

HRO^{TODAY} FORUM

EMEA

Athens, Greece - 31st October - 2nd November, 2022



2022 SPONSORSHIP PROSPECTUS

www.HROTodayforum.com/EMEA

 @HROToday #HROT2022

CAPTURE NEW QUALIFIED LEADS, INCREASE BRAND AWARENESS AND MARKET SHARE AT THE *HRO TODAY* FORUM EMEA.

The 2022 *HRO Today* Forum EMEA in Athens, Greece will once again bring the leading thinkers and practitioners to share best practices and build relationships that improve the services of HR. Delegates include the leaders of HR and HR operations, recruitment and talent, change management, payroll, and learning from large and midmarket companies. Sponsors include the most prominent providers, technology firms, and advisors in HR outsourcing, technology, and consulting. The wide array of sponsorship opportunities the *HRO Today* Forum EMEA allows us to help you find the most effective way to reach our attendees and maximise your visibility at the event.

All sponsors are recognised prominently before, during and after the event as leading supporters of the *HRO Today* Forum EMEA 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. Maximise your participation with an *HRO Today* 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

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SPONSORSHIP OPPORTUNITIES

VIP PREMIER — \$40,000

- An exclusive, 30-minute plenary session on the main stage at the *HRO Today Forum EMEA*.
Your presentation must be consistent with the theme of the program.
- Introduce a keynote speaker at one of *HRO Today Forum EMEA* plenary sessions.
- Display three 30-second videos throughout the event, one of which will be before introducing the keynote.
- Acknowledgment at the opening and the end of the event.
- Prominent logo exposure as a lead sponsor on the event website with a link back to your site, all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prominent logo on the main stage and throughout the event.
- 10 complimentary passes to the *HRO Today Forum EMEA* event for your clients (Value: \$16,000)
- 10 complimentary staff passes (Value: \$16,000)
- VIP seating at all event plenary sessions.
- Sponsored table at the awards gala for ten guests.
- Branding as a sponsor of the *HRO Today Forum, EMEA* awards gala online and in event materials.
- 2-5 minute address at the *HRO Today, EMEA* awards gala
- A 6', tabletop prime display space allocated for their own exhibition stand.
- One complimentary, full-page ad in the *HRO Today Forum EMEA* event guide.
- Company profile published on the EMEA event website and in the *HRO Today Forum EMEA* event guide.
- Inclusion in all press releases related to the *HRO Today Forum* event.
- Receive the *HRO Today Forum EMEA* opt-in attendee list with full contact information post-event.
- A 30-second video prominently posted on the *HRO Today Forum EMEA* website.
- Invitation to sit on the *HRO Today Forum EMEA* Advisory Council.



SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP — Starting at \$20,000

- Alignment with relevant conference track.
- Your product will be displayed in an *HRO Today* Forum EMEA e-newsletter prior to the event.
- Prominent logo exposure as a lead sponsor on event website with link back to your site, all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- 8 complimentary passes to the *HRO Today* Forum EMEA event for your clients. (Value: \$13,000)
- 4 complimentary staff passes. (Value: \$6,500)
- A 6', tabletop prime display space allocated for their own exhibition stand.
- One complimentary, half-page ad in the *HRO Today* Forum EMEA event guide.
- Company profile published on the EMEA event website and in the *HRO Today* Forum EMEA event guide.
- Receive the *HRO Today* Forum EMEA opt-in attendee list with full contact information post-event.
- Inclusion in all press releases related to the *HRO Today* Forum EMEA event.
- A 30-second video prominently posted on the *HRO Today* Forum EMEA 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
- Co-Sponsor the Magazine Party
- Sponsor Conference Networking Application
- 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 attendee



SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP — Starting at \$15,000

- Logo exposure as a sponsor on the event website with link back to your site, all event signage invitations, advertisements, and any additional promotional efforts undertaken.
- Advanced recognition on *HRO Today Forum EMEA* website with a hyperlink back to your website.
- 6 complimentary passes to the *HRO Today Forum EMEA* event for your clients. (Value: \$9,500)
- 3 complimentary staff passes. (Value: \$4,750)
- One complimentary, quarter-page ad in the *HRO Today Forum EMEA* event guide.
- Company profile published on the EMEA event website and in the *HRO Today Forum EMEA* event guide.



