

2022

PA State SHRM

2022 Sponsorship-Exhibitor Opportunities



Welcome to PA SHRM

2022 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.

- Sue Greene, SHRM-CP, PHR, CCT, State Director



PA State Council for SHRM 2022 Conferences

- Legislative & Legal Conference – Friday, May 6th 2022
- Volunteer Leadership Conference – Friday, August 6th 2022
- Annual State Conference – Thursday, September 15th and 16th 2022



Sponsor Benefits

2022



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 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. We encourage this by offering prizes for visiting booths in addition to encouraging our sponsors and exhibitors to raffle items as well.



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.*

2022 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 2022. Through your support, your organization can receive recognition, and access to robust opportunities to network and speak with our guests.

Legislative & Legal Conference, Friday, May 6th

Leadership Conference, Friday, August 6th

Annual PA State Conference, Thursday, September 15th and Friday, September 16th.

2022 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 event tech reception area
#1 Spot in 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

2022 Technology Sponsor - \$5,000

Underwrites 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 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

2022 Conference Continued

2022

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

10 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!

2022



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

2022

THANK YOU!

PA SHRM State Council

