

# 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 Association Conference offers a valuable partnership and channel selling environment for service providers.



**CAPTURE NEW QUALIFIED LEADS!**  
**INCREASE BRAND AWARENESS!**  
**INCREASE MARKET SHARE!**



**ACT NOW!**  
**OPPORTUNITIES ARE LIMITED!**



# EVENT SPONSORSHIP...

## ...UNTAPPED MARKETING CHANNEL

### **PREMIER *HRO TODAY* ASSOCIATION CONFERENCE 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 Conference. 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 Conference 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 Conference event guide
- Company profile in the *HRO Today* Association Conference event guide
- Inclusion in all press releases related to the *HRO Today* Association Conference event
- Advanced logo recognition on the *HRO Today* Association Conference 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 Association Conference 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 Conference event
- Advanced logo recognition on the *HRO Today* Association Conference website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Conference 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 Conference.

- 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 Conference event
- Advanced logo recognition on the *HRO Today* Association Conference website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Conference 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 CONFERENCE SHOW DAILY SPONSOR - \$8,000 USD (EXCLUSIVE)**

Be the exclusive sponsor of the *HRO Today* Association Conference 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 Conference event
- Advanced logo recognition on the *HRO Today* Association Conference website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Conference event guide
- Additional passes \$500 each

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

Show your support by sponsoring the official *HRO Today* Association Conference 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 Conference event
- Advanced logo recognition on the *HRO Today* Association Conference website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Conference event guide
- Additional passes \$500 each



## PEER-TO-PEER NETWORKING



## SPONSORSHIP OPPORTUNITIES

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

Reach *HRO Today* Association Conference 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 Conference event
- Advanced logo recognition on the *HRO Today* Association Conference website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Conference 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 Conference event
- Advanced logo recognition on the *HRO Today* Association Conference website with a hyperlink back to your website
- Company profile in the *HRO Today* Association Conference 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 Conference event guide
- Inclusion in all press releases related to the *HRO Today* Association Conference event
- Advanced logo recognition on the *HRO Today* Association Conference 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**

