REACHING NEW HEIGHTS

SOAHR

SHRM-ATLANTA HR CONFERENCE 2017

Prospectus

ABOUT THE CONFERENCE

Make your plans today to participate as a sponsor or exhibitor at ***SOAHR 2017***, SHRM-Atlanta's 27th Annual HR Conference held on **March 29-30, 2017** at the Cobb Galleria in Atlanta. This is the event for Atlanta HR professionals to participate in cutting-edge educational content while creating meaningful relationships with their peers and key resource partners. Conference highlights include:

- Two thought-compelling keynote presentations
- 27 innovative, career-advancing educational sessions
- Opportunity to earn up to 9 HRCI CEU's and SHRM PDCs
- Cutting-edge Resource Partner Showcase filled with valuable products and services
- Complimentary professional headshots
- And much, much more!

The ***SOAHR 2017*** **Resource Partner Showcase** is a dynamic tradeshow environment dedicated to making new business connections and showcasing the newest innovations in HR solutions and services. With more than 100 participating sponsors and exhibitors, the Showcase is also home to some of the most popular Conference activities, including lunches and breaks, headshot station, prize drawings, and more!

As we *SOA**H**R* to new heights in 2017, SHRM-Atlanta invites you to be a part of the top professional development and networking conference serving the greater Atlanta HR community. With over 1,200 attendees representing 1,150+ companies, you will have the opportunity to demonstrate your products and services to a unique audience made up of HR managers, directors, and executives. With many packages to choose from, you will surely find the right opportunity that best aligns with your marketing needs!

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AUDIENCE PROFILE

AVERAGE ATTENDEES: **1,200+**

67% Manager Director level and above

91% Review, recommend, & make final purchase decisions:

YEARS OF HR EXPERIENCE:

20+ years: **20%**

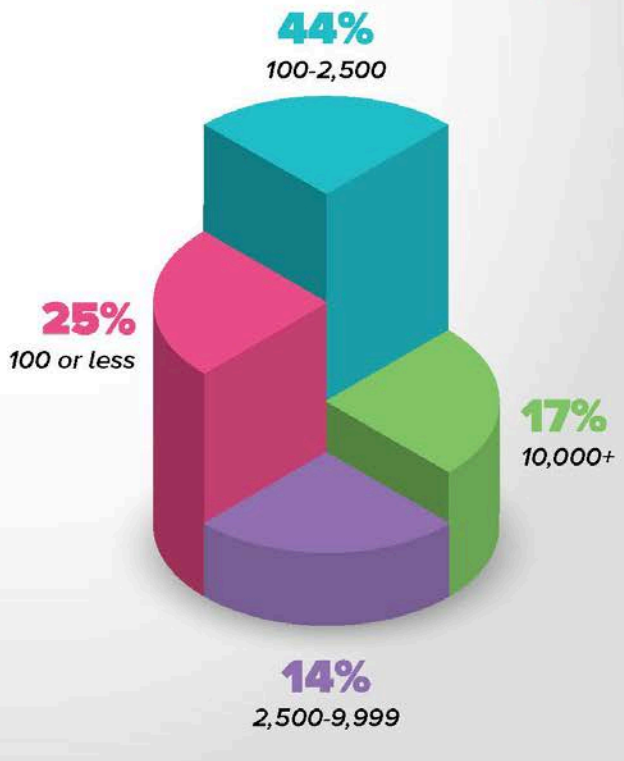
16-20 years: **17%**

6-15 years **40%**

Fewer than 5 years: **23%**

COMPANIES REPRESENTED: **1,150+**

COMPANY SIZES



Diamond Level Sponsorship (Limit 2) $10,000

The Diamond sponsorship level provides maximum exposure, key branding and recognition benefits, and has two high-exposure options to choose from:

Option 1: SHRM-Atlanta Impact Awards Sponsor (Exclusive)
The SHRM-Atlanta Impact Awards recognize HR leaders for their hard work, entrepreneurial spirit, vision, inspirational leadership, and innovation in Human Resources. Nominations open six-months prior to the conference with sponsor recognition in dedicated pre-conference marketing for the award (subject to deadlines), including the call for nominations distributed throughout Georgia (over 6,100 recipients), conference website, press releases, onsite materials (program guide, signage, etc.) and exclusive onscreen and verbal recognition during the Keynote session. Additional sponsor recognition is provided for post award recognition of winners, including a press release, website recognition, and newsletter write-up. Sponsor logo is included on each Award and a representative from sponsoring company receives four minutes of podium time and is invited onstage to assist in presenting the awards.

