



EXCLUSIVELY SENIOR HR OFFICERS!

HRO **FORUM**

TODAY

MAY 2016

2015 PARTNERSHIP PROSPECTUS



- **OVER 367** SENIOR LEVEL HR EXECUTIVES AND HR THOUGHT LEADERS REGISTERED FOR THE 2015 EVENT.
- **87%** OF 2015 ATTENDEES WERE DIRECTOR AND ABOVE
- HR EXECUTIVES IN ATTENDANCE HAVE AN AVERAGE OF NEARLY **\$10 BILLION** IN GLOBAL REVENUES.
- HR EXECUTIVES IN ATTENDANCE HAVE AN AVERAGE OF **28,250** FULL-TIME EMPLOYEES GLOBALLY.
- AS A SPONSOR YOUR LOGO WILL GENERATE OVER **3-MILLION** IMPRESSIONS.

WWW.HRO TODAYFORUM.COM

CAPTURE NEW QUALIFIED LEADS, INCREASE BRAND AWARENESS AND MARKET SHARE AT THE *HRO TODAY* FORUM.

Go ahead. Ask the others—even they'll admit that the *HRO Today* Forum audience represents the "top of the food chain" – Nobody can match the quality of our attendees. We usually joke that our attendees are the bosses of the attendees of other events. But, um, we're not kidding. All in, we reach the most influential HR executives from around the world.

Our point of difference pretty simple: We provide the most objective content for the world's most influential HR executives.

We've been doing it for more than a decade and we invite you to put the power of our event to work for you.

The wide array of sponsorship opportunities the *HRO Today* Forum allows us to help you find the most effective way to reach out to our attendees and maximize your visibility at the event. All sponsors are recognized prominently before, during and after the event as leading supporters of the *HRO Today* Forum and the HR movement. The opportunities listed in the prospectus are designed to fit a variety of budgets and may be combined to meet the desired levels. Maximize your participation with an *HRO Today* Forum Sponsorship and network with senior-level HR practitioners who have expiring vendor contracts.

TO LEARN MORE OR PROPOSE A UNIQUE SPONSORSHIP OPPORTUNITY, CONTACT:

Steve LaMotta, HCS, SPHR
 Vice President, Sharedxpertise
 P: +1 215.606.9519
 Email: Steve.LaMotta@SharedXpertise.com

Below are some of the senior-level HR executives that have attended the *HRO Today* Forum:



Jan Becker
SVP, Human Resources
Autodesk



Cathy A. Benton
CHRO
Alston & Bird LLP



Eileen Benwitt
Chief Talent Officer
Horizon Media, Inc.



Yves Deschenes
Associate VP HR and
Organizational Development
Centennial College



Michelle DiTondo
SVP of Human Resources
MGM Resorts International



Cindy Fiedelman
VP People & Diversity
American Airlines



Ron Garrow
CHRO
MasterCard



Roger Gaston
SVP, Human Resources
Avaya



Mindy Geisser
Chief People Officer
Colliers International



Ann M. Harten
Global VP of HR
Haworth Inc



Sara Hill
CHRO
Ceridian



Kawel B. Laubach
Chief Human Resources Officer
Mohegan Tribal Gaming Authority



Jennifer Mann
VP, Human Resources
SAS



John Murabito
EVP, Human Resources
and Services
Cigna Corporation



Candace Osunsade
VP of HR
National Aquarium



Debra Punke
SVP Human Resources
Concord Hospitality Enterprises



Johnna G. Torsone
VP & CHRO
Pitney Bowes



Carla Williams
Human Resources Director
Alcorn State University

SPONSORSHIP OPPORTUNITIES

HRO Today will once again partner with the Wharton Center for HR Studies led by Professor Peter Cappelli, NY Times best-selling nonfiction author, and one of the leading voices in the world of human resources. Their track demystifies the uses and opportunities presented by the big data trend in business.

