



## SPONSOR ESSENTIALS

### SPONSOR SHOWCASE

**Tuesday, March 19, 2019**  
8:00 a.m. – 4:00 p.m.

### MEETING LOCATION & HOTEL

Washington Renaissance  
999 9<sup>th</sup> Street NW  
Washington, DC 20001  
Phone: + 1 (202) 898-9000

### SHRM SPONSORSHIP STAFF

#### Kristina Daniele

Sr. Exhibits Specialist  
Phone: + 1 (703) 535-6353  
kristina.daniele@shrm.org

### GENERAL SERVICES CONTRACTOR

Freeman Expositions, Inc.  
Phone: + 1 (301) 918-7975  
FreemanWashingtonES@freemanco.com

**Become a Sponsor of the 2019 SHRM Employment Law & Legislative and boost your client base today! With various packages at different price points, there are endless possibilities to reach your target market.**

Join fellow HR Managers, practitioners and professionals from around the country. The SHRM Employment Law & Legislative Conference brings together more than 750+ high-level decision makers to discuss the latest regulatory and enforcement activities implementing federal employment laws.

### Top Reasons to Attend

#### ➤ GENERATE NEW LEADS AND INCREASE SALES

Make the right connections and expand your customer base. Build recognition of your company name, products and services.

#### ➤ MEET AND NETWORK WITH HIGH-LEVEL DECISION-MAKERS

Reach leading buyers and key stakeholders in the industry from around the country.

#### ➤ GAIN VALUABLE CUSTOMER FEEDBACK

Meet face to face with hundreds of potential customers in a short period of time while also benefiting from brand exposure.

*There's no better way to develop new leads and build customer relationships than becoming a sponsor. Visit <https://conferences.shrm.org/employment-law-legislative-conference/sponsors> to see upcoming topics for the 2019 SHRM Employment Law & Legislative Conference.*

## SPONSORSHIP OPPORTUNITIES

### Diamond Level Sponsorship - \$12,500

#### **New! VIP Reception for Advocacy Day**

Held at a off-site location (TBD) this exclusive event celebrates the members of our A-Team and is the official Kick-Off for SHRM Advocacy Training! The event sponsor will receive premiere recognition and optimal exposure at the event through signage, engagement and branding opportunities at the onsite location.

#### **New! Fireside Chat**

Held at **Hamilton Live** this high-profile sponsorship will position your company as a thought leader in the industry. Sponsor benefits include an opportunity for meet and greet with the speaker and introduction from the stage as attendees get to know their industry peers in a fun, relaxed environment.

Included in the Diamond Level Sponsorship Benefits:

- Five complimentary conference registrations
- Up to eight premium seats for staff & clients
- Special “thank you” from the podium prior to the start of the event
- Complimentary 6’ table to display products and/or services at Sponsor Showcase or a Hospitality table at the Fireside Chat (available upon request)
- Company name and logo on signage at sponsored event(s)
- Company name and logo on Employment Law & Legislative Conference website with link to the website of your choice
- Company name, logo and 50-word description in the Employment Law & Legislative Conference Program
- Complimentary use of the pre- and post-conference mailing list
- Recognition on General Session Screens

### Platinum Level Sponsorship - \$10,000

#### **General Sessions**

Sponsor a general session speaker and put your company in the spotlight. Select from one of the following:

- Monday 8:30 a.m. – 10:00 a.m. – The American Worker Initiative
- Monday 10:15 a.m. – 11:05 a.m. – The Young Professional Perspective
- Monday 12:30 p.m. – 1:30 p.m. – Before the Courts
- Monday 2:00 p.m. – 2:50 p.m. – The Executive Branch Speaks
- Monday 3:05 p.m. – 3:50 p.m. – State(s) of Mind
- Monday 4:05 p.m. – 5:00 p.m. – The New Washington Update

Included in the Platinum Level Sponsorship Benefits:

- Four complimentary conference registrations
- Up to eight premium seats at the General Session for staff & clients
- 45 seconds to 1-minute video that will run prior to the start of the General Session – **NEW!**
- Special “thank you” from the podium prior to the start of the General Session
- Custom signage with logo at the Closing General Session & thank you from the podium
- Complimentary 6’ table to display products and/or services
- Company name and logo on signage at sponsored event(s)
- Company name and logo on Employment Law & Legislative Conference website with link website
- Company name, logo and 50-word description in the Employment Law & Legislative Conference Program
- Complimentary use of the pre- and post-conference mailing list
- Recognition on General Session Screens

## **GOLD LEVEL SPONSORSHIP - \$8,500**

Raise your company visibility even further with one of our gold sponsorship opportunities.

