



**EXCLUSIVELY SENIOR HR OFFICERS!**

# **HRO** TODAY **F O R U M**

**April 30 - May 2, 2018**  
**National Harbor, MD**  
**MGM National Harbor**

**2018 PARTNERSHIP PROSPECTUS**



- **OVER 420** SENIOR LEVEL HR EXECUTIVES AND HR THOUGHT LEADERS REGISTERED FOR THE 2017 EVENT.
- **85%** OF 2017 ATTENDEES WERE DIRECTOR AND ABOVE
- HR EXECUTIVES IN ATTENDANCE HAVE AN AVERAGE OF **\$9 BILLION** IN GLOBAL REVENUES.
- HR EXECUTIVES IN ATTENDANCE HAVE AN AVERAGE OF **28,100** FULL-TIME EMPLOYEES GLOBALLY.
- AS A SPONSOR YOUR LOGO WILL GENERATE OVER **3-MILLION** IMPRESSIONS.

**[WWW.HROTODAYFORUM.COM](http://WWW.HROTODAYFORUM.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. We reach the most influential HR executives from around the world.

Our point of difference is 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:**

Allie Williams

Vice President, SharedXpertise

Office Phone: +1 (215) 606-9523

Email: [Allie.Williams@SharedXpertise.com](mailto:Allie.Williams@SharedXpertise.com)





# BELOW ARE SOME OF THE SENIOR-LEVEL HR EXECUTIVES THAT HAVE ATTENDED HRO TODAY FORUM:



**Jan Becker**  
SVP, Human Resources  
Autodesk



**Cathy A. Benton**  
CHRO  
Alston & Bird LLP



**Eileen Benwitt**  
Chief Talent Officer  
Horizon Media, Inc.



**Lisa Jeffries Caldwell**  
Executive Vice President & Chief  
Human Resource Officer  
Reynolds American



**Rudy Campoya**  
Chief Human Resources Officer  
Socorro Independent School  
District



**Lainie Cooney**  
Chief Human Resources Officer  
DPI Specialty Foods Inc.



**Karen Crone**  
CHRO  
Paycor



**Michelle Crosby**  
Former EVP & Chief Human  
Resources Officer FRHI Hotels &  
Resorts (Fairmont Hotels)



**Laurie Dalton**  
CHRO  
gategroup, North America



**Yves Deschenes**  
Associate VP HR and  
Organizational Development  
Centennial College



**Michelle DiTondo**  
SVP of Human Resources  
MGM Resorts International



**Valerie Egan**  
Talent Acquisition Strategist  
Girl Scouts of the USA



**Christine Eskilsen**  
Chief Human Capital Officer  
Piper Jaffray



**Kate Etinger**  
CHRO  
Bank Leumi



**Karen Feeney**  
Senior HR Operations Manager  
The Children's Hospital of  
Philadelphia



**Cindy Fiedelman**  
VP People & Diversity  
American Airlines



**Tony Fogel**  
CHRO  
Coveris Group



**Dane Friend**  
CHRO & VP of HR  
Baylor College of Medicine



**Roger Gaston**  
SVP, Human Resources  
Gates Corporation



**Mindy Geisser**  
Chief People Officer  
Colliers International



**Carole Hackett**  
Sr. Vice President of Human  
Resources  
Houston Methodist



**Ann M. Harten**  
Global VP of HR  
Haworth Inc



**Kimberly Hauer**  
Vice President and Chief HR Officer  
SC Johnson



**Jim Hazboun**  
VP, Human Resources  
Hyundai Capital



**Kari Heerdt**  
Chief People Officer  
MSC Industrial Supply Co.



**Barry Hirschman**  
Head of Talent Acquisition  
Region Americas, Linde Group



**Khara Julien**  
CHRO  
Gypsum Management & Supply



**Francine Katsoudas**  
SVP, Chief People Officer  
Cisco



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



**Andrea Ledford**  
Executive Vice President, Chief  
Administration Office and Chief  
Human Resources Officer  
NCR Corporation



