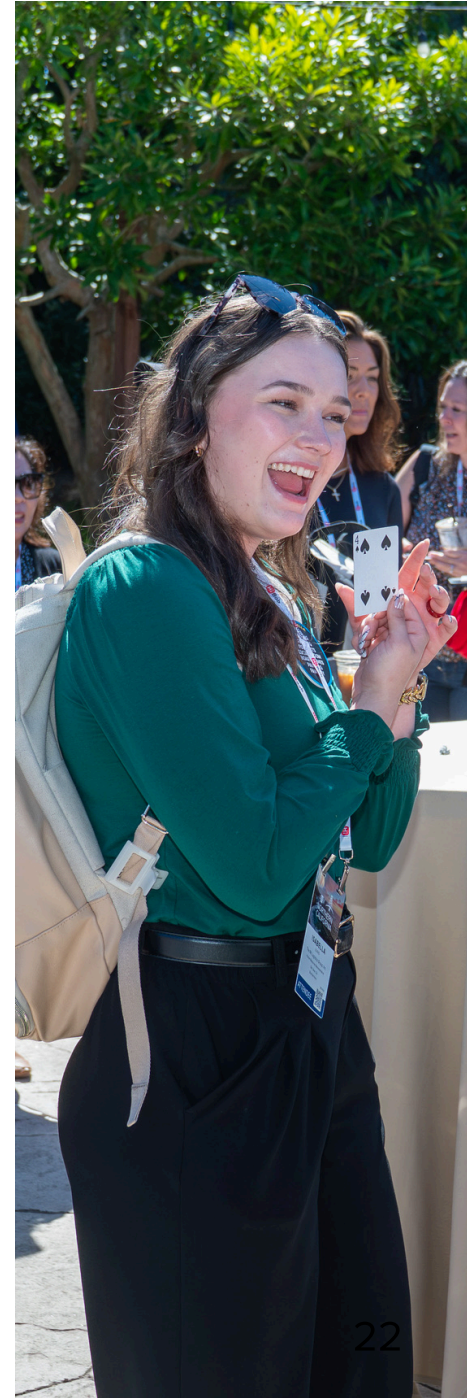
Add-On Opportunities

Push Notifications - \$700

Get your message in front of attendees by taking advantage of the conference app's push notifications. Sponsors will receive a custom message (45 characters or less) to be sent to all attendees at the specific time of their choice each day (based on available time slots).

Sponsor a Student - \$500

To help further the career of future HR professionals and sponsor an HR student to attend the SHRM NorCal Annual Conference and SHRM National Membership (\$75)





SHRM NORCAL ANNUAL CONFERENCE 2026

October 4-6, 2026

Westin St. Francis, San Francisco, CA

Contact Us

Email: norcal@shrm.org