

2020

PA State SHRM

2020 Sponsorship and Exhibitor Opportunities



Welcome to PA SHRM

2020 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 Pennsylvania 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 organization's 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, state 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, PHR, SHRM-CP, Director



PA State Council for SHRM Conferences

- Legislative & Legal Conference –
Friday, May 1, 2020
- Volunteer Leadership Conference –
Saturday, July 25, 2020
- Annual State Conference –
Thursday, September 17 to Friday,
September 18, 2020



Sponsor Benefits

2020



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. Our breaks, meals and receptions offer more hours of dedicated time 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.*

2020 All Conference Sponsorships

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

This is your opportunity to partner with PA SHRM to support three world class educational events that contribute to moving the HR profession forward in 2020. Through your support, your organization can receive recognition, podium time and booth space at the following events:

- Legislative and Legal Conference, May 1, 2020, in Harrisburg, PA.
- Leadership Conference, July 25, 2020, at Sevens Springs Resort.
- Annual PA State Conference, September 17-18, 2020, in State College, PA.

2020 Platinum PA SHRM Partner Sponsor - \$10,000

Various recognition opportunities during all events
Logo on PA SHRM and all conference websites
Logo on signage at all conferences
Distribution of your promotional literature at conferences
First consideration for prime exhibit locations
Four conference registrations for all events
2 minutes podium time at all events
Opportunity to introduce keynote speaker at all events
Company logo printed on attendee lanyards
Company logo printed on conference bags
Receive an electronic attendee list (post event)
Limit of 1 available

2020 Student Support Sponsor - \$5,000

Underwrites reduced student conference registration
Underwrites various student support activities
Receive recognition for student support during all events
Logo on PA SHRM and all conference websites
Logo on all conference signage
Listing of all conference attendees for all events
8' exhibit table in prime location at all events
Two Free Conference Registrations for all events
Podium time during student recognition events
Opportunity to introduce speaker at student recognition

All Conference Continued

2020

All Conference Lanyard Sponsor - \$2,500

Have your company logo printed on each Lanyard that attendees will wear throughout all conferences. Includes one free conference registration. Receive an electronic attendee list. Also, receive 50% discount on vendor space if applicable.

All Conference Bag Sponsor - \$2,500

Have your company logo printed on each conference bag that attendees will use throughout all conferences. Includes one free conference registration. Receive an electronic attendee list. Also, receive 50% discount on vendor space if applicable.

2020 All Conference Exhibitor - \$1,500

Secures an exhibitor registration table at L&L and Annual Event
Exclusive opportunity to have a presence at the Volunteer Leadership Conference
Limit of 10 available

2020 Exhibitor Leadership Add-On - \$300

Secure a booth at the Leadership Conference

Available for a limited time only!

Legislative & Legal Conference

Friday, May 1, 2020

Best Western Premier
800 East Park Drive
Harrisburg, PA 17111

The PA State Council 2020 Legislative & Legal Conference will examine workplace issues through the lens of experts with more than 500 human resource professionals and other business leaders gathering in the state's capital in May.

The annual educational event also will include general sessions on top public policy issues affecting work such as workforce development, workplace equity, paid leave, immigration and more.

Premier Sponsor - \$5,000

Recognition during the event
Logo on Legislative & Legal registration page
Prominent logo on all conference signage
Listing of all conference attendees for event
8' exhibit table in prime location at event
Four conference registrations for event
5 minutes podium time at all event
Opportunity to introduce 1 keynote speaker at event
Opportunity to introduce 2 breakout speakers
Ability to provide literature/giveaways at each signature event (sponsor supplied)

Breakfast/Lunch Sponsor - 3,000/\$3,500

Receive recognition at event for meal being sponsored
Logo on signage during meal
Logo on conference signage
2-3 minute of podium time during meal
Listing of conference attendees for event
8' exhibit table in prime location at event
Two conference registrations for event
Opportunity to introduce 2 breakout speakers

Legislative & Legal Continued

2020

Conference Lanyard Sponsor - \$1,000

Have your company logo printed on each Lanyard that attendees will wear throughout the conference. Includes one free conference registration. Receive an electronic attendee list. Also, receive 50% discount on vendor space if applicable.

Conference Bag Sponsor - \$1,000

Have your company logo printed on each conference bag that attendees will use throughout the conference. Includes one free conference registration. Receive an electronic attendee list. Also, receive 50% discount on vendor space if applicable.

