

# HRO TODAY

EDUCATION AND EVENTS



## Talent Acquisition Strategies & Technology Showcase



Contact Berthony Poux | VP, Events – *HRO Today* | [Berthony.Poux@SharedXpertise.com](mailto:Berthony.Poux@SharedXpertise.com)

# Diamond Sponsorship

## (Speaking Session & Private Lunch) - \$20,000

- Speaking Opportunity: Participate in panel discussion or have a 30-minute case study. Must be a client speaking or co-presenting.
- Private Lunch for up to 15 attendees
- Additional 5-10 minute demo in technology showcase.
- Demo table top to exhibit during the entire in-person conference
- 5–10-minute demo in technology showcase.
- Branding on event website
- Three (3) internal full conference registrations
- Two (2) client full conference registrations for existing or prospective clients
- **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 requesting a 1:1 meeting.
- Unedited recording of your session given to you for marketing use
- Complete attendee list for follow-up marketing (post event)

### Customizations for Diamond Sponsorship

- Replace speaking session & private lunch with a private dinner for 15 attendees
- Replace speaking session with branding on cocktail reception and welcome to attendees at the reception.

# Platinum Sponsorship

## (Speaking Session) - \$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
- **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 requesting a 1:1 meeting.
- Unedited recording of your session given to you for marketing use
- Complete attendee list for follow-up marketing (post event)

### Customizations for Platinum Sponsorship

- Replace speaking session with a private lunch for up to 15 attendees
- Replace speaking session with branding on cocktail reception and welcome to attendees at the reception.

# Tech Showcase Sponsorship (Demo to entire audience) - \$5,000

- 5–10-minute demo in technology showcase.
- 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
- Complete attendee list for follow-up marketing (post event)



## Add-Ons - \$3,500 each



- Branding on conference lanyards
- Post Event Email to HRO Today subscribers with your conference session
- Branding on Coffee Breaks
- Branding on Cocktail Reception



**Schedule a call with our events team to discuss sponsorship options.**