Option 2: Day 1 Opening Keynote Session (Exclusive)
Keynote speakers are promoted for several months leading up to the conference, appearing in nearly every marketing communication. The Day 1 Opening Keynote Session sponsor is acknowledged whenever the Keynote is referenced. Sponsor receives recognition in pre-conference marketing to over 6,100 recipients (subject to deadlines), onsite materials (including program, signage, etc. – subject to deadlines) and more, plus exclusive onscreen and verbal recognition in the Keynote session. Sponsorship includes four minutes of podium time (may include a 60-second video) at the beginning of the Keynote session and opportunity to introduce the speaker.

Diamond-level Sponsorship benefits include:

- Sponsor the SHRM-Atlanta Impact Awards OR introduce the Day 1 Keynote speaker (choice on a first come first served basis)
- Dedicated “sponsor content” broadcast e-mail distributed to pre-conference registrants two weeks prior to conference (deadlines and content guidelines apply)
- Four (4) minutes of dedicated podium time to address conference audience (may include 60-second video)
- Exclusive signage during sponsored event (large company logo)
- Stage photo opportunity (upon request and with permission of Speakers or Award winners)
- Company logo on attendee conference bag (SHRM-Atlanta selects and provides the bag)
- Banner advertisement on the conference home page
- Access to VIP Speaker/Sponsor lounge
- Stage recognition during General Session
- Company logo recognition on multiple dedicated promotional emails highlighting the Awards OR Day 1 Keynote (sent to over 6,100 recipients)
- Additional recognition on Awards page or Keynote page in program guide and on respective website pages
- Two (2) full-conference registrations
- Full-page ad on inside front cover or back outside cover of the conference program guide
- Recognition on conference signage and PowerPoint (large company logo)
- Company literature included in attendee conference bags (one item)
- All benefits included in standard exhibit booth package
- 10’ x 20’ exhibit booth in premium reserved location
- One (1) additional exhibit staff-only registration (3 total)
- Pre and post conference recognition and link on conference sponsorship website (large company logo)

Platinum Level Sponsorship (Limit 2) $8,500

The Platinum sponsorship level provides key visibility, branding and recognition benefits, and has two high-exposure options to choose from:

Option 1: Welcome Reception Sponsor (Exclusive)
NEW in 2017, the Welcome Reception provides maximum networking opportunities for attendees. SHRM-Atlanta will host a welcome reception on the first evening on the conference from 5:30 PM – 7:30 PM. The reception is open to all attendees, speakers, volunteers and Resource Partners. Sponsor is recognized in pre-conference marketing to over 6,100 recipients (subject to deadlines), on conference website, onsite material (program guide, signage, etc.) plus exclusive onscreen and verbal recognition during the reception. Additionally, sponsor receives four minutes of podium time (may include a 60-second video) at the Welcome Reception, and may also provide a door prize drawing during the reception (sponsor provides prize) for an opportunity to collect business cards.

Option 2: Day 2 Opening Keynote Session (Exclusive)
Keynote speakers are promoted for several months leading up to the conference, appearing in nearly every marketing communication. The Day 2 Opening Keynote Session sponsor is acknowledged whenever the Keynote is referenced. Sponsor receives recognition in pre-conference marketing to over 6,100 recipients (subject to deadlines), onsite materials (including program, signage, etc. – subject to deadlines) and more, plus exclusive onscreen and verbal recognition in the Keynote session. Sponsorship includes three minutes of brief podium time (may include a 60-second video) at the beginning of the Keynote session and opportunity to introduce the speaker.