### **NEW! Coffee & Conversations**

No speeches. No presentations. Just conversation with transformational leaders in the industry. Sponsorship includes opportunity for your organization take part in industry discussions with our members as they share pressing thoughts and ideas that we are all passionate about. Includes company branding on napkins and coffee wraps during event and opportunity to promote your company during this new industry event.

### **Branded Conference Notebook**

Get your company name and logo in the hands of all conference attendees. All conference attendees and one-day registrants receive a notebook, and your logo will be prominently displayed on it. Also, featuring option to insert 1-page flyer.

### **#NextChat**

#Nextchat is the leading, global HR Twitter chat hosted by the [Society for Human Resource Management](#) on the [@shrmnextchat](#) Twitter handle. #Nextchat invites human resources professionals, business leaders and opinion elite from around the world to a weekly conversation focused on relevant HR topics and trends. #Nextchat covers top-of-mind HR issues and current events such as paid leave, healthcare, hiring and skills gaps, and HR's role in combating sexual harassment in the workplace. Promote your participation ahead of the conference in a Q&A online #Nextchat setting facilitated by SHRM and Your Organization and connect with attendees prior to the show and then again onsite! The #NextChat would be slated for the Wednesday prior to the conference AND Wednesday, March 20, 2019!

Included in the Gold Level Sponsorship Benefits:

- Three complimentary conference registrations
- Complimentary 6' table to display products and/or services
- Company name and logo on signage at sponsored event
- Company name and logo on Employment Law & Legislative Conference website with link to the website of your choice
- Company name and 50-word description in the Employment Law & Legislative Conference Program
- Complimentary use of the pre—or post—conference mailing list
- Recognition on General Session Screens

## **SILVER LEVEL SPONSORSHIP - \$5,000**

Sponsor a general session speaker and put your company in the spotlight. Select from one of the following:

### **Concurrent Session Introductions**

Welcome attendees to two concurrent session of your choice! Includes logo recognition on signage and up to two minutes to introduce the concurrent session speaker (with permission from the speaker) and share information about your organization.

### **Capitol Hill Visit Desk**

— includes branded pens at the sign-in desk, company logo on bus signage and sponsorship of preconference Hill Visit Webinar with company name and logo recognition on pre-Conference emails.

Included in the Silver Level Sponsorship Benefits:

- Two complimentary conference registrations\*
- Complimentary 6' table to display products and/or services
- Company name and logo on signage at sponsored event(s)
- Company name and logo on Employment Law & Legislative Conference website with link to your website
- Company name and 50-word description in the Employment Law & Legislative Conference Program
- Complimentary use of the pre- or post-conference mailing list

## BRONZE LEVEL SPONSORSHIP - \$3,500

### Concurrent Session Introductions

Welcome attendees to one concurrent session of your choice! Includes logo recognition on signage and up to two minutes to introduce the concurrent session speaker (with permission from the speaker) and share information about your organization.

### Bloggers Lounge

Sponsor our SHRM Bloggers who will be at our conference highlighting important issues and topics and YOU! This sponsorship opportunity allows your organization to “pay it forward” to our SHRM bloggers by sponsoring their meeting space and in return they will feature you in a dedicated blog post and social media tweets during the event. Maximize your exposure with this unique opportunity and get featured in real-time!

### Coffee Break

Several opportunities are available for sponsorship—for coffee break held each day on Monday through Wednesday. Includes logo on all signage, napkins and coffee wraps during the time of your event.

### Press Room

— includes opportunity to display promotional materials throughout the Conference and an opportunity to meet key press staff

Included in the Bronze Level Sponsorship Benefits:

- One complimentary conference registration\*
- Complimentary 6’ table to display products and/or services
- Company name and logo on signage at sponsored event
- Company name on Employment Law & Legislative Conference website with link to the website of your choice
- Company name and 50-word description in the Employment Law & Legislative Conference Program
- Recognition on General Session Screens

## Additional Promotional Opportunities – \$250 - \$500 (Only available to participating Sponsors)

### Sponsor Spotlight - \$500 (Limited to 3 companies; must be sponsor of event)

Further increase your exposure by having one of our SHRM Bloggers highlight your company on (1) complimentary SHRM blog posts and social media amplification such as Facebook, Twitter prior to the event.

### Mobile App Push Notifications - \$250 (Pricing based on day/time)

Get your message in front of attendees by taking advantage of the mobile app’s push notifications. Sponsor will receive a push notification at the specific time of their choice each day (based on available time slots).

### Conference Mail List – \$250

Attract qualified leads to your booth with a direct mail campaign. Mailing lists of registered attendees are available for rent only to conference sponsors and are intended for a one-time use in conjunction with SHRM’s Employment Law & Legislative Conference.