

2024



PA State SHRM

2024 Sponsorship & Exhibitor Opportunities



Welcome to PA SHRM

2024 Overview

The PA State Council for SHRM is a statewide organization that supports the furthering of the Human Resource profession. The 25 local chapters within Pennsylvania all report to the State Council. The State Council in turn reports to SHRM National.

Pennsylvania SHRM hosts three signature conferences and events throughout the year: the Legal and Legislative Conference in the spring, the Volunteer Leadership Conference in the summer, and the Annual State Conference in the fall.

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.

- Nancy Foster, SHRM-CP, PHR, Director

PA State Council for SHRM 2024 Conferences

- Legislative & Legal Conference –
Friday, May 3rd, 2024
- Volunteer Leadership Conference
– Friday, July 26th, 2024
- Annual State Conference –
Thursday, September 12th and 13th
2024



Sponsor Benefits



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.*

* Exhibitors have an opportunity to collect contact during each event. Not all exhibit or sponsor opportunity will allow for receipt of attendee list. All Sponsor/Exhibitor packages are subjects to Terms & Conditions, including the E-mail Marketing Policy.

2024 Conference Sponsors

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

2024 Title 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 Media Shout Outs
Distribution of your promotional literature to conference attendees
4 conference registrations for all events
4 conference registrations to give to VIP's at each event
Receive an electronic attendee list (post event)

Limit of 1 available

2024 Premier- \$5,000

Supports food and break 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 Media Shout Outs
2 conference registrations for all events
2 complimentary conference registrations for VIPs at event of choice
Receive an electronic attendee list (post event)

Limit of 2 available

2024 Conference Continued

All Conference Exhibitor- \$3,000

- All State Conference Session Spotlight (3 Conferences)
- Prominent brand exposure
- Exhibit booth
- Social Media Shout Outs
- 2 complimentary attendee registrations at each event
- 1 complimentary registration for a VIP at each event

10 Available Total

Exhibitor Booth- \$1,250

- Secures an exhibitor table at 1 PA SHRM Conference (L&L, Leadership or Annual)
- 2 complimentary attendee registrations at event

10 Available Per Conference

Available for a limited time only!

2024 Conference Continued

Breakfast Sponsor- \$2000

Signage at the Breakfast Area
Podium Time
Secures an exhibitor table at 1 PA SHRM Conference (L&L, Leadership or Annual)
Social Media Shout Outs
2 complimentary attendee registrations at event

1 Available Per Conference

Lunch Sponsor- \$2000

Signage at the Lunch Area
Podium Time
Secures an exhibitor table at 1 PA SHRM Conference (L&L, Leadership or Annual)
Social Media Shout Outs
2 complimentary attendee registrations at event

1 Available Per Conference

Networking/Happy Hour - \$3000

PASHRM Sanctioned Happy Hour – Networking Event
We help get attendees there!
Secures an exhibitor table at 1 PA SHRM Conference (L&L, Leadership or Annual)
Additional Signage at the Conference!
Social Media Shout Outs
2 complimentary attendee registrations at event

1 Available Per Conference

Available for a limited time only!

2024 Conference Continued

Lanyard Sponsor - \$600

Sponsor Lanyards for our event!
Sponsors logo will be included on Lanyard
Deadline of at least 30 days before selected conference

1 Available Per Conference

Bag Sponsor- \$600

Sponsor bags for our event!
Sponsors logo will be included on bag
Deadline of at least 30 days before selected conference

1 Available Per Conference

BAG STUFFER - \$100

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



UNITED CONCORDIA[®] DENTAL



2024

THANK YOU!

PA SHRM State Council