Platinum-level Sponsorship benefits include:

- Sponsor the Welcome Reception OR introduce the Day 2 Keynote speaker (choice on a first come first served basis)
- Three (3) minutes of dedicated podium time to address conference audience (may include 60-second video)
- Exclusive signage during sponsored event (large company logo)
- Stage photo opportunity (upon request and with permission of speakers) with Day 2 Keynote speaker or SHRM-Atlanta leadership
- Company logo on attendee conference bag (SHRM-Atlanta selects and provides the bag)
- Banner advertisement on the conference home page
- Access to VIP Speaker/Sponsor lounge
- Stage recognition during General Session
- Company logo recognition on multiple dedicated promotional emails highlighting the Reception OR Day 2 Keynote (sent to over 6,100 recipients)
- Additional recognition on agenda page in program guide
- Two (2) full-conference registrations
- Full-page ad on page opposite the Day 1 detailed agenda OR Day 2 detailed agenda in the conference program guide
- Recognition on conference signage and PowerPoint (large company logo)
- Company literature included in attendee conference bags (one item)
- All benefits included in standard exhibit booth package
- 10’ x 20’ exhibit booth in premium reserved location
- One (1) additional exhibit staff-only registration (3 total)
- Pre and post conference recognition and link on conference sponsorship website (large company logo)

Mobile App Sponsor (Exclusive) $7,500

Place your company brand in the hands of every conference attendee before, during and after the conference. The mobile app includes session agendas and descriptions, speaker profiles, resource partner directory, floor plans and maps. The mobile app sponsor receives recognition in pre-conference marketing promoting the app to over 6,100 recipients (subject to deadlines), on conference website, onsite materials (including program guide, signage, etc.) plus onscreen and verbal recognition during General Sessions. Additionally, sponsor logo will be displayed on the Home page each time an attendee accesses the app. The sponsor receives two "push" messages which can be sent at any time during the conference, promoting your organization and encouraging attendees to visit your booth. SHRM-Atlanta selects and provides the mobile app.

Mobile App Sponsor benefits include:

- Exclusive Mobile App branding and sponsorship with two (2) company branded mobile app push notifications released during conference
- Banner advertisement on the conference home page
- Access to VIP Speaker/Sponsor lounge
- Stage recognition during General Session
- Company logo recognition on conference dedicated promotional emails (sent to over 6,100 recipients)
- Additional recognition on conference website and in program guide specific to the Mobile App
- One (1) full-conference registrations
- Full-page ad in the conference program guide
- Recognition on conference signage and PowerPoint (medium company logo)
- Company literature included in attendee conference bags (one item)
- All benefits included in standard exhibit booth package
- 10' x 20' exhibit booth in premium reserved location
- One (1) additional exhibit staff-only registration (3 total)
- Pre and post conference recognition and link on conference sponsorship website (medium company logo)

Gold Level Sponsorship (Limit 6) $6,000

Gold-level Sponsorship offers a number of exclusive attendee give-away branding options or the opportunity to address the audience at selected conference sessions. Four sponsorship options are available:

Option 1: Conference Pen (Exclusive)

Pens are great take-away items that remain with attendees for a time to come. All conference attendees receive a sponsor's branded pen in their conference bag, with extra pens made available at the registration desk and in the Resource Partner Showcase for added recognition. Sponsors also receive recognition in pre-conference marketing to over 6,100 recipients (subject to deadlines), on conference website onsite materials (including program guide, signage, etc.) plus onscreen and verbal recognition in General Sessions. SHRM-Atlanta selects and provides the pen.

Option 2: Conference Lanyard (Exclusive)

As the lanyard sponsor, your company logo will be printed exclusively on the lanyard worn by all attendees throughout the two-day conference. All conference attendees (including all Resource Partners and speakers) receive a name badge with lanyard. As a result, all event photos capturing conference attendees will prominently display your company logo and these photos will be viewed for years to come in print, social media, and SHRM-Atlanta promotions. Sponsors also receive recognition in pre-conference marketing to over 6,100 recipients (subject to deadlines), on conference website, onsite materials (including program guide, signage, etc.) plus onscreen and verbal recognition in General Sessions. SHRM-Atlanta selects and provides the lanyard.

