

# 2025 SPONSORSHIP PROSPECTUS



## RETENTION & RECOGNITION SUMMIT

October 7-9, 2025 | Las Vegas, NV

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



## Platinum Sponsorship (Speaking Session) - \$10,000 USD

- Speaking Opportunity: Participate in panel discussion or have a 30-minute case study. Must be a client speaking or copresenting.
- 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)



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

- 5-10-minute demo in technology showcase in L&D or TA track
- Branding on conference event app and ability to message attendees.
- Demo table top to exhibit during the entire in-person conference
- Branding on event website
- One (1) internal full conference registration. \$995 for each additional registration
- Complete attendee list for follow-up marketing (post event)

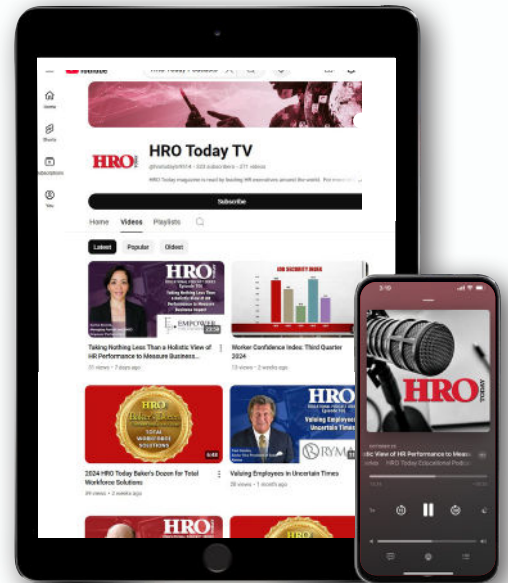


## CONFERENCE PODCAST SPONSOR - \$5,000 Per Episode (2-4 episodes available)

HRO Today produces and hosts (on hrotoday.com for 1 year) up to a 20-minute podcast. HRO Today promotes each episode to the relevant job titles for your content. You receive Excel report of all click thrus to email blast containing podcast link.

This sponsorship is in addition to a Platinum Package.

Sponsor two (2) pre-conference and/or two (2) post-conference podcasts to extend the reach of your content. Pre-conference podcasts can be used to showcase client case studies and to tease your upcoming session. Post-conference podcasts can be used to interview speakers from the highest rated sessions and to recap your conference session.



## Tabletop Sponsorship - \$3,500

- 6 ft tabletop to exhibit during the entire in-person conference
- Branding on event website
- Two (2) internal full conference registrations
- Complete attendee list for follow-up marketing (post event)







## Add-Ons for In-person Event Packages - \$4,000 each

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



# HRO

TODAY

EDUCATION AND EVENTS



**Schedule a call with our events team to  
discuss sponsorship options or email  
[Berthony.Poux@SharedXpertise.com](mailto:Berthony.Poux@SharedXpertise.com).**