

2019 SPONSORSHIP PROSPECTUS



SEPTEMBER 12

2019

CONVENE AT COMMERCE SQUARE
2001 MARKET STREET
PHILADELPHIA, PA

The only one-day industry conference and training retreat for HR services and technology providers, analysts, and practitioners working in or with a services partner. The Summit is attended by providers and offers a valuable partnership and channel selling environment.



CAPTURE NEW QUALIFIED LEADS!

INCREASE BRAND AWARENESS!

INCREASE MARKET SHARE!



ACT NOW!

OPPORTUNITIES ARE LIMITED!



EVENT SPONSORSHIP...

...UNTAPPED MARKETING CHANNEL

PREMIER *HRO TODAY* ASSOCIATION SUMMIT SPONSOR: \$12,500 USD (ONLY 2 AVAILABLE – 1 ALREADY SOLD)

As a Premier Sponsor, your organization gets the highest level of exposure and involvement with the *HRO Today* Association Summit. Your message will be front and center of the most influential HR professionals in the world. All premier sponsors are recognized prominently before, during, and after the event as leading supporters of the *HRO Today* Association Summit and the HR movement.

- Prominent logo exposure as a lead sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken
- Acknowledgment at the opening and the end of the event
- Two complimentary passes (Value: \$2,590)
- Distribution of your collateral in a “Thought Leadership” area at the event
- One complimentary full-page ad in the *HRO Today* Association Summit event guide
- Company profile in the *HRO Today* Association Summit event guide
- Inclusion in all press releases related to the *HRO Today* Association Summit event
- Advanced logo recognition on the *HRO Today* Association Summit website with a hyperlink back to your website
- Email to *HRO Today* subscribers (110,000) with link to a 60-second company video page on the Summit website (Value: \$5,000)
- Receive one pre-show Attendee List with company and title only, and one post-show Attendee List with full contact information
- Additional passes \$500 each



MAKE YOUR BRAND THE MAIN EVENT

SPONSORSHIP OPPORTUNITIES

LUNCH HOST - \$10,000 USD (EXCLUSIVE)

Networking opportunity, brand recognition and exposure all tied up in one package. This opportunity includes branded napkins, signage and website recognition. Your sponsorship includes:

- Two-minute audience welcome
- Prominent logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken
- One complimentary pass (\$1,295)
- Acknowledgment at the opening and the end of the event
- Inclusion in all press releases related to the *HRO Today* Association Summit event
- Advanced logo recognition on the *HRO Today* Association Summit website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Summit event guide
- Receive one pre-show Attendee List with company and title only, and one post-show Attendee List with full contact information
- Napkins with your logo imprinted
- Additional passes \$500 each



HRO TODAY HEADSHOT LOUNGE - \$9,000 USD (EXCLUSIVE)

Everyone can use a new professional photo! This is sure to be a popular attraction at the Summit.

- Prominent logo exposure as a lead sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken
- One complimentary pass (\$1,295)
- Acknowledgment at the opening and the end of the event
- Inclusion in all press releases related to the *HRO Today* Association Summit event
- Advanced logo recognition on the *HRO Today* Association Summit website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Summit event guide
- Receive one pre-show Attendee List with company and title only, and one post-show Attendee List with full contact information
- Additional passes \$500 each



NEW OPPORTUNITIES... ...BETTER CONNECTIONS

SPONSORSHIP OPPORTUNITIES

HRO TODAY ASSOCIATION SUMMIT SHOW DAILY SPONSOR - \$8,000 USD (EXCLUSIVE)

Be the exclusive sponsor of the *HRO Today* Association Summit Show Daily e-newsletter and reach over 110,000 senior-level HR executives!

- Your sponsorship includes a 728x90 leaderboard banner with a link back to your website
- Prominent logo exposure as a lead sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken
- One complimentary pass (\$1,295)
- Inclusion in all press releases related to the *HRO Today* Association Summit event
- Advanced logo recognition on the *HRO Today* Association Summit website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Summit event guide
- Additional passes \$500 each

LANYARD SPONSOR - \$6,000 USD (EXCLUSIVE)

Show your support by sponsoring the official *HRO Today* Association Summit Lanyard! Each attendee will receive this item during registration and will wear it throughout the duration of the event.

