

2021

PA State SHRM

2021 Virtual Sponsorship-Exhibitor Opportunities



Welcome to PA SHRM

2021 Overview

The PA State Council for SHRM is a statewide organization that supports the furthering of the Human Resource profession. The 26 local chapters within Pennsylvania all report to the State Council. The state Council in turn reports to SHRM National.

In December of 2019 we had 12,856 SHRM Members in the State and of that 5,785 SHRM Members in local Chapters.

Our events attract hundreds of professionals from across the state of Pennsylvania and Beyond! Our events are a great opportunity to meet with potential customers, build your organizations brand and network with peers.

We look forward to seeing you at our next event!



The PA State Council

About us

We provide HR professionals in the Commonwealth of Pennsylvania information on local, statewide and national HR events, resources, initiatives and legislation to assist you in your day-to-day HR duties. For those who serve on local chapter boards, we are also here to assist you in your leadership role. We are a 100% volunteer council that takes a strategic approach to advance the profession and serve the HR professional.



Thank you for being an active member in your SHRM Chapter.

- Jamie Leonard, SHRM-CP, PHR, Director

PA State Council for SHRM 2021 Conferences

- Legislative & Legal Conference – Friday, April 30th 2021*
- Volunteer Leadership Conference – Friday, July 30th 2021*
- Annual State Conference – Thursday, September 23rd 2021*

*All Virtual for 2021



Sponsor Benefits

2021



Your Target Market

Meet and interact with the exact customers that you are seeking. Our conferences bring together hundreds of HR professionals. In addition to having a strong, on-site virtual presence at the conference, sponsorship of our event allows for the promotion of your company brand throughout the HR community.



Quality Time

Spend more time with our attendees. We go to great lengths to make sure that our exhibitors and sponsors have lots of face time with those who attend our conferences. Our virtual partner Kynexions via Hopin offer many ways for attendees to network with exhibitors during the conference.



Face Time & Follow-Up

Stay in front of customers with mentions on PA SHRM official channels. Certain sponsors will have the ability to be shared on our Social Media channels including Twitter, Facebook and LinkedIn. After the conference attendees can also be contacted regarding interaction.*

2021 Virtual Conference Sponsors

Available for a limited time only with a limited number of opportunities!

This is your opportunity to partner with PA SHRM to support 3 world class educational events that contribute to moving the HR profession forward for 2021. Through your support, your organization can receive recognition, and access to a robust virtual platform which includes; video chat, 1:1 direct networking; lead generation; tech-enabled "speed dating" to expand your network with event attendee profiles and more.

Legislative & Legal Conference, Friday, April 30

Leadership Conference, Saturday, July 24.

Annual PA State Conference, Thursday, September 23rd

2021 Keynote Sponsor - \$10,000

Various recognition opportunities during all events (3 Conferences)
Logo on PA SHRM website
Branding at Keynote sessions & podium time at all events
Opportunity to introduce the keynote speaker at all events
Sponsor-hosted workshop/breakout
Logo at virtual event tech reception area
#1 Spot in Virtual Exhibit Hall
Social Kit to promote your involvement at the events
Distribution of your promotional literature to conference attendees
5 conference registrations for all events
5 conference registrations to give to VIP's at each event
Receive an electronic attendee list (post event)

Limit of 1 available

2021 Technology Sponsor - \$5,000

Underwrites virtual technology platform for each conference (3 Conferences)
Introduction of breakout speakers, and/or non keynote sponsor speakers
Logo on PA SHRM websites
Branding in event tech reception
#2 and #3 Spot in Virtual Exhibit Hall
Social Kit to promote your involvement at the events
4 complimentary conference registrations for VIPs at each event
2 complimentary conference registrations for VIPs at each event
Receive an electronic attendee list (post event)

Limit of 2 available

2021 Virtual Conference Continued

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State SHRM Session Spotlight - \$2,500

State Conference Session Spotlight (Leader from sponsor org provides live Intro of session. Link in chat directing to Sponsor Booth)
Prominent brand exposure
Premier Exhibit booth
Social Kit to promote your involvement at the event
2 complimentary attendee registrations at each event
1 complimentary registration for a VIP at each event
Exhibit Booth (Medium Logo/booth presence)
- Video/Demo
- Video chat/ Private Chat
- Contact/Lead Gen

5 Available Total

Exhibitor Booth- \$1,000

Secures an exhibitor registration table at 1 PA SHRM Conference (L&L, Leadership or Annual)
Social Kit to promote your involvement at the event
2 complimentary attendee registrations at each event
Exhibit Booth (Medium Logo/booth presence)
- Video/Demo
- Video chat/ Private Chat
- Contact/Lead Gen

5 Available Per Conference

Available for a limited time only!

Exhibitor and Sponsor Experience

What they are saying

"In our first year of sponsoring we secured \$700,000 in new revenue." - Payroll Company

"We come each year and are always happy to see familiar and new faces." - Consulting Agency

"I am always impressed with the amount of facetime we get as well as the help we receive from the organizers." - Voluntary Insurance Carrier

"The ROI is well worth the capital investment each year. We also learn and receive credits since we can attend the sessions!" - University Sponsor

A glimpse of our past sponsors



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The PA State Council Thanks You!

2021



For mor information contact our Sponsorship Chair
Justin Leader at jleader@benefitsdna.com or 724-466-
2078

2021

THANK YOU!

PA SHRM State Council

