



Sponsorship Packages for 2021 Digital Events

EXCLUSIVE Virtual Event Sponsorship: \$15,000

- Exclusive Sponsor of a virtual event in **April 2021**
- Speaking opportunity on two (2) sessions: Facilitate or participate in a 30-minute thought leadership presentation or panel discussion
- *HRO Today* will work with you on the theme of the event and recruit additional speakers
- *HRO Today* will market and seat the event via social media, email and telephone
- *HRO Today's* event team will help run the event and introduce speakers
- Unedited recording of your session given to you for marketing use
- Prospect marketing program: HRO Today will send out complimentary passes to up to 25 companies that you would like to meet at the event to facilitate their attendance
- Up to ten (10) internal passes to attend the virtual event
- Complete attendee list to the live-streamed event for follow-up marketing (post-event)
- On-Demand recast of top-rated event presentations as an on-demand webcast
- 30 second commercial preloaded before each on-demand conference session
- Branding on email promoting on-demand videos
- List of leads interested in on-demand webcast (clicks or form)

Platinum PLUS package - \$7,500

- Speaking Opportunity: Facilitate or participate in a 30-minute thought leadership presentation or panel discussion.
- Virtual exhibit booth during the entire conference (ability to list products, videos, offers, video/text chat, and schedule meetings with attendees).
- Branding on virtual event portal
- Unedited recording of your session given to you for marketing use
- Prospect marketing program: HRO Today will send out discounted pricing for up to 25 companies that you would like to meet at the event to facilitate their attendance
- Two (2) internal passes to attend the virtual event
- Five (5) client virtual conference registrations for existing or prospective clients
- Complete attendee list to the live-streamed event for follow-up marketing (post-event)
- On-Demand recast of event presentation as an on-demand webcast
- Email promotion of on-demand presentation
- Attendee list for on-demand webcast (2 months)



Sponsorship Packages for 2021 Digital Events (continued)

Platinum package - \$3,500

- Speaking Opportunity: Facilitate or participate in a 30-minute thought leadership presentation or panel discussion.
- Virtual exhibit booth during the entire conference (ability to list products, videos, offers, video/text chat, and schedule meetings with attendees).
- Branding on virtual event portal
- Unedited recording of your session given to you for marketing use
- Prospect marketing program: HRO Today will send out discounted pricing for up to 25 companies that you would like to meet at the event to facilitate their attendance
- Two (2) internal passes to attend the virtual event
- Five (5) client virtual conference registrations for existing or prospective clients
- Complete attendee list to the live-streamed event for follow-up marketing (post-event)



Sponsorship Packages for 2021 Hybrid Events

Platinum + Award Sponsorship - \$25,000

Only available at the People in Healthcare Summit and the Inclusion Summit

- Speaking Opportunity: Facilitate or participate in a 30-minute thought leadership workshop or panel discussion. Only 2-3 minutes may be "advertorial" in nature. Session must match conference theme.
- Sponsor of an award category with branding online and onsite
- Mention in press releases related to the awards
- 2 minutes of remarks at the award luncheon
- Nominees and their teams will be seated at sponsor's branded table during the awards luncheon
- Logo displayed on all survey forms
- 30 second advertisement played before awards video posted to the *HRO Today* website
- Demo tabletop to exhibit during the entire conference
- Branding onsite at event
- Unedited recording of your session given to you for marketing use
- Prospect marketing program: HRO Today will send out discounted pricing for up to 15 companies that you would like to meet at the event to facilitate their attendance.
- Five (5) internal full conference registrations
- Five (5) client full conference registrations for existing or prospective clients
- Ten (10) client virtual conference registrations for existing or prospective clients
- One post event email promoting your session as a complimentary on-demand webcast
- On-demand leads from anyone that views your presentation
- Complete attendee list to in-person event for follow-up marketing (post event)
- Complete attendee list to live-streamed event for follow-up marketing (post event)

HRO^{TODAY} Sponsorship Packages for 2021 Hybrid Events

Platinum Sponsorship (both in-person & virtual) - \$15,000

- Speaking Opportunity: Facilitate or participate in a 30-minute thought leadership workshop or panel discussion. Only 2-3 minutes may be "advertorial" in nature. Session must match conference theme.
- Demo tabletop to exhibit during the entire conference
- Branding onsite at event
- Unedited recording of your session given to you for marketing use
- Prospect marketing program: HRO Today will send out discounted pricing for up to 15 companies that you would like to meet at the event to facilitate their attendance.
- Two (2) internal full conference registrations
- Two (2) client full conference registrations for existing or prospective clients
- Five (5) client virtual conference registrations for existing or prospective clients
- One post event email promoting your session as a complimentary on-demand webcast
- On-demand leads from anyone that views your presentation
- Complete attendee list to in-person event for follow-up marketing (post event)
- Complete attendee list to live-streamed event for follow-up marketing (post event)

Gold Sponsorship (in-person) - \$5,000

- Demo table op to exhibit during the entire conference
- Two (2) attendee passes to the event
- Branding onsite at event, on the website and event portal
- 50-word company description on the website
- Complete attendee list for follow-up marketing (post event)