- Prominent logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken
- One complimentary pass (\$1,295)
- Acknowledgment at the opening and the end of the event
- Inclusion in all press releases related to the *HRO Today* Association Summit event
- Advanced logo recognition on the *HRO Today* Association Summit website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Summit event guide
- Additional passes \$500 each



PEER-TO-PEER NETWORKING



PROMINENT EXPOSURE AND BRAND VISIBILITY

SPONSORSHIP OPPORTUNITIES

DELEGATE GIFT DROP - \$5,000 USD (ONLY ~~2~~ AVAILABLE)

Reach *HRO Today* Association Summit attendees with a flyer or gift. You provide the flyer or gift and we will distribute it to the attendees. Your sponsorship includes:

- Prominent logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- One complimentary pass (\$1,295)
- Inclusion in all press releases related to the *HRO Today* Association Summit event
- Advanced logo recognition on the *HRO Today* Association Summit website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Summit event guide
- Additional passes \$500 each



SOLD OUT

COFFEE BREAK - \$4,000 USD (2 AVAILABLE)

Networking opportunity, brand recognition and exposure all tied up in one package. This break includes branded napkins, signage and website recognition. Your sponsorship includes:

- Prominent logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken
- One complimentary pass (\$1,295)
- Acknowledgment at the opening and the end of the event
- Inclusion in all press releases related to the *HRO Today* Association Summit event
- Advanced logo recognition on the *HRO Today* Association Summit website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Summit event guide
- Napkins with your logo imprinted
- Additional passes \$500 each

SPONSORSHIP OPPORTUNITIES

NEW for 2019

ETHICAL STANDARDS SPONSOR - \$7,000 USD (\$1,000 DISCOUNT WHEN COMBINED WITH ANY OTHER SPONSORSHIP)

Be seen as a leader as we work together to elevate the standards and practices in HR! Your contribution goes to support the development of an industry-wide *Standard of Ethics and Performance*.

- Prominent logo exposure as a lead sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken
- Acknowledgment at the opening and the end of the event
- Company profile in the *HRO Today* Association Summit event guide
- Inclusion in all press releases related to the *HRO Today* Association Summit event
- Advanced logo recognition on the *HRO Today* Association Summit website with a hyperlink back to your website
- Event passes just \$500 each (\$1,295 regular price)
- **Logo button to show your support of HR Standard of Ethics - can be used immediately on your website and company collateral**

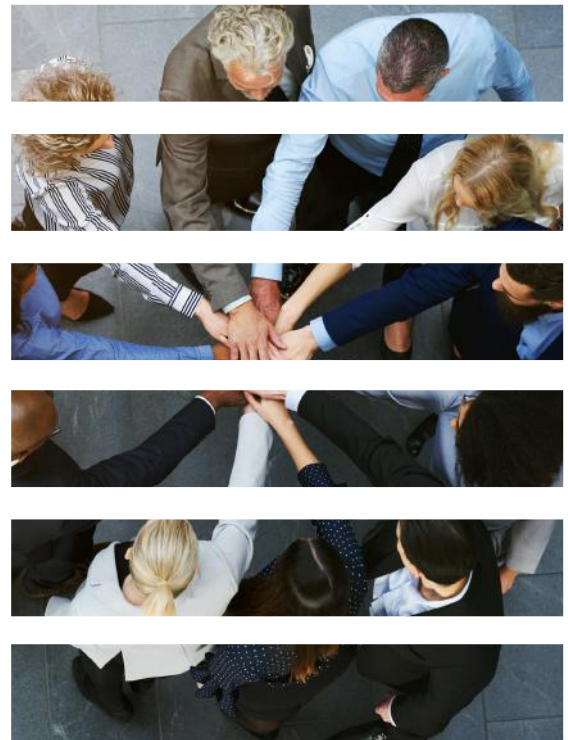


SPONSORSHIP OPPORTUNITIES

RPO 'TAKE 5' PACKAGE SPONSOR - \$8,400 USD (A PACKAGE VALUED AT WELL OVER \$12,000)

Your RPO team works tirelessly to fill positions, recruit candidates and exceed customers' expectations all year long and we have a great way for you to acknowledge and thank them!

An engaged workforce and team are more important now than ever and we are constantly thinking of new and better ways to recognize and reward positive behavior and success. Instead of a gift card or certificate, why not give them an experience? One where they can learn, network, best practice share, and "take 5" from the day-to-day and reenergize. Give them a chance to get out of the office to attend the *HRO Today* Association Summit with teammates and spend valuable time with a senior executive of their company! They will return to work recharged and ready to use and share what they've learned. Select 5 from your management, recruiter and front-line staff groups and invite them to attend the Summit - with a senior executive of the company.



RPO 'Take 5' Package includes:

- Company ad in the online Summit program (\$495)
- Name and logo referenced as supporting sponsor in all Summit promotion marketing materials
- One pass for a Sr Executive (\$1,500 value)
- 5 Staff passes (\$6,475 value)
- Private RPO Breakfast on September 12th with Elliot Clark, CEO of *HRO Today* (\$5,940 value)
- Your company name and logo on a dedicated TEAM table
- Submit success stories about the team and/or people attending will be featured in the monthly *HRO Today* Association newsletter and website; 3 lucky stories will be selected and recognized live at the Summit! (\$1,250 value)
- Camaraderie, Team Building, Learning, Employee Engagement, and Recognition (priceless!)
- Access to private recruitment training course taught by Social Talent at the Summit (\$750 value)