

# HRO FORUM

TODAY

# EMEA

## 2025 SPONSORSHIP PROSPECTUS

LISBON, PORTUGAL | 12-14 NOVEMBER, 2025



[www.HROToday.com/HRO-Today-EMEA](http://www.HROToday.com/HRO-Today-EMEA)

# HRO FORUM

TODAY

# EMEA

Welcome to the premier gathering for HR leaders across Europe, the Middle East, and Africa. The **HRO Today Forum, EMEA** is not your typical trade show; it is a dynamic platform designed to foster meaningful connections and ignite transformative conversations among senior HR leaders.

Set against the stunning backdrop of Lisbon, this year's event brings together top **HR decision-makers**, including CHROs, HRDs, and other senior HR executives, to exchange ideas, tackle shared challenges, and create actionable strategies for the future. Anchored by **HR Think Tank sessions** and highlighted by the prestigious **CHRO/HRD of the Year Awards Gala**, the forum offers unparalleled opportunities for engagement and inspiration.

## Why Sponsor?

In today's crowded marketplace, building authentic relationships with decision-makers is more important than ever. Unlike traditional trade shows, the *HRO Today Forum, EMEA* fosters a peer-driven environment where **senior HR leaders openly discuss their pain points, priorities, and goals**. By aligning your brand with this influential community, you gain:

- **Exclusive Access:** Network directly with senior HR executives who have decision-making power.
- **Insightful Dialogues:** Participate in intimate discussions during HR Think Tank sessions, offering a chance to understand what matters most to HR leaders today.
- **Unrivalled Visibility:** Showcase your solutions in a focused setting, free from the noise and competition of a traditional expo hall.
- **Credibility Through Collaboration:** Position your brand as a thought leader by engaging in authentic conversations and co-creating solutions with the HR community.

**Join us in shaping the future of HR.** By sponsoring the *HRO Today Forum, EMEA*, your organization will have the unique opportunity to connect with, support, and influence the individuals shaping the workforce strategies of tomorrow. We invite you to explore the prospectus and discover how your partnership can leave a lasting impact.

## TO LEARN MORE OR PROPOSE A UNIQUE SPONSORSHIP OPPORTUNITY, CONTACT:

**Berthony Poux**

*Vice President, Partnerships & Events*

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# SPONSORSHIP OPPORTUNITIES



## **GOLD SPONSORSHIP - STARTING AT \$20,000 USD** *CO-SPONSOR OF MAGAZINE PARTY & GALA AWARD SPONSOR*

### Base Deliverables

- 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.
- Co-sponsor of Magazine Party. Logo on event/ transportation signage.
- 2-5 minute welcome address at Magazine Party
- Sponsor recognition at the CHRO Awards Gala
- 2-5 minute welcome address during the Awards Gala
- Branded table at Awards Gala. *HRO Today* will fill any seats not taken by executives and guest with VIP attendees.
- Advanced recognition on *HRO Today* Forum EMEA website with a hyperlink back to your website.
- 3 complimentary passes to the *HRO Today* Forum
- EMEA event for your clients.
- 3 complimentary staff passes. (Value: \$4,750)
- One complimentary, quarter-page ad in the *HRO Today* Forum EMEA digital event guide.
- Company profile published on the EMEA event website and in the *HRO Today* Forum EMEA event guide.



### Optional Deliverables – \$5,000 additional

- Sponsor Conference Networking Application
- Private Dinner for 10-15 attendees ( + cost of dinner)
- Think Tank Session: Facilitation of roundtable discussion for VIP attendees
- Sponsor Lanyards
- Sponsor all coffee breaks

# 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
- Sponsor recognition at the CHRO Awards Gala
- 2-5 minute welcome address during Awards Gala
- Branded table at Awards Gala. *HRO Today* will fill any seats not taken by executives and guests with VIP attendees.
- 2 complimentary passes to the *HRO Today* Forum EMEA event for your clients.
- 2 complimentary staff passes.
- One complimentary, quarter-page ad in the *HRO Today* Forum EMEA digital event guide.
- Tabletop placed in the sponsor area.



### Optional Deliverables – \$5,000 additional

- Sponsor a Think Tank Session
- Sponsor Conference Networking Application
- Sponsor Lanyards
- Sponsor all coffee breaks

# SPONSORSHIP OPPORTUNITIES



## BRONZE SPONSORSHIP – STARTING AT \$5,000

- 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. Two complimentary passes to the *HRO Today* Forum EMEA event for your clients. (Value: \$9,500)
- 2 complimentary staff passes.
- One complimentary, quarter-page ad in the *HRO Today* Forum EMEA digital event guide.
- Company profile published on the EMEA event website and in the *HRO Today* Forum EMEA event guide.



## BRONZE SPONSORSHIP – STARTING AT \$5,000 ADDITIONAL

- Sponsor Table at HRD Awards Dinner
- Sponsor Conference Networking Application
- SponsorLanyards
- Sponsor all coffee breaks

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