

# HR Tech po

EXHIBITOR/SPONSOR PROSPECTUS

28 AUG 2018

HILTON UNION SQUARE  
SAN FRANCISCO

An exciting day-long event showcasing the intersection of HR and Technology



presented by



# HR TechXpo

Home to the world's leading-edge companies,  
the West is **the most innovative place on earth.**  
Practicing HR here requires skills beyond the  
ordinary, and a level of sophistication not found  
in other parts of the world.



# SHOWCASE

## YOUR **PRODUCT** OR **SERVICE**

AND MEET HUNDREDS OF HR DECISION MAKERS!

### **SOLVING SOPHISTICATED PROBLEMS REQUIRES SOPHISTICATED SOLUTIONS**

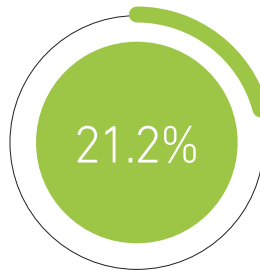
At the HR TechXpo, you'll meet HR professionals seeking to solve human problems with technology, as well as small, medium and large companies looking for solutions.

As the nation's second largest human resources association, we serve a community of more than 20,000 HR professionals throughout the West and have done so for more than 55 years. We look forward to getting you in front of your target audience and delivering invaluable solutions to our members.