BRONZE SPONSORSHIP — \$12,500

- Logo exposure as a sponsor on the event website with link back to your site, all event signage invitations, advertisements, and any additional promotional efforts undertaken.
- Advanced recognition on *HRO Today Forum EMEA* website with a hyperlink back to your website.
- 4 complimentary passes to the *HRO Today Forum EMEA* event for your clients. (Value: \$6,500)
- 2 complimentary staff passes. (Value: \$3,250)
- Company profile published on the EMEA event website and in the *HRO Today Forum EMEA* event guide.

Optional Deliverables

- General Session Presentation: Must be a senior-level executive speaking on a panel, interview session, or a co-presentation with a client
- Co-Sponsor the Magazine Party
- Sponsor Conference Networking Application
- 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
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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*, EMEA.

HRO TODAY AFTER PARTY COCKTAIL RECEPTION — \$25,000

The *HRO Today Forum*, EMEA's Post-Awards Gala 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 — \$10,000

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 — \$10,000

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 EMEA MAGAZINE PARTY — \$35,000 (exclusive) / \$15,000 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 — \$15,000

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 — \$15,000

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.

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SPONSORSHIP OPPORTUNITIES

ADVERTISING & PROMOTION

Your logo on signage and other displays will leave a lasting impression on *HRO Today* Forum EMEA attendees.

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.

TECHNOLOGY DEMO — \$12,500

Demo your offering during a networking break in a designated, fully branded room.

LANYARDS — \$12,500

Provide your own lanyards for all the delegates to wear for the duration of the event.

KEYCARDS — \$12,500

All delegates staying in the event hotel will receive a branded keycard from you!

INTERACTIVE VOTING — \$12,500

In addition to branding on all voting questions, you also have a unique opportunity to be involved in the development of the survey questions for post-event publication.

TRENDS REPORT PRESENTATION — \$20,000

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*.



RELAXATION NETWORKING LOUNGE — \$10,000

Feature your company logo on all signage in the Relaxation Networking Lounge. There will be a massage therapist giving neck and upper back massages and snacks and drinks provided. This is an exclusive location for your collateral and for delegates to relax and network.

CHAIR COVERS — \$10,000

Each chair will be covered and adorned with your company logo for the main plenary session room.

SPONSORSHIP OPPORTUNITIES

ADVERTISING & PROMOTION (cont'd)

One-on-One Interview with an *HRO Today* Executive — \$7,000

Sit down with Elliot Clark, CEO of *HRO Today* or Debbie Bolla, editor-in-chief of *HRO Today Magazine* to create a 3- to 5-minute video on a relevant HR hot topic to be used for future publication on the *HRO Today* EMEA event website and for you to use on your own website for exposure as a thought leader in the HR space.

COFFEE BREAK — \$5,000

Have your logo printed on signs and table tents during the coffee breaks at the *HRO Today* Forum EMEA.

ROOM DROPS — \$5,000

Have your material placed in each delegates room that stays at the forum hotel.

SUPPORTING SPONSOR — \$5,000

Have your logo printed in the event brochure and promoted on the website.

NAPKINS FOR NETWORKING BREAKS — \$2,500

Give your company added exposure with logo-branded napkins to be at each networking break.

***HRO Today* Forum EMEA EVENT GUIDE FULL PAGE AD — \$2,500**

Enjoy increased logo presence by advertising your company logo on one full-page, colour ad in the *HRO Today* Forum EMEA Event Guide.