Option 3: Conference Water Bottle (Exclusive)

Let's go green! The conference water bottle is designed to replace all the bottled water typically consumed at a conference and is a handy item for conference attendees to take home and reuse. Sponsor's logo will be printed exclusively on the bottle and distributed to all attendees. Sponsor also receives recognition in pre-conference marketing to over 6,100 recipients (subject to deadlines), on conference website, onsite materials (including program guide, signage, etc.) plus onscreen and verbal recognition in General Sessions. SHRM-Atlanta selects and provides the water bottle.

Option 4: Three (3) Sponsored Speaker Sessions (Limit 3)

Sponsors choose 3 specific conference sessions (on a first come first served basis) for which a sponsor representative has three minutes to address the audience prior to introducing the session speaker (speaker selected by SHRM-Atlanta). Sponsor's logo is printed exclusively on the session signage. Sponsor also receives recognition in pre-conference marketing to over 6,100 recipients (subject to deadlines), on conference website, onsite materials (including the program guide, etc.) plus onscreen and verbal recognition in General Sessions.

Gold Sponsor benefits include:

- Choice of one (1) of the above options (choices made on a first come first served basis. Promotional items selected and provided by SHRM-Atlanta):
  - Company logo on conference water bottle
  - Company logo on conference pen
  - Company logo on conference lanyard
  - Three (3) speaker sponsored sessions
- Stage recognition during General Session
- Company logo recognition on conference dedicated promotional emails (sent to over 6,100 recipients)
- Additional recognition on conference website and in program guide
- One (1) full-conference registration

- Full-page ad in the conference program guide
- Recognition on conference signage and PowerPoint (medium company logo)
- Company literature included in attendee conference bags (one item)
- All benefits included in standard exhibit booth package
- 10' x 20' exhibit booth
- One (1) additional exhibit staff-only registration (3 total)
- Pre and post conference recognition and link on conference sponsorship website (medium company logo)

Silver Level Sponsorship (Limit 10) $4,000

Silver-level Sponsorship offers a number of non-exclusive attendee give-away branding options or the opportunity to address the audience at selected conference sessions. Three sponsorship options are available:

Option 1: Volunteer Shirt (Non Exclusive)

Sponsors' logo appears on the volunteer shirt worn throughout the two-day conference. SHRM-Atlanta's 80-100 volunteers are highly visible and help ensure conference attendees get the assistance they need. By popular demand, EXTRA shirts will be printed and sold to attendees. Each sponsor receives recognition on conference website, onsite materials (including program guide, signage, etc.) plus onscreen recognition in General Sessions.

Option 2: Conference Notebook (Non Exclusive)

Notebooks are great take-away items that will remain with attendees for a time to come. All conference attendees receive a sponsor branded notebook in their conference bag. Each sponsor receives recognition on conference website, onsite materials (including program guide, signage, etc.) plus onscreen recognition in General Sessions.

Option 3: Two (2) Sponsored Speaker Sessions

Sponsors choose 2 specific conference sessions (on a first come first served basis) for which a sponsor representative has three minutes to address the audience prior to introducing the session speaker (speaker selected by SHRM-Atlanta). Sponsor's logo is printed exclusively on the session signage. Each sponsor receives recognition on conference website, onsite materials (including program guide, signage, etc.) plus onscreen recognition in General Sessions.

Silver Sponsor benefits include:

- Choice of one (1) of the above options (choices made on a first come first served basis. Promotional items selected and provided by SHRM-Atlanta):
  - Company logo on volunteer shirt
  - Company logo on conference notebook
  - Two (2) speaker sponsored sessions
- Recognition on conference website and in program guide
- One (1) full-conference registration
- Half-page ad in the conference program guide
- Recognition on conference signage and PowerPoint (small company logo)
- Company literature included in attendee conference bags (one item)
- All benefits included in standard exhibit booth package
- Pre and post conference recognition and link on conference sponsorship website (small company logo)

Bronze Level Sponsorship (Limit 15) $3,000

Bronze-level Sponsorship offers key ways to gain exposure at the conference. Five sponsorship options are available:

Option 1: Refreshment Break/Meal Sponsors (6 available)
The conference schedule includes much needed down time with a few refreshment breaks and a meal during each day of the conference. Sponsor's logo is featured on signage at each food service station in the Resource Partner Showcase during the break/meal selected. Option to distribute company collateral on each table in the seating area (sponsor provides material). Each sponsor receives recognition on conference website, onsite materials (including program guide, signage, etc.) plus onscreen recognition in General Sessions.

