



EXCLUSIVELY SENIOR HR OFFICERS!

HRO TODAY **F O R U M**

May 2-4, 2022
Philadelphia, PA

2022 PARTNERSHIP PROSPECTUS



WWW.HROTODAYFORUM.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



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

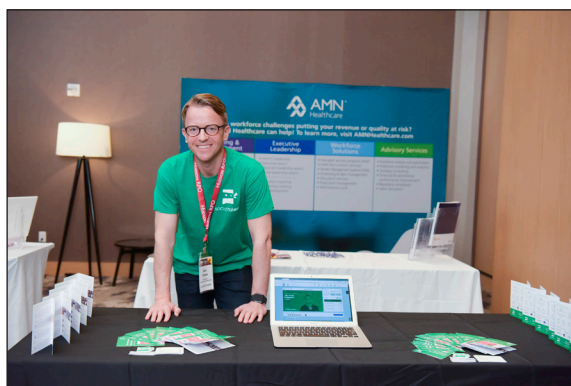
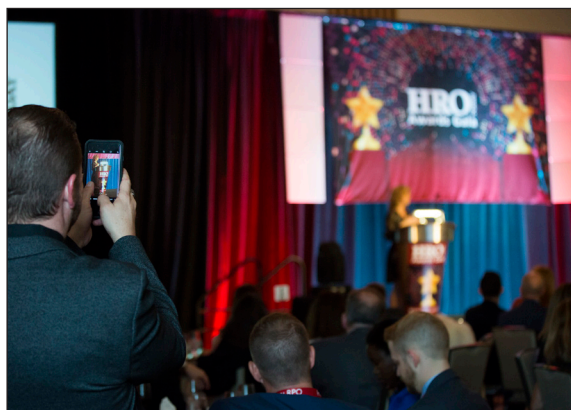
GOLD SPONSORSHIP – Starting at \$30,000

Base Deliverables

- 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.
- Prospect marketing program: *HRO Today* will send out discounted pricing for up to 50 companies that you would like to meet at the event to facilitate their attendance
- Pre-event email to prospects to ask for 1:1 meeting
- 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.

Optional Deliverables

- General Session Presentation: Must be a senior-level executive speaking on a panel, interview session, or a co-presentation with a client
- Table at *HRO Today* Gala: This event will have the most CHROs in attendance. *HRO Today* will fill seats not taken by your staff with VIP attendees
- Invite-Only Workgroup Session: Facilitation of roundtable discussion for VIP attendees



TO LEARN MORE OR PROPOSE A UNIQUE SPONSORSHIP

OPPORTUNITY, CONTACT:

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Vice President, Partnerships & Events
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SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP – Starting at \$25,000

- Logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prospect marketing program: *HRO Today* will send out discounted pricing for up to 50 companies that you would like to meet at the event to facilitate their attendance
- Pre-event email to prospects to ask for 1:1 meeting
- 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

Optional Deliverables

- Track Session Presentation: Must be a senior-level executive speaking on a panel, interview session, or a co-presentation with a client
- Half Table at *HRO Today* Gala: This event will have the most CHROs in attendance. *HRO Today* will fill seats not taken by your staff with VIP attendees

BRONZE SPONSORSHIP – Starting at \$20,000

- Logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prospect marketing program: *HRO Today* will send out discounted pricing for up to 20 companies that you would like to meet at the event to facilitate their attendance
- Pre-event email to prospects to ask for 1:1 meeting
- 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.
- One 6-foot table-top display in our Thought Leadership area.
- 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.

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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 - \$35,000

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 TABLE - \$15,000

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* will fill seats not taken by your staff with VIP attendees.

HRO TODAY EXECUTIVE NETWORKING BREAK - \$15,000

NEW FOR 2021, this sponsored networking break will take place immediately following the CHRO Executive Briefing and will give you exclusive access to some of the most senior attendees at the entire event.

HRO TODAY MAGAZINE PARTY - \$45,000 (exclusive) / \$20,000 Co-Sponsor (1 of 3)

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, promo gifts, add VIP sections. You will have an opportunity to welcome attendees.

HRO TODAY FORUM HEADSHOT LOUNGE - \$25,000

A very popular addition in 2017, the Headshot Lounge features an expert photographer and makeup artist onsite 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. Provide a 3-minute update of the day's events that will be filmed and uploaded to the *HRO Today* Forum website.

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 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 - \$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.

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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*.