PREVIOUS HRO TODAY FORUM ATTENDEES INCLUDE:

ABN Amro Bank	Diebold Belgium NV	Lloyds Banking Group	RSA
Acciona Energy	Dixons Carphone	Lockheed Martin Corporation	RSM Erasmus University
Accenture	Draycott Nursing	Lumesse	RWE Npower
Adecco UK/Pontoon	EADS Deutschland GmbH	Mars Nederland	SAP Ireland
Agile-1	East Sussex County Council	MedImmune	Sara Lee
Ahold	Easy Pay Group	Medtronic	Schneider Electric
Akzo Nobel	EDF	Microsoft	Schindler Management Ltd
Alexander Mann Solutions	Edinburgh Napier Institute for Leadership and Management Practice	Middleton Burgess	Schlumberger Oilfield UK PLC
Alcatel-Lucent	Edinburgh Napier University	Mobistar	Scottish Power
Alliander	Elan	Mothercare plc	SCS
Allianz	Electrabel	MOVE Guides	SD Worx
Amgen International	Ethos HR	Mulholland Contracts Ltd	Selex ES
Apple	EuroMaint Rail GmbH	Napp Pharmaceuticals Ltd	SELEX Galileo
Association for Coaching	Exolta Capital Partners	Nationwide Building Society	SEPA
AstraZeneca	Faurecia	NEC Europe	Seven Step RPO
A.T. Kearney	FCTB	Neeyamo, Inc.	Shell
ATOS	Ferring International Center S.A.	NelsonHall	Shell International Ltd.
Avery Dennison Corporation	Fidelity Investments	Nest	Skyscanner
Aviva	Fieldglass	New Millenium Wind Energy	Social Talent
Axa France	Finmeccanica Leonardo	NHS Greater Glasgow & Clyde	Solutions Driven
Badenoch & Clark	Foster + Partners	NIIT USA Inc.	Solvay
BAE Systems	Fujitsu	Nokia	Specsavers
Baker Hughes	Gas Natural Fenosa	Norgine Iberia	Spectrum EHCS Ltd Standard Life Plc
Banco Santander	GCVS	North Yorkshire County Council	Statoil ASA
Bank of America Merrill Lynch	GE Energy	Northern Recruitment Group	Sungard
Bank of Ireland	GE Healthcare	Novo Nordisk	Syngenta AG
Barclays	Getronics	Novozymes	Takreer
Barclays Capital	Global Digital Systems Ltd	NS	Takreer
Barclays Capital & Barclays Wealth	Global Health Council	NXP	TalkTalk plc
Bausch & Lomb	Goldenhill International M&A Advisors	NXP Semiconductors	Tecnocom
Bcerta	Graebel	O2	Telefónica
BD	Guide Dogs for the Blind	O2 Telefonica	Telefónica Europe plc
Bechtel Limited	GZA	Observatorio De Recursos Humanos	Tessenderlo Group
beCogen Ltd	Hello Talent	OME Co. Ltd	Thales
BlackRock	HgCapital	One Stop Stores Ltd	The Moray Council
BMS	Henderson Global Investors Limited	Open Blend Method	The Royal Bank of Scotland
BP	HgCapital	OSEGEORGE Global Concept NIG. LTD	TMP Worldwide Ltd
BP Ltd — GBS Europe	Hilton UK Hotels	Parexel	Tods Murray LLP
BPS World	Home Credit and Finance Bank	PeopleScout	TomTom International
Broadridge Financial Solutions	Honeywell	pepper oaks capital	TomorrowToday Global
India Pvt Ltd	Hudson RPO	PGC	Transport for London
Busy Bees Holdings Limited	IAG	Philips Lighting	Travelport
Britvic	IBM GBS	Philip Morris International	Turner & Co Glasgow Limited
Bryan, Garnier & Co.	IKEA	Philips International	UBS AG
BT Group	Information Services Group	Pitney Bowes	UCB SA
Burson-Marsteller	ING	Pontoon Solutions	UK Ministry of Defence
CA	ING Netherlands	Power Plus Cable Co. L.L.C	Unilever Plc
Cabinet Office of UK	Intel	Pregis	Unisys
Caterpillar Inc	Intel Corporation	Privrednabanka Zagreb Ltd	United Biscuits
Camara Enterprises	Jigsaw People Solutions	Procter & Gamble	United Biscuits, London
Caterpillar Inc	JLL	Prudential Property	University of Bradford
Cezanne HR	JNJ	Investment Managers	University of Portsmouth, UK
Cheltenham Borough Homes Ltd	Johnson & Johnson	Prudential UK & Europe Ltd	VAO
Chevrolet Europe	JP Morgan Chase & Co	QIA	Verizon Business
Chevron Limited	Juniper Networks	QX KPO Services Pvt Ltd	Virgin Media
CHW Korssen	KHE Consulting	R Systems International	Virgin Money
Cielo	Kodak	Reed Specialist Recruitment	ViViPress S.L.
Cisco	Koninklijke Vopak	Renfrewshire Council	Vodafone Group
Citi Ireland	Korn Ferry Futurestep	Reutax	Vodafone UK
CNHi	Kraft Foods Europe Services GmbH	Rideau, Inc.	VSP
Codorniu, S.A.	Kroll Background Worldwide Limited	Rio Tinto	WE Belgium
Connect Education and Care	Kuwait Foreign Petroleum Exploration Company	Robert W Baird	WilsonHCG
CPL	Leonardo	Rockwell Automation	World Food Programme
Crawford & Co.	Lever	Rolls-Royce	Worldpay
Daf Trucks	Lhoist	Royal Ahold	Xerox Manufacturing B.V.
Develop Global	Linedata Services	Royal Bank of Scotland	Yocto, RPO Division of TMP
Deutsche Bank AG		Royal College of Surgeons	WorldwideZurich Financial Services
Deutsche Post DHL		Royal Dutch Shell	