Coffee/Break Sponsor - \$1,000 (Morning and Afternoon)

Have your company logo printed on signage that will be used during the conference coffee breaks. Includes one free conference registration. Receive an electronic attendee list. Also, receive 50% discount on vendor space if applicable.

Exhibitor Booths

Returning - \$700
New Early Bird - \$750 (Ends 4/1/2020)
New Exhibitor - \$800 (4/2/2020 and After)
Returning Non-Profit - \$500
New Non-Profit - \$600

Attendee Add-On - \$100

(Limit of 2. Additional must pay regular conference pricing)

Volunteer Leadership Conference

Saturday, July 25, 2020

Seven Springs Resort
Champion, PA 15622

The PA SHRM Leadership Conference is designed to be a complimentary resource to Pennsylvania SHRM Chapter Leaders to prepare them for success in the coming year. Attendees learn more about SHRM's goals and initiatives, topics that are relevant to their role and have the potential to earn continuing education credit for their professional HR certifications. In addition, they have the opportunity to share effective chapter practices and network with their peers.

Keynote Sponsorship - \$2,500 Level

Opportunity to introduce keynote speaker and speak about your company for 5-7 minutes

Invite two representatives of your company to attend the conference, meals included

Signage displayed throughout the conference listing you as the keynote sponsor

Opportunity to provide promotional materials to each attendee

A table to display marketing materials

Sponsorship recognition via PA SHRM website

Sponsorship recognition on all conference materials

Breakfast Sponsorship- \$1,000 Level

Opportunity to speaker during breakfast and speak about your company for 3-5 minutes

Invite two representatives of your company to attend the conference, meals included

Signage displayed throughout the conference listing you as the keynote sponsor

Opportunity to provide promotional materials to each attendee

A table to display marketing materials

Sponsorship recognition via PA SHRM website

Sponsorship recognition on all conference materials

Leadership Continued

2020

Lunch Sponsorship - \$1,500 Level

Opportunity to speak during lunch about your company for 3-5 minutes
Invite one representative of your company to attend the conference, meals included
Signage displayed throughout lunch at the Conference listing you as the lunch sponsor
Opportunity to provide promotional materials to each attendee
A table to display marketing materials
Sponsorship recognition via PA SHRM website
Sponsorship recognition on all conference materials

Dinner Sponsorship - \$1,000 Level

Opportunity to speak during lunch and speak about your company for 3-5 minutes
Invite two representatives of your company to attend the conference, meals included
Signage displayed throughout the Conference listing you as the keynote sponsor
Opportunity to provide promotional materials to each attendee
A table to display marketing materials
Sponsorship recognition via PA SHRM website
Sponsorship recognition on all conference materials

Entertainment Sponsorship - \$1,000 Level

Opportunity to speak about your company for 3-5 minutes
Invite two representatives of your company to attend the conference, meals included
Signage displayed throughout the Conference listing you as the keynote sponsor
Opportunity to provide promotional materials to each attendee
A table to display marketing materials
Sponsorship recognition via PA SHRM website
Sponsorship recognition on all conference materials

Technology Sponsorships - \$1000 Level (4 available)

Opportunity to display your logo before each presentation as a tech sponsor
A table to display marketing materials
Signage displayed in the room listing you as the sponsor
Sponsorship recognition via PA SHRM website
Sponsorship recognition on all conference materials

PA Annual Conference

Thursday, September 17th &
Friday, September 18th

The PA Annual Conference is the PA SHRM State Council's signature event and draws nearly 500 HR professionals from across the state and beyond. The conference is an incredible opportunity to network with colleagues, make new connections, and learn from engaging and acclaimed speakers across a range of human resources and business-related topics.

Premier Sponsor - \$5,000

- Recognition during the event
- Logo on Annual Conference registration page
- Prominent logo on all conference signage
- Listing of all conference attendees for event
- 8' exhibit table in prime location at event
- Four conference registrations for event
- 5 minutes podium time at all event
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- Opportunity to introduce 2 breakout speakers
- Ability to provide literature/giveaways at each signature event (sponsor supplied)

Breakfast/Lunch Sponsor - 3,000/\$3,500

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Annual Conference Continued

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New Exhibitor - \$800 (9/1/2020 and After)
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Attendee Add-On - \$100

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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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MAZZITTI & SULLIVAN

EAP
1-800-543-5080
www.mseap.com



The PA State Council Thanks You!

2020



For more information contact our Sponsorship Chair
Justin Leader at jl@bdsadmin.com or 724-466-2078

2020

THANK YOU!

PA SHRM State Council