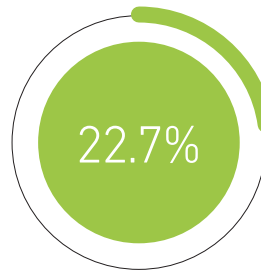
## HR TechXpo 2018 Demographics

### Titles

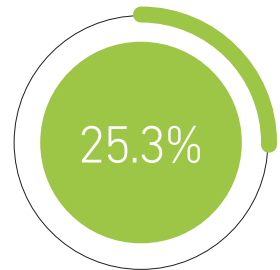
CEO/PRESIDENT/  
VICE PRESIDENT



DIRECTOR



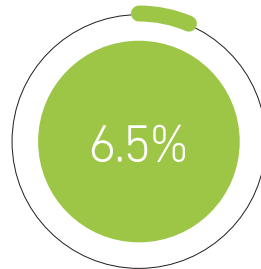
MANAGER



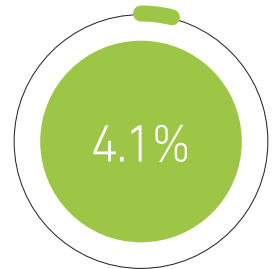
GENERALIST



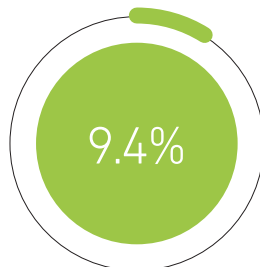
SPECIALIST



ANALYST

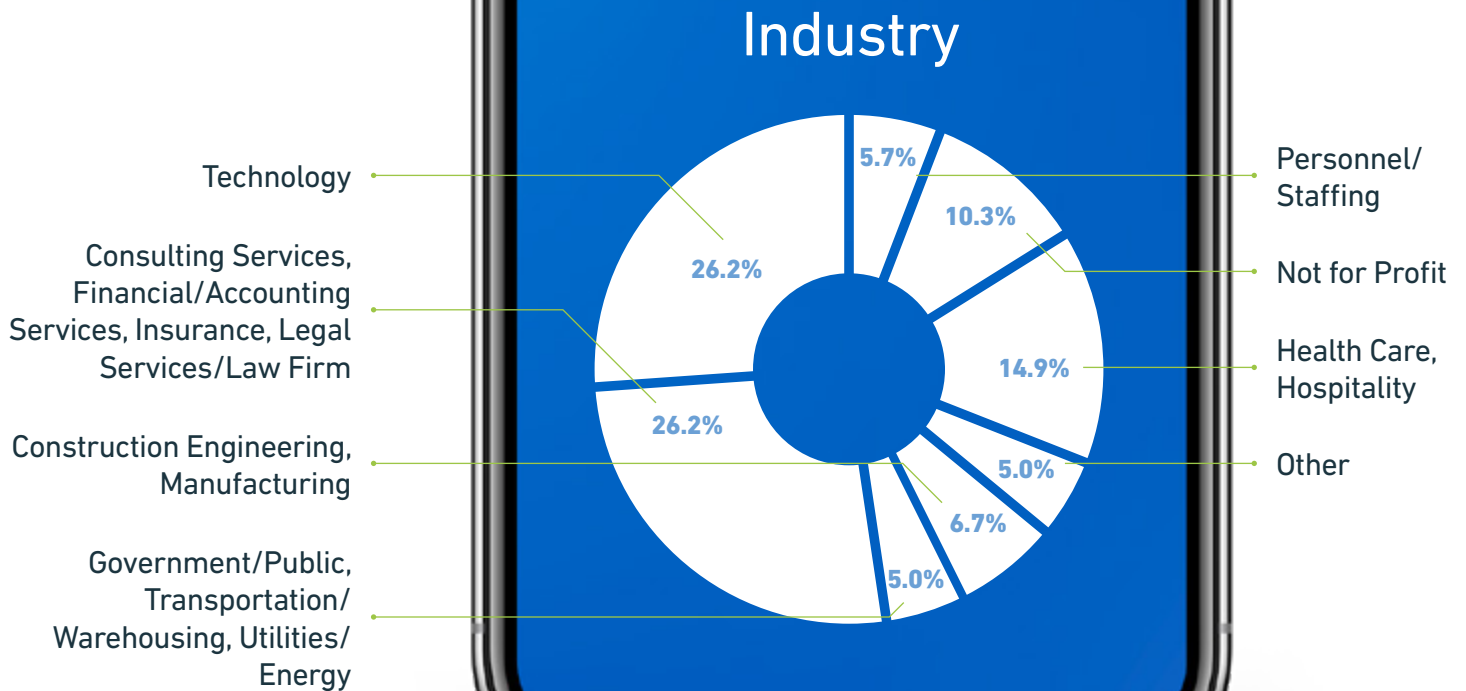
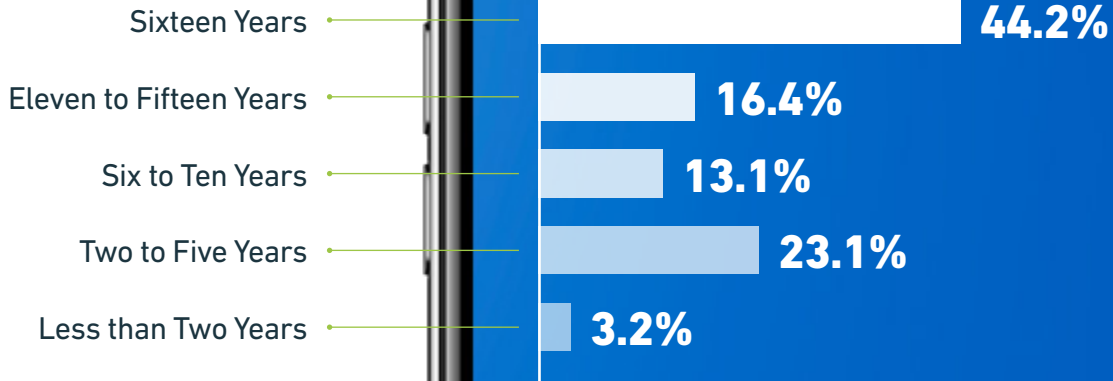


OTHER



# HR TechXpo 2018

## Demographics



# Sponsor Opportunities

(WITH EXHIBIT SPACE)

## Benefits Include:

- ✓ Copy of event attendee list (with emails following the event\*)
- ✓ Three Representatives onsite to staff exhibit booth
- ✓ 2 complimentary passes for clients to attend HR TechXpo
- ✓ Company listing on HR TechXpo website with live link
- ✓ Company logo listed on HR TechXpo homepage
- ✓ Listing in select print and electronic pre-conference marketing materials
- ✓ Listing on map of venue
- ✓ One Wi-Fi login at booth
- ✓ Automatic participation in exhibitor bingo
- ✓ Logo listed on sponsor signage in Ballroom
- ✓ Company listing on event App

## Title Sponsor // \$15,000

- Prominent company name or logo placement on all marketing materials. (ex: HR TechXpo 2017 Title Sponsor Acme Company (with logo).
- Recognition on NCHRA homepage, [www.nchra.org](http://www.nchra.org)
- Two dedicated e-blasts to membership pre-conference
- 10x10 Premium Booth #100
- One Demo Room
- One App notification via the conference App
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018 night of August 27th
- Two NCHRA Annual Memberships
- Additional two representatives @ HR TechXpo (five total)

## Name Badge Sponsor // \$8,500

- Company logo imprinted on all attendee, speaker and sponsor name badges
- 10X10 Select Booth #200
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

## Wi-Fi Sponsor // \$8,500

- Listing as sponsor on Wi-Fi signage in each room
- Company name or abbreviation used as Wi-Fi password
- 10x10 Select Booth #201
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

