



EXCLUSIVELY SENIOR HR OFFICERS!

HRO TODAY FORUM

May 4 – 6, 2020

2020 PARTNERSHIP PROSPECTUS



- OVER **60** CHROS AND **20** HEADS OF TALENT REGISTERED FOR THE 2019 EVENT.
- **85%** OF 2019 ATTENDEES WERE DIRECTOR AND ABOVE.
- HR EXECUTIVES IN ATTENDANCE HAVE AN AVERAGE OF **\$8.7 BILLION** IN GLOBAL REVENUES.
- HR EXECUTIVES IN ATTENDANCE HAVE AN AVERAGE OF **20,100** FULL-TIME EMPLOYEES GLOBALLY.
- AS A SPONSOR YOUR LOGO WILL GENERATE OVER **3 MILLION** IMPRESSIONS.

WWW.HRO TODAYFORUM.COM

CAPTURE NEW QUALIFIED LEADS AND 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:

Berthony Poux
Vice President, Partnerships & Events
Office Phone: +1 (267) 928-4133
Email: Berthony.Poux@sharedxpertise.com



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



Karen Anderson
SVP, CHRO
Alnylam Pharmaceuticals



Marissa Andrada
Chief People Officer
Chipotle Mexican Grill



Tanya Axenson
VP, HR
Aerotek



LeighAnne Baker
CHRO & Corporate VP
Cargill



Elisa Bannon-Jones
CHRO
Frontier Communications



Cathy A. Benton
CHRO
Alston & Bird LLP



Amy Beales
Director of TA
Children's National Health System



Eileen Benwitt
Chief Talent Officer
Horizon Media, Inc.



Jeff Bettinger
Vice President, Global Head Talent
Management and Organizational
Development, Alcon, a Novartis
Division



Kevin Bodine
HCSC Executive Director, TA
Health Care Service Corporation



Lorraine Booth
Chief Human Resources Officer
MemorialCare



Rudy Campoya
Chief Human Resources Officer
Socorro Independent School
District



Roger Casalengo
SVP
Cobham Advanced
Electronic Solutions



Lainie Cooney
Chief Human Resources Officer
DPI Specialty Foods Inc.



Karen Crone
CHRO
Paycor



Laurie Dalton
CHRO
gategroup, North America



Bonnie Daniels
SVP of Culture & People Services
MiTek Industries, Inc.



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



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



Julie Fletcher
Chief Talent Officer
AMN Healthcare



Tony Fogel
CHRO
Coveris Group



Dane Friend
CHRO & VP of HR
Baylor College of Medicine



Roger Gaston
SVP, Human Resources
Gates Corporation



Jill Geimer
Managing Director, Head of HR
Ecentria



Mindy Geisser
Chief People Officer
Colliers International



Kristy Godbold
Global HR Officer, HR Finance, Talent
Acquisition, and Talent Management
Analytics, Marriott 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



Nancy Hauge
CHRO
Automation Anywhere



Jim Hazboun
VP, Human Resources
Hyundai Capital



Kari Heerdt
Chief People Officer
MSC Industrial Supply Co.



Jeanie Heffernan
EVP and CHRO
Independence Health Group



Barry Hirschman
Head of Talent Acquisition
Region Americas, Linde Group



Khara Julien
CHRO
Gypsum Management & Supply



Francine Katsoudas
SVP, Chief People Officer
Cisco



Sean Kimble
VP of HR
USA Compression



Max Langenkamp
VP of HR and Chief Diversity and
Inclusion Officer
Cintas



Andrea Larsen
CHRO
Advisor Group



Jill Larsen
SVP, HR & Talent
Cisco



Andrea Ledford
Executive Vice President, Chief
Administration Officer 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



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



Jennifer Mann
EVP & CHRO, SAS



Alan R. May
Chief People Officer
Hewlett Packard Enterprise



Liz McAuliffe
Executive Vice President,
Human Resources
T-Mobile US, Inc.