Option 2: Entertainment Sponsor (3 available)
Each year, SHRM-Atlanta offers various "fun" booths within the Resource Partner Showcase (i.e. caricaturist, hand-writing analysis, photo booth, etc.). Sponsor's logo is featured on signage at designated entertainment station in the Resource Partner Showcase. Option to distribute company collateral from this area (sponsor provide material). Each sponsor receives recognition on conference website, onsite materials (including program guide, signage, etc.) plus onscreen recognition in General Sessions.

Option 3: Professional Headshots (2 available)
The ever-popular professional headshots will be offered to all conference attendees. Sponsor logo is featured on signage at the photo area in the Resource Partner Showcase. Option to distribute company collateral from this area (sponsor provide material). Each sponsor receives recognition on conference website, onsite materials (including program guide, signage, etc.) plus onscreen recognition in General Sessions.

Option 4: Speaker/Leadership Lounge (2 available)
Sponsor logo is featured on signage in the speaker lounge area. This sponsorship offers high visibility with an exclusive group of more than 50 industry experts. Option to distribute company collateral from this area (sponsor provide material). Each sponsor receives recognition on conference website, onsite materials (including program guide, signage, etc.) plus onscreen recognition in General Sessions.

Option 5: Volunteer Lounge (2 available)
Sponsor logo is featured on signage in the Volunteer lounge area. With nearly 100 volunteers working hard to ensure a successful conference, the volunteer lounge provides a welcomed break for these HR professionals. Option to distribute company collateral from this area (sponsor provide material). Each sponsor receives recognition on conference website, onsite materials (including program guide, signage, etc.) plus onscreen recognition in General Sessions.

Bronze sponsor benefits include:

- Choice of one (1) of the above options (choices made on a first come first served basis):
  - Sponsor Refreshment Breaks or Meals
  - Entertainment Sponsor
  - Sponsor Professional Headshots
  - Sponsor the Speaker/Leadership Lounge
  - Sponsor of the Volunteer Lounge
- Quarter-page ad in the conference program guide
- Recognition on conference signage and PowerPoint (company name)
- Company literature included in attendee conference bags (one item)
- All benefits included in standard exhibit booth package
- Pre and post conference recognition and link on conference sponsorship website (company name)

Exhibitor Booth $2,000

Join our Resource Partner Showcase exhibit hall

- 10' x 10' exhibit booth space
- Two (2) exhibit staff-only registrations
- Opportunity to participate in Exhibit Hall attendee game designed to drive attendee engagement with exhibitors (subject to deadlines).
- Opportunity to host gift in Grand Finale Raffle (Sponsor provides gift. Gift retail value must be greater than or equal to $100. Subject to deadlines)
- Company logo and 50-word description listed in program guide
- Pre and post conference recognition and link on conference sponsorship website (company name)
- Pre and post conference attendee mailing list (excluding email and telephone numbers) *
- First right of renewal for the 2018 Annual SHRM-Atlanta HR Conference (through June 1, 2017)
- Conference bag with related materials (one per exhibiting company)
- 24-hour Resource Partner Showcase security (individual exhibitors are responsible for all materials contained within their booths. We encourage all exhibitors to secure valuable items and remove them from the showcase each night).

* Pre conference attendee mailing list will be distributed on or before January 6th 2017 and will include attendees who registered on or before December 31st, 2016. The post conference mailing list will be distributed on or before April 7th 2017.

Advertising Opportunities

Mini-Session Opportunities (Limit 12) $1,000
With exhibitor/sponsor package: $500

Mini-Sessions are opportunities to address the Resource Partner Showcase audience in a dedicated mini stage area for twenty (20) minutes. Although attendance is NOT guaranteed, conference attendees will be encouraged to attend mini-sessions throughout the two-day conference. Mini-session schedule will be provided to attendees (subject to deadlines).