HRO TODAY FORUM EMEA SUPPORTING ORGANISATIONS



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EVENT TESTIMONIALS

"It was great to attend the *HRO Today* Forum EMEA event in Edinburgh. As a first-time attendee at the EMEA an event, it was incredibly valuable to meet and connect with our global peers in the RPO space. Given the rapid growth in the space overall and our recent global expansion, the opportunity to network and compare notes was really helpful. I thought the content, specifically the emphasis on candidate experience and employment branding, was really on-target. A very broad audience of registrants made for compelling dialogue; a lot of good and unique ideas and strategies."

Greg Karr, Seven Step RPO

"The *HRO Today* Forum EMEA is a fantastic event that offers great networking opportunities with other senior HR practitioners and thought leaders. It provides a platform to discuss current and topical issues that affect businesses today, and a chance to draw on the experience of industry leaders in a creative and interactive way."

Charlotte Sword, Global HR Director, Foster + Partners

"The individual summits at this year's event gave me an excellent opportunity to deep dive into subjects of real interest. Within the Sourcing Summit, we had a unique opportunity to discuss hot topics with practitioners, suppliers, and advisors in the workshops—no selling or self-promotion, just cutting to the chase and talking about what really matters."

Darren Bartholomew, Head of HR Planning, HRIS and Shared Services, SELEX Galileo

"Time well spent is how I would sum up my experience – very relevant, truly global & meaningful conversations with takeaways for everyone. #MustAttend."

Rajita Singh, Head Human Resources, Broadridge Financial Solutions (India) Private Limited

"For some years, I have been an avid reader of the *HRO Today* magazine and have always valued their talent acquisition ranking's and regard them as the most prestigious and credible from a RPO standpoint. This year, I attended my first *HRO Today* summit and was impressed by the breadth of topics discussed and presented upon. It was wonderful to meet services providers and fellow "practitioners" across the HR spectrum. I look forward to attending in Dublin next year!"

Mark Smith, Head of EAME Recruitment, Caterpillar EAME Human Services

"The *HRO Today* Forum EMEA event in Edinburgh was a real eye-opener. As a first time attendee at the event, it was incredibly valuable to meet and connect with global peers and partners. Participating and contributing to the right strategic discussions about the challenges and opportunities we all face in this uncertain world today was very helpful indeed. Winning the CHRO of the year award for EMEA – Profit was clearly personal highlight I shall always cherish."

Nigel Sullivan, Group HRO TalkTalk plc

"This was my first time at the *HRO Today* Forum EMEA and it exceeded my expectations. The content of the sessions was excellent with inspiring speakers and knowledgeable experts. I met many colleagues who were willing to share good practice and have expanded my network of professional connections. Winning the Talent Acquisition Leader of the year award—non-profit on behalf of Guide Dogs was the icing on the cake of a great experience and a real honour. Thank you to all involved."

Jo Sullivan, Head of People, Guide Dogs for the Blind