WHARTON CENTER FOR HR STUDIES TRACK SPONSORSHIP - \$99,000

Prior to the event HRO Today will distribute multiple articles that feature your organizations participation as the track sponsor.

- An exclusive 30-minute plenary session on the main stage at the *HRO Today* Forum. Your presentation must be consistent with the theme of the program.
- Introduce a Keynote Speaker at one of *HRO Today* Forum Plenary Sessions.
- Display three :30 second videos throughout the event, one of which will be in advance of introducing the keynote.
- Acknowledgment at the opening and the end of the event.
- Submit a presentation for consideration at the event.
- Prominent logo exposure as a lead sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prominent logo on the main stage throughout the event.
- 15 complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$16,950)
- 10 complimentary staff passes. (Value: \$16,950)
- VIP seating at all event plenary sessions.
- Distribution of your collateral in a "Thought Leadership" area at the event.
- One complimentary full-page ad in the *HRO Today* Forum event guide.
- Company profile in the *HRO Today* Forum event guide.
- Inclusion in all press releases related to the *HRO Today* Forum event.
- Receive the *HRO Today* Forum attendee list with full contact information.
- Inclusion in a multi-sponsor webcast prior to *HRO Today* Forum event.



- Advanced logo recognition on the *HRO Today* Forum website with a hyperlink back to your website.
- A :30 second video prominently posted on the *HRO Today* Forum

SPONSORSHIP OPPORTUNITIES

The *HRO Today* Forum has numerous tracks covering the field of HR that will help you focus your marketing message to a core audience of HR executives. As the track sponsor you'll have the ability to introduce sessions and participate in a panel discussion in your track.

TRACK SPONSORSHIP - \$75,000

- An exclusive 30-minute plenary session on the main stage at the *HRO Today* Forum. Your presentation must be consistent with the theme of the program.
- Introduce a Keynote Speaker at one of *HRO Today* Forum Plenary Sessions.
- Display three :30 second videos throughout the event, one of which will be in advance of introducing the keynote.
- Acknowledgment at the opening and the end of the event.
- Submit a presentation for consideration at the event.
- Prominent logo exposure as a lead sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prominent logo on the main stage throughout the event.
- 10 complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$16,950)
- 10 complimentary staff passes. (Value: \$16,950)
- VIP seating at all event plenary sessions.
- Distribution of your collateral in a "Thought Leadership" area at the event.
- One complimentary full-page ad in the *HRO Today* Forum event guide.
- Company profile in the *HRO Today* Forum event guide.
- Inclusion in all press releases related to the *HRO Today* Forum event.
- Receive the *HRO Today* Forum attendee list with full contact information.
- Inclusion in a multi-sponsor webcast prior to *HRO Today* Forum event.
- Advanced logo recognition on the *HRO Today* Forum website with a hyperlink back to your website.
- A :30 second video prominently posted on the *HRO Today* Forum website.



SPONSORSHIP OPPORTUNITIES

PREMIER SPONSORSHIP - \$40,000

- An exclusive 30-minute plenary session on the main stage at the HRO Today Forum. Your presentation must be consistent with the theme of the program.
- Host of a conference track at the *HRO Today* Forum
- Display two :30 second videos throughout the event, one of which will be at the relevant track introduction.
- Acknowledgment at the opening and the end of the event.
- Prominent logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prominent logo on the main stage throughout the event.
- 10 complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$16,950)
- 5 complimentary staff passes. (Value: \$8,475)
- Distribution of your collateral in a "Thought Leadership" area at the event.
- One complimentary full-page ad in the *HRO Today* Forum event guide.
- Company profile in the *HRO Today* Forum event guide.
- Inclusion in all press releases related to the *HRO Today* Forum event.
- Receive the *HRO Today* Forum attendee list with full contact information.
- Advanced logo recognition on the *HRO Today* Forum website with a hyperlink back to your website.
- A :30 second video prominently posted on the *HRO Today* Forum website.
- Inclusion in a multi-sponsor webcast prior to *HRO Today* Forum event.



SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP - \$30,000

- Your product will be displayed in an *HRO Today* Forum e-Newsletter prior to the event.
- Prominent logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Advanced recognition on *HRO Today* Forum website with a hyperlink back to your website.
- 8 complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$13,560)
- 4 complimentary staff passes. (Value: \$6,780)
- Distribution of your collateral in a "Thought Leadership" area at the event.
- One complimentary half page ad in the *HRO Today* Forum event guide.
- Company profile in the *HRO Today* Forum event guide.
- Inclusion in all press releases related to the *HRO Today* Forum event.
- A :30 second video prominently posted on the *HRO Today* Forum website.



SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP - \$17,500

- Logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Advanced recognition on *HRO Today* Forum website with a hyperlink back to your website.
- 6 complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$10,170)
- 3 complimentary staff passes. (Value: \$5,085)
- One complimentary quarter page ad in the *HRO Today* Forum event guide.
- Company profile in the *HRO Today* Forum event guide.

BRONZE SPONSORSHIP - \$12,500

- Logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Advanced recognition on *HRO Today* Forum website with a hyperlink back to your website.
- 4 complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$6,780)
- 2 complimentary staff passes. (Value: \$3,390)
- Company profile in the *HRO Today* Forum event guide.

TOPIC TABLE SPONSORSHIPS

TOPIC TABLE SPONSORSHIP - \$10,000/TABLE - (ONLY AVAILABLE TO SILVER SPONSORS AND ABOVE)

The *HRO Today* Forum in North America will also feature a Topic Table session that will allow a more intimate interaction among practitioners while featuring our sponsors as thought leaders. 2014 introduced 'Topic Tables' which will feature discussions chosen by our practitioner audience. SharedXpertise will program a 60 minute session in the event which will feature the below topics:

- Employment Branding: How to leverage your employment brand to gain top talent.
- Sourcing Techniques & Recruitment: New approaches to finding and attracting the best-fit candidates.
- Total Workforce Solutions: Managing both full-time staff and contingent workers until one umbrella.
- Big Data: How to leverage data to drive the bottom line.
- Career Development: Create succession plans for yourself.
- Developing Global Leadership: Leading your internal leaders on a global level.
- Workplace Bullying: How to create a policy and police it.
- Affordable Care Act: Keeping compliant with the changes of the ACA.
- Onboarding and policy compliance: Setting up best practices to encourage workforce participation in mandated company policy requirements.

Each table sponsor will have the table topic featured on a sign at their table with their logo. Each table sponsor will be positioned as a subject matter expert to facilitate the discussion. SharedXpertise will advertise the sessions in targeted communications to each practitioner community and will solicit advanced registration for each topic.

AS AN *HRO TODAY* FORUM SPONSOR YOU'LL:

- Make your solutions mission-critical business tools for senior-level HR executives
- Discuss your solutions with senior HR executives that have purchasing power
- Capture new qualified leads
- Increase brand awareness and market share
- Give the most senior-level HR officers a reason to purchase your solutions
- Differentiate your solutions from your competitors
- Receive global exposure for your business to a targeted audience of senior executives via the *HRO Today* community

TO LEARN MORE OR PROPOSE A UNIQUE SPONSORSHIP OPPORTUNITY, CONTACT:

Steve LaMotta, HCS, SPHR

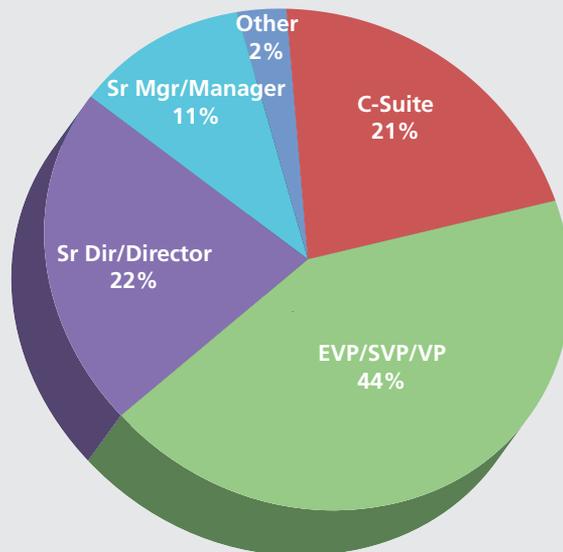
Vice President

Sharedxpertise

P: +1 215.606.9519

Email: Steve.LaMotta@SharedXpertise.com

2015 *HRO Today* Forum Attendee Breakdown:



SPONSORSHIP OPPORTUNITIES

NETWORKING EVENTS

Make a stronger connection with your customers and prospects by sponsoring a networking event at the *HRO Today* Forum.

***HRO TODAY* Cocktail Reception Sponsor - \$60,000**

For the last 12 years, the *HRO Today* Awards Gala has been the highlight of the year and an aspiration for those in the HR industry both regionally and globally. Don't miss your chance to sponsor this prestigious event and connect with the world's most influential HR executives.

***HRO TODAY* Awards Gala Sponsor - \$25,000**

For the last 12 years, the *HRO Today* Awards Gala has been the highlight of the year and an aspiration for those in the HR industry both regionally and globally. Don't miss your chance to sponsor this prestigious event and connect with the world's most influential HR executives.

***HRO TODAY* FORUM OPENING RECEPTION - \$40,000**

Celebrate the opening of the *HRO Today* Forum as the exclusive sponsor of this reception. Provide welcoming remarks and have your logo featured on event signage and beverage napkins.

***HRO TODAY* FORUM CLOSING RECEPTION - \$40,000**

Celebrate the opening of the *HRO Today* Forum as the exclusive sponsor of this reception. Provide welcoming remarks and have your logo featured on event signage and beverage napkins.

***HRO TODAY* MAGAZINE PARTY - \$40,000**

Rock the house as the exclusive sponsor of the *HRO Today* Magazine. As the exclusive sponsor you'll rub elbows with some of the brightest HR minds in the world. Provide welcoming remarks and have your logo featured on event signage and beverage napkins.

***HRO TODAY* FORUM LUNCH SPONSOR - \$25,000**

Provide *HRO Today* Forum attendees with a full lunch that will let them graze and schmooze happily. Fire them up for the rest of the day! You can give the attendees company information and/or gifts for each table.

***HRO TODAY* FORUM BREAKFAST SPONSOR - \$20,000**

Your mom was right... breakfast IS the most important meal of the day! Help the *HRO Today* Forum attendees get their eyes open and their day started by giving them coffee, bagels, fruit juice and other delicious stuff. They'll be ever so grateful.



SPONSORSHIP OPPORTUNITIES

ADVERTISING & PROMOTION

Your logo on signage and other displays will leave a lasting impression on *HRO Today* Forum attendees.

HRO TODAY FORUM SOCIAL MEDIA SPONSOR - \$20,000 - EXCLUSIVE

As the social media sponsor you'll have your own official lounge for attendees and press to take a break from event activities and connect to their email or social media accounts. The lounge will also include a flat-screen featuring live twitters feeds from the event that will be branded with your company logo.

HRO TODAY MAGAZINE COVER PHOTO PROMOTION - \$20,000 – EXCLUSIVE

Our event photographer will take attendee photographs that will be featured on a *HRO Today* Magazine mock-up cover. Your logo will appear on the cover photo.

HRO TODAY FORUM ONLINE CONFERENCE REGISTRATION - \$20,000

Get a head start on advertising by sponsoring the *HRO Today* Forum online registration. Recognition includes your logo and hyperlink on all official registration confirmation emails.