## Conference App Sponsor // \$6,000

- Company logo on main app splash screen and rotating banner
- Listing as sponsor on instructions for app to all participants
- Listing as sponsor on app signage
- App notification sent to attendees
- 10x10 Select Booth #206
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

## Lunch Sponsor // \$6,000

- Listing as sponsor on lunch signage
- Co-branded napkin out at lunch
- 10x10 Select Booth #207
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

CONTACT  
Denise Granados

[dgranados@nchra.org](mailto:dgranados@nchra.org)  
(800) 339-4481



## Session Sponsor // \$6,000

- Listing as sponsor on session signage
- 10x10 Select Booth #210
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

## Reception Sponsor // \$6,000

- Listing as sponsor on reception signage
- 10x10 Select Booth #211
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

## Conference Bag Sponsor // \$5,400

- Company logo imprinted on all conference bags provided to attendees
- Approved collateral or promotional item in conference bags
- 10x10 Select Booth #202
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

## Bingo Card Sponsor // \$5,400

- Featured company logo on all Bingo Cards
- Drop off box for Bingo Cards will be located next to booth
- 10x10 Select Booth #203
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

## Expo Map Sponsor // \$5,200

- Listed as sponsor on expo map that all attendees receive
- 10x10 Select Booth #204
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

## Grand Prize Sponsor // \$5,200

- Company logo and description on Grand Prize Ticket distributed to all attendees. Attendees have a chance to win \$500 at lunch and the end of the conference from this ticket.
- 10x10 Select Booth #205
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

## Refreshment Sponsor // \$5,000

- Company logo on signage during refreshment break
- Listed as refreshment break on schedule of events
- 10x10 Select Booth #212

## AV Sponsor // \$5,000

- Company logo on speaker podium in the session room
- 10x10 Select Booth #213

## Photo Booth Sponsor // \$5,000

- Company logo and name on signage at professional photo booth
- Approved collateral or promotional item displayed in photo area
- 10x10 Select Booth #214

## Pitch Competition Sponsor // \$5,000

- Listed as the sponsor of the Pitch Competition prior to HR TechXpo on all marketing for this event
- Company logo on Pitch Competition signage about the Pitch Competition
- Winner receives \$1,000 presented by the sponsor
- 10x10 Select Booth #215

## Innovator Award Sponsor // \$5,000

- Listed as the sponsor of the innovator award on all marketing materials
- 10x10 Select Booth #216

## Internet Talk Show Sponsor // \$5,000

- Company listed as sponsor of Internet Talk Show
- Highlighted interview on the Internet Talk Show
- Approved collateral displayed at Internet Talk Show
- 10x10 Select Booth #217

*\*Limit two emails to attendees about HR TechXpo in 2018*

**CONTACT** [dgranados@nchra.org](mailto:dgranados@nchra.org)  
Denise Granados (800) 339-4481





# Exhibit Opportunities

## Benefits Include:

- ✓ Copy of event attendee list (with emails following the event\*)
- ✓ Three Representatives onsite to staff exhibit booth
- ✓ 2 complimentary passes to send potential clients
- ✓ Company listing on HR TechXpo website with live link
- ✓ Listing in select print and electronic pre-conference marketing materials
- ✓ Listing on map of venue
- ✓ One Wi-Fi login at booth
- ✓ Automatic participation in exhibitor bingo
- ✓ Company listing on event app

## Premium Booth // \$4,850

- Premium Booth Location
- 10x10 Booth
- Listing in preconference e-blast recognizing all Premium Exhibitors