Leigh McCluskey
VP, TA
Advisor Group



Adriene McCoy
Chief Human Resource Officer
Baptist Health South Florida



Melkeya McDuffie
VP of Talent Acquisition
Waste Management



Angela Moriarity
Director of Human Resources
Advanced Correctional Healthcare



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



Linda Nedelcoff
EVP, Chief Strategy & HR Officer,
CUNA Mutual Group



Bill Neese
Vice President, Talent Acquisition
Paycor



Rudi Ngnepi
Head of Global TA, Workforce
Planning & HR Business Analytics
and Insight
National Instruments, Global HR



Deslyn Norris
VP of Human Resources
Topgolf



Candace Osunsade
VP of HR
National Aquarium



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



Greg Pardo
VP of TA
Fresenius



Kathie Patterson
CHRO
Ally Financial



Simon Perkins
Head of US Resourcing &
Onboarding
HSBC Bank



Lisa Pueschel
VP, TA & Workforce Planning
Staples



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



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



Cathy Scarlett
Vice President of Talent Acquisition
BMO Financial Group



Shannon Schuyler
Chief Purpose Officer and
Corporate Responsibility Leader
PwC



Kevin Silva
EVP and CHRO
Voya Financial



Rebecca Sinclair
Chief People and
Communications Officer
American Tire Distributors



George Smallwood
Associate Director,
TA



Anna Spriggs
Chief of HR and Administration
Truth Initiative



Crystal Stanfield
Director, TA
SAC Wireless, LLC



Emily Stickley
VP of HR
ViaQuest



Mason Stubblefield
Vice President of Rewards,
Technology and Operations
Adobe



Collette Taylor
SVP, HR
Astellas US LLC



Johnna G. Torsone
VP & CHRO
Pitney Bowes



Katie Traviglia
Director of Human Resources
New American Funding



Audrey Van Luven
CHRO
Christiana Care Health System



Darryl Varnado
Chief People Officer
Children's National Health System



Jacqueline M. Welch
CHRO and Chief Diversity Officer
Freddie Mac



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 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 throughout the event.
- 15 complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$25,425)
- 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

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 - \$60,000

- An exclusive, 30-minute session 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 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 - \$50,000

- An exclusive, 30-minute session 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 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 - \$35,000

- 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.
- 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.
- A 30-second video prominently posted on the *HRO Today* Forum website.

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

Berthony Poux
Vice President, Partnerships & Events
Office Phone: +1 (267) 928-4133
Email: Berthony.Poux@sharedxpertise.com



SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP - \$25,000

- 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 event guide.
- 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 - \$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.
- 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.
- Receive one pre-show Attendee List with company and title only, and one post-show Attendee List with full contact information.



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:

Berthony Poux

Vice President, Partnerships & Events

Office Phone: +1 (267) 928-4133

Email: Berthony.Poux@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* - \$60,000**

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

***HRO TODAY AWARDS GALA* - \$30,000**

For the last 13 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* - \$45,000**

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* - \$45,000**

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* - \$45,000**

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* - \$25,000**

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* - \$25,000**

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 - \$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 Twitter 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 countertop 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.

HRO TODAY FORUM PRE-SHOW EVENT NEWSLETTER - \$7,500 – 3 AVAILABLE



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 - \$10,000

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 - \$7,500

Have your logo printed on signs and table tents during the coffee 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 - \$3,500

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:

Berthony Poux

Vice President, Partnerships & Events

Office Phone: +1 (267) 928-4133

Email: Berthony.Poux@sharedxpertise.com

HRO TODAY FORUM EDUCATIONAL SPONSORSHIPS

TRENDS REPORT PRESENTATION - \$25,000

Each 10-Minute Benchmark/Trends presentation will include social media promotion and video of the report hosted on the *HRO Today* website. Topics provided by *HRO Today*.