**Brian Little**  
Head of Human Resources  
Zurich, North America



**Jane Maksoud,**  
SVP and CHRO  
Mount Sinai Health System



**Jennifer Mann**  
EVP & CHRO, SAS



**Adriene McCoy**  
Chief Human Resource Officer  
Baptist Health South Florida



**Marcia Morales-Jaffe,**  
Former SVP, Chief People Officer  
PayPal



**Angela Moriarity**  
Director of Human Resources  
Advanced Correctional Healthcare

# BELOW ARE SOME OF THE SENIOR-LEVEL HR EXECUTIVES THAT HAVE ATTENDED HRO TODAY FORUM:



**Tim Mulligan**  
Chief Human Resources Officer  
Vulcan Inc.



**John Murabito**  
EVP, Human Resources  
and Services, Cigna Corporation



**Kristin Murphy**  
Director  
Center of Excellence at  
Cox Enterprises



**Deslyn Norris**  
VP of Human Resources  
Topgolf



**Candace Osunsade**  
VP of HR  
National Aquarium



**Matthew Owenby**  
Senior Vice President, Chief Human  
Resources Officer, Aflac



**Mark Puleo**  
VP and CHRO  
Henry Mayo Newhall Hospital



**Debra Punke**  
SVP Human Resources  
Concord Hospitality Enterprises



**Carol Robinette**  
Head of Talent Acquisition  
American Red Cross



**Kristen Robinson**  
Chief Human Resources Officer  
Pandora



**Cathy Scarlett**  
Vice President of Talent Acquisition  
BMO Financial Group



**Shannon Schuyler**  
Chief Purpose Officer and  
Corporate Responsibility Leader  
PwC



**Mason Stubblefield**  
Vice President of Rewards,  
Technology and Operations  
Adobe



**Collette Taylor**  
SVP, HR  
Astellas US LLC



**Johnna G. Torson**  
VP & CHRO  
Pitney Bowes



**Katie Traviglia**  
Director of Human Resources  
New American Funding



**Audrey Van Luven**  
CHRO  
Christiana Care Health System



**Peter Vermeulen**  
Head of HR Americas  
The Linde Group



**Pat Wadors**  
CHRO & Senior Vice President of the  
Global Talent Organization  
LinkedIn



**Carla Williams**  
Human Resources Director  
Alcorn State University



**Kathy Zwickert**  
Chief People Officer  
NetSuite





## 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 - \$75,000

*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 one pre-show Attendee List with company and title only, and one post-show Attendee List with full contact information.



- One 6-foot table-top display in our Thought Leadership area
- 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 - \$55,000

- 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 one pre-show Attendee List with company and title only, and one post-show Attendee List with full contact information.
  - One 6-foot table-top display in our Thought Leadership area
  - 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 - \$45,000

- 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)
- Five 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 one pre-show Attendee List with company and title only, and one post-show Attendee List with full contact information.
- One 6-foot table-top display in our Thought Leadership area
- 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.
- Eight complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$13,560)
- Four 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 - \$20,000

- 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.
- Six complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$10,170)
- Three complimentary staff passes. (Value: \$5,085)
- One complimentary, quarter-page ad in the
- Receive one pre-show Attendee List with company and title only, and one post-show Attendee List with full contact information.
- One 6-foot table-top display in our Thought Leadership area
- Company profile in the *HRO Today* Forum event guide.



## BRONZE SPONSORSHIP - \$14,000

- 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.
- Four complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$6,780)
- Two complimentary staff passes. (Value: \$3,390)
- Company profile in the *HRO Today* Forum event guide.



## 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 who 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:**

Chris Galione

Vice President, SharedXpertise

P: +1 (215) 606-9519

Email: [Chris.Galione@SharedXpertise.com](mailto:Chris.Galione@SharedXpertise.com)





# 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**

The *HRO Today* Cocktail Reception is one of the forums much anticipated networking events and a chance to get to know fellow HR executives and attendees.

### ***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**

Close out the *HRO Today* Forum as the exclusive sponsor of this reception. Provide closing 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 Party. 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* MAGAZINE PARTY - \$40,000**

Rock the house as the exclusive sponsor of the *HRO Today* Magazine Party. 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 HEADSHOT LOUNGE - \$20,000**

A very popular addition in 2017, the Headshot Lounge features an expert photographer and makeup artist on-site for complimentary professional headshots with strong branding opportunities in and around the high-traffic photo area. Also includes special sponsor recognition in the event guide, app and website.

### ***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 photos that will be featured on an *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 via the *HRO Today* Forum Mobile App. Attendees will download this interactive mobile app to view the event agenda and speaker information and to 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 a t-shirt featuring your artwork displayed on the back and 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 *HRO Today* Forum website.

### **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.





# SPONSORSHIP OPPORTUNITIES

## ADVERTISING & PROMOTION

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

### **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 that will take place in a common area 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.

## HRO TODAY FORUM EDUCATIONAL SPONSORSHIPS

### **HRO TODAY FORUM PRESENTATION SHOWCASE - MUST BE A BRONZE SPONSOR TO PARTICIPATE**

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.

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

Allie Williams

Vice President, SharedXpertise

Office Phone: +1 (215) 606-9523

Email: [Allie.Williams@SharedXpertise.com](mailto:Allie.Williams@SharedXpertise.com)