Conference Program Guide Advertisements

Full-Page ad $1,000
Half-Page ad $750
Quarter-Page ad $500

Conference Bag Inserts

Company literature or logo items (sponsor provided) included in bag $500

	Diamond Level (Limit 2) $10,000	**Platinum Level** (Limit 2) $8,500	**Mobile App** (Exclusive) $7,500	**Gold Level** (Limit 6) $6,000	**Silver Level** (Limit 10) $4,000	**Bronze Level** (Limit 15) $3,000	**Exhibitor** $2,000
Key Sponsorship Package Recognitions	Day 1 Keynote **OR** SHRM-Atlanta Impact Awards	Day 2 Keynote **OR** Welcome Reception	Mobile App branding with 2 company branded mobile app pushes during conference	Water Bottle, Pens, Lanyard **OR** (3) Speaker Sponsored Sessions	Volunteer Shirt, Notebook, **OR** (2) Speaker Sponsored Sessions	Refreshment Break/Meal, Entertainment, Headshots, Speaker Lounge, **OR** Volunteer Lounge Sponsor	
Dedicated sponsor content broadcast e-mail distributed to pre-conference registrants two weeks prior to conference (deadlines and content guidelines apply)	X						
Dedicated podium time to address large conference audience (may include 60 second video)	4 minutes	3 minutes					
Exclusive signage during sponsored event	Company Logo (Large)	Company Logo (Large)					
Stage photo opportunity (upon request and with permission of speakers/winners)	SHRM-Atlanta Impact Award Winners OR Keynote Speakers	Keynote Speakers **OR** SHRM-Atlanta Leadership					
Company logo displayed on conference bag	X	X					
Banner advertisment on conference home page	X	X	X				
Access to VIP Speaker/Sponsor Lounge	X	X	X				
Stage recognition during General Sessions	X	X	X	X			
Recognition on conference dedicated promotional emails	Company Logo	Company Logo	Company Logo	Company Logo			
Additional recognition on conference website and in program guide	Keynote Page **OR** SHRM-Atlanta Impact Awards	Agenda Page (program guide)	X	X	X		
Full-conference registrations	2	2	1	1	1		
Dedicated advertisement space in program guide	Full-Page Inside Front Cover **OR** Back Outside Cover	Full-Page Opposite Day 1 Detailed Agenda **OR** Day 2 Detailed Agenda	Full-Page	Full-Page	Half-Page	Quarter-Page	
Recognition on signage & PowerPoint	Company Logo (Large)	Company Logo (Large)	Company Logo (Medium)	Company Logo (Medium)	Company Logo (Small)	Company Name	
Company literature included in attendee conference bags (one item)	X	X	X	X	X	X	
Exhibit booth space	10' x 20' Premium Reserved	10' x 20' Premium Reserved	10' x 20' Premium Reserved	10' x 20'	10' x 10'	10' x 10'	10' x 10'
Exhibit staff-only registrations	3	3	3	3	2	2	2
Opportunity to participate in Exhibit Hall attendee game designed to drive attendee engagement with exhibitors (subject to deadlines)	X	X	X	X	X	X	X
Opportunity to host gift in Grand Finale Raffle (Sponsor provides gift. Gift retail value must be greater than or equal to $100. Subject to dealines)	X	X	X	X	X	X	X
Company logo and 50-word description listed in program guide	X	X	X	X	X	X	X
Pre & post conference recognition and link on conference sponsorship website	Company Logo (Large)	Company Logo (Large)	Company Logo (Medium)	Company Logo (Medium)	Company Logo (Small)	Company Name	Company Name
Pre & post conference attendee mailing list (exluding email and telephone numbers)	X	X	X	X	X	X	X
Conference bag with related materials (one per exhibiting company)	X	X	X	X	X	X	X
24-hour Resource Partner Showcase security (individual exhibitors are responsible for all materials)	X	X	X	X	X	X	X
First right of renewal for the 2018 Annual SHRM-Atlanta HR Conference (through June 1, 2017)	X	X	X	X	X	X	X

SHRM-ATLANTA