ON-SITE CONFERENCE REGISTRATION - \$20,000

Be the first company attendees see when they register for the *HRO Today* Forum. Sponsorship features your logo on the registration counter top and on signage in the registration area.

HRO TODAY FORUM MOBILE APP - \$15,000 - EXCLUSIVE

Attendees will engage with your brand frequently with the *HRO Today* Forum Mobile App. Attendees will download this interactive mobile app to view the event agenda, speaker information and network with other attendees.

HRO TODAY T-SHIRT SPONSOR - \$12,000 – EXCLUSIVE

Sponsor the official *HRO Today* Forum t-shirt and get exposure at the event and for years to come! All *HRO Today* Forum attendees will receive this t-shirt that will feature your artwork displayed on the back of the shirt with the *HRO Today* Forum logo on the front.

HRO TODAY FORUM iREPORTER - \$10,000

Provide a 3 minute update of the day's events that will be filmed and uploaded to the event *HRO Today* Forum website.



SPONSORSHIP OPPORTUNITIES

ADVERTISING & PROMOTION

Your logo on signage and other displays will leave a lasting impression on *HRO Today* Forum attendees.

HRO TODAY FORUM GENERAL SESSION FLYER/GIFT DROP - \$7,500 – EXCLUSIVE

Reach *HRO Today* Forum attendees in the opening plenary session with a flyer or gift. You provide the flyer/gift and we'll place it on each of the attendee's chairs before the opening remarks begin.

HRO TODAY SHOW DAILY SPONSORSHIP - \$7,500

Be the exclusive sponsor of the *HRO Today* Forum daily e-Newsletter and reach over 80,000 senior level HR Executives. Your sponsorship includes a 728x90 leaderboard banner with a link back to your website.

HRO TODAY FORUM VIDEO COMMERCIAL SPOT - \$5,000

Your :30 second video will air in front of the entire *HRO Today* Forum audience.

COFFEE BREAK - \$5,000

Have your logo printed on signs and table tents during the coffee breaks at the *HRO Today* Forum.

HRO TODAY FORUM INNOVATION STATION SPONSORSHIP - \$5,000

Don't miss this opportunity to showcase your technology solutions to the most elite HR practitioners and RPO Provider Firms. Your *HRO Today* Forum Innovation Station sponsorship includes a 15-minute live demonstrations in a common area that will take place during networking breaks at the *HRO Today* Forum.

HRO TODAY FORUM DOUBLE-SIDED METER BOARD SPONSOR – \$3,000/SIGN

Your message will be on display with this double-sided meter board sign. Placed in a key location, this sign is sure to draw attention towards your organization

HRO TODAY FORUM EVENT GUIDE FULL PAGE AD - \$2,500

Enjoy increased logo presence by advertising your company logo on one full-page, color ad in the *HRO Today* Forum Event Guide.

TO LEARN MORE OR PROPOSE A UNIQUE SPONSORSHIP OPPORTUNITY, CONTACT:

Steve LaMotta, HCS, SPHR

Vice President

Sharedxpertise

P: +1 215.606.9519

Email: Steve.LaMotta@SharedXpertise.com



SPONSORSHIP OPPORTUNITIES

HRO TODAY FORUM EDUCATIONAL SPONSORSHIPS

HRO TODAY FORUM PRESENTATION SHOWCASE - MUST BE A BRONZE SPONSOR TO PARTICIPATE (ONLY 10 SLOTS AVAILABLE)

A rapid-fire series of insight and innovation that will change the way you think about HR. Capture attendee mindshare by presenting your HR innovation in 10 minutes that will change the way practitioners think about HR. Content subject to review/approval by the *HRO Today* Forum selection committee.

HRO TODAY FORUM SOFTWARE SHOWCASE - \$10,000 (ONLY 5 SLOTS AVAILABLE)

Present your transformational software solution in 10 minutes to the most influential HR executives at the *HRO Today* Forum. Don't miss this chance to present your solution's key benefits in front of the entire *HRO Today* Forum audience.

