

2023 Sponsorship Packages



Why Sponsor *HRO Today* Events?

HRO Today the only international source for both strategic and topic specific conferences, webcasts, on-demand video and custom-built events related to talent management. While most associations focus on quantity of attendees, *HRO Today* is dedicated to quality and attendee experience. Our case-study approach allows us to acquire high-level attendees and our tech showcases still provide vendors a chance to showcase their product.

Our attendee acquisition process is solutions oriented. *HRO Today* surveys our attendees to pinpoint their challenges and introduces them to sponsors that can help them be successful. *HRO Today* strictly enforces an attendance policy to guarantee the best possible experience for our sponsors and attendees. *HRO Today* topic focused events maintain a 70/30 split between end users and vendors. Why attend an event with 400 attendees only to search for the 100-200 buyers? Cut through the marketing noise by sponsoring *HRO Today* events.



Custom-Create Your Sponsorship Opportunity



Each organization has different goals, so *HRO Today* does not limit vendors to one-size-fits all sponsorship packages. If you would like to choose from a pre-packaged sponsorship, please refer to the following pages. To discuss custom packages, please contact Berthony Poux at Berthony.Poux@SharedXpertise.com.

Diamond Sponsorship with speaking (both in-person and virtual event) - \$20,000

- Exclusive branding as lead sponsor on all conference materials (website, event signage)
- Unique events landing page for prospects & clients with your branding and special discounts
- Sponsorship of conference livestream and on-demand registration page
- Speaking Opportunity: Participate in panel discussion or have a 30-minute case study. Must be a client speaking or co-presenting.
- Additional 5-10 minute demo in technology showcase.
- Demo table top to exhibit during the entire in-person conference
- Opportunity to choose 15 attendees for onsite introductions (HRO TODAY staff will be onsite to make as many introductions as possible)
- 30 second commercial played at both in-person and virtual event
- Four (4) internal full conference registrations
- Five (5) client full conference registrations for existing or prospective clients
- **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
- Pre-event email to prospects requesting a 1:1 meeting.
- Unedited recording of your session given to you for marketing use
- One post event email promoting your session as a complimentary on-demand webcast
- On-demand leads from anyone that clicks on your presentation (6 months or until minimum of 300 leads are given)
- 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)



Diamond Sponsorship with private lunch (both in-person and virtual event) - \$20,000

- Private Lunch with up to 20 selected attendees (both virtual and in-person attendees)
- Unique events landing page for prospects & clients with your branding and special discounts
- 5-10 minute demo in technology showcase.
- Demo table top to exhibit during the entire in-person conference
- Opportunity to choose 15 attendees for onsite introductions (HRO TODAY staff will be onsite to make as many introductions as possible)
- 30 second commercial played at both in-person and virtual event
- Three (3) 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
- **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
- 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)

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

- Speaking Opportunity: Participate in panel discussion or have a 30-minute case study. Must be a client speaking or co-presenting.
- Additional 5-10 minute demo in technology showcase.
- Demo table top to exhibit during the entire in-person conference
- Branding on event website
- Three (3) internal full conference registrations
- Two (2) client full conference registrations for existing or prospective clients
- Three (3) client virtual conference registrations for existing or prospective clients
- **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
- Pre-event email to prospects requesting a 1:1 meeting.
- Unedited recording of your session given to you for marketing use
- 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)

Virtual Platinum Sponsorship (virtual events only) - \$10,000

- Speaking Opportunity: Participate in panel discussion or have a 30-minute case study.
- Must be a client speaking or co-presenting.
- Additional 5-10 minute demo in technology showcase.
- Materials distributed to onsite audience
- Branding on event website
- Three (3) internal virtual conference registrations
- Five (5) client virtual conference registrations for existing or prospective clients
- **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
- Unedited recording of your session given to you for marketing use
- Complete attendee list to live-streamed event for follow-up marketing (post event)



Tech Demo Sponsorship (in-person and virtual) - \$7,500



- 5-minute tech demo to the entire audience
- Demo table top to exhibit during the entire in-person conference
- Branding on event website
- 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
- **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
- Complete attendee list for follow-up marketing (post event)

Your One-Stop Shop for Virtual or In-person Event Production & Marketing



Exclusive Sponsorship Opportunities

The following sponsorship options are for companies that prefer exclusivity. *HRO Today* can build and seat an exclusive roadshow or event separate from our conferences or create invite only events. Pricing for exclusive events start at \$20,000 depending on your needs. Schedule a meeting for more information. Examples of exclusive events are listed below.

- One-day virtual event
- In-person workshops
- Breakfast, Lunch, or Dinner events

Webcasts and On-Demand Conference Sessions

HRO Today offers both live webcasts and on-demand video of sponsored conference sessions. For webcasts you can have a speaker from your company present or request that *HRO Today* acquire a speaker for you. After the live webcast, the video will be added to *HRO Today's* video library. Pricing starts at \$7,500.