## Select Booth // \$4,500

- Select Booth Location
- 10x10 Booth

## Select II Booth // \$4,000

- Select II Booth Location
- 10x10 Booth

## Choice Booth // \$3,500

- Choice Booth Location
- 10x10 Booth

## Choice II Booth // \$3,000

- Choice II Booth Location
- 10x10 Location



## Standard Booth // \$2,500

- Standard Booth Location
- 10x10 Booth

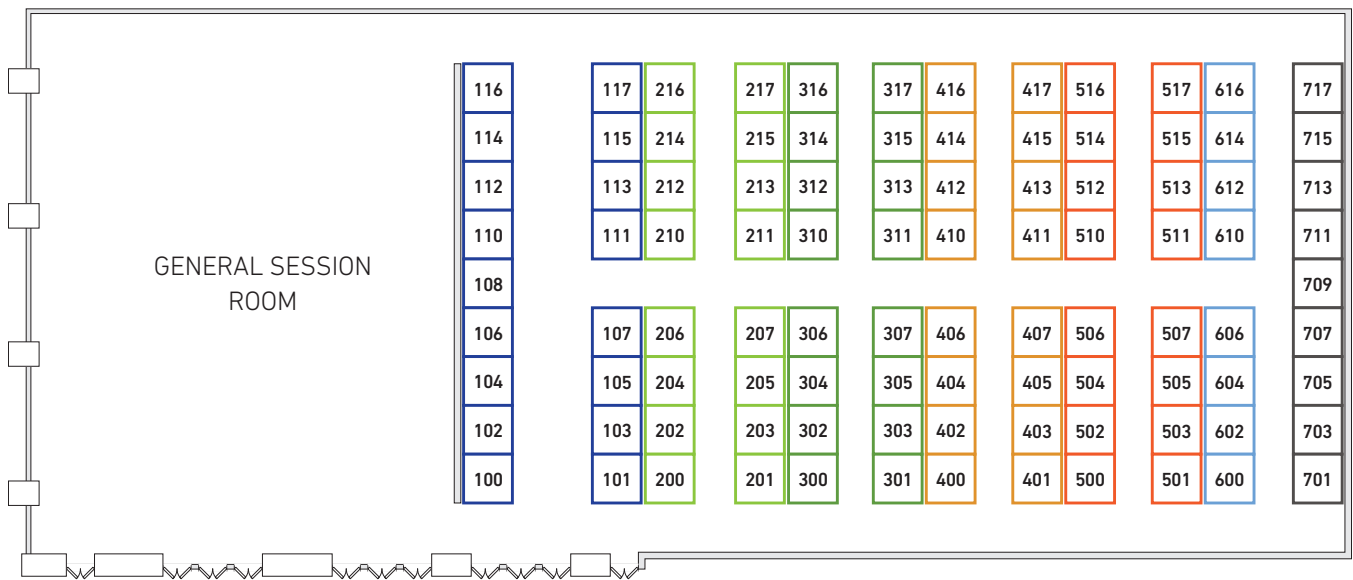
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**(800) 339-4481**

## Startup Alley Booth // \$1,500 (MUST QUALIFY)

- Startup Booth Location
- 10x10 Booth

### Exhibitor Map



**100-117**  
PREMIUM

**200-217**  
SELECT

**300-317**  
SELECT II

**400-417**  
CHOICE

**500-517**  
CHOICE II

**600-616**  
STANDARD

**701-717**  
STARTUP

## Additional Opportunities

### Demo Room // \$3,500

- Must be an exhibitor at the event
- Private room and audience
- 30 minutes to demo your product
- Recognition on conference website and in a pre-marketing email
- Listed on Demo Signage

### Conference Bag Insert // \$350

- Must be an exhibitor at the event
- Supply us with your approved collateral or promotional item to be inserted in Conference bags to all attendees

\*Limit two emails to attendees about HR TechXpo in 2018

# Previous Techxpo Exhibitors

15Five	Guidebook	Rallyteam
Achievers	GuideSpark	RecruitLoop
Artizen Staffing	Halogen Software	Reflektive
Benefit One USA, Inc.	hiQ Labs	Restless Bandit
BetterUp	HireMojo	Robert Half
BetterWorks Systems, Inc.	HireMore	Sapling
Bevi	Hirevisor	ScholarSHARE
Blue Marble Payroll	HRCogs	ShareCredentials
Blueboard	Humantelligence	SmartRecruiters
Byte Foods	Impraise	Squadley
California Payroll	Ingentis	STEM Compass
Captain 401	InvestiPro	syncHR
CarDash	JETRO	Talent Sonar
CareerFlex LLC	Jobularity	Talla
Ceridian	Jobvite	Technomedia
Clutch	Lattice	The Marlin Company
Comfy	LifeMoxie Mentoring & Leadership	The Vita Companies
CoPilot by NuCompass	LocalWork.com	ThisWay Global
Crowdstaffing	Lucy	TriNet
Eat Club	Lumity	Ultimate Software
eeStrategy	Mercer PeoplePro	UrbanDoor
elevateBenefits	Mission College	Waggl
Emplify	Namely	WePow, Inc.
emplo	NFP	Whil
Envoy	OnePoint Human Capital Management	Willis Towers Watson
Espresa	Options4Growth	Workforce Housing
Expensify	Paycom	WORKTERRA
Financial Force	Payroll Systems	Zenefits
Fitbliss	PeopleInsight	WORKTERRA
GoalSpan	Perspective Partners	Zenefits