

HR INDIANA SHRM

ANNUAL CONFERENCE 2021

Sponsor Prospectus

August 2-4, 2021

JW Marriott

Indianapolis, Indiana

www.hrindianashrm.org/conference/



For over 25 years, HR Indiana has been the premier HR conference in the state of Indiana and one of the largest HR conferences in the nation.

Our attendees regularly hail from 27 states and Canada, and represent diversity in organization size, role, and function.

We are proud to offer our attendees, exhibitors and sponsors the opportunity to connect, engage and support each other through the high-quality programming and networking opportunities associated with this event.

Our Attendees

1,800

Attendees from over
900 Companies

62%

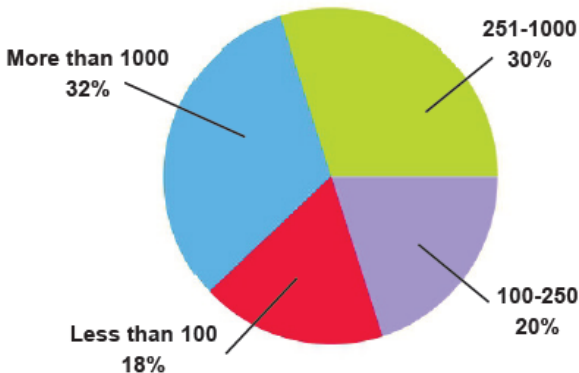
Manager / Director
Level or Above

71%

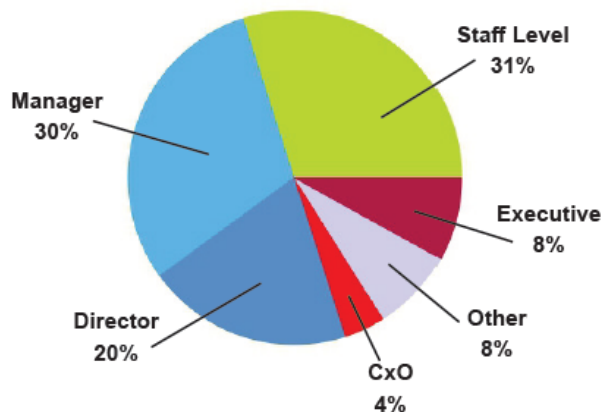
Review, Recommend
or Make Final
Buying Decisions

**67% of HR Indiana Attendees
have over 10 years experience in HR**

Size of Organization



Role in Organization



Your Opportunities to Connect, Engage, and Support via Sponsorship

Ruby Level Sponsor

\$15,000

5 Available (4 Sessions + HR PowerHour)

- Sponsorship of a General Session*
- Opportunity for a company representative to introduce the speaker
- Opportunity to produce a 2 minute video PSA about your company, played prior to General Session
- 10' x 10' Booth in Premiere location in Grand Foyer, available for the entire conference
- 8 Complimentary Registrations (includes booth staff) and 8 reserved seats in General Session
- Hanging Chandelier in Grand Foyer
- Logo on Back of Attendee Name Badge
- Logo Recognition on Sponsor Wall Signage
- Floor Talker in Grand Foyer
- Electronic recognition in all General Sessions
- Electronic recognition in TV Lobby Monitors
- Scrolling banner on Conference App Landing Page
- Recognition in Conference Agenda (of assigned General Session)
- Recognition on Conference Website Landing Page
- Opportunity to provide company SWAG to attendees via Conference Bookstore drop
- Access to Virtual Exhibit Booth in Whova App
- Access to Virtual Sponsor Page in Whova App
- 2 E-blasts sent to all attendees (sponsor provided content)
- Sponsor Spotlight Article in e-newsletter
- Logo on Postcard Mailer (if paid by April 1st)
- Electronic List of all Attendees (email addresses not included)
- Recognition on Sponsor Page of Conference App and Website
- Logo Recognition wherever sponsors are recognized

*General sessions assigned on first come, first served basis; excludes Ken Yerkes and Barnes and Thornburg Sessions

Your Opportunities to Connect, Engage, and Support via Sponsorship

Emerald Level Sponsor

\$8,000

10 Available

- 8' Table (with rear drape) in Premiere location in Griffin Foyer, available during Exhibit Hall Hours
- 3 Complimentary Registrations (includes booth staff) and 3 reserved seats in General Sessions
- Hanging Chandelier in Griffin Foyer
- Logo Recognition on Sponsor Wall Signage
- Electronic recognition in all General Sessions
- Electronic recognition in TV Lobby Monitors
- Opportunity to provide company SWAG to attendees via Conference Bookstore drop
- Access to Virtual Exhibit Booth in Whova App
- Access to Virtual Sponsor Page in Whova App
- 1 E-blast sent to all attendees (sponsor provided content)
- Logo on Postcard Mailer (if paid by April 1st)
- Electronic List of all Attendees (email addresses not included)
- Recognition on Sponsor Page of Conference App and Website
- Logo Recognition wherever sponsors are recognized

Your Opportunities to Connect, Engage, and Support via Sponsorship

Pearl Level Sponsor

\$5,000

5 Available

- 8' Table outside assigned Concurrent Session Room all day Tuesday
- Logo recognition on Podium in Concurrent Session room on all sessions that day
- Logo recognition on signage outside Concurrent Session Room
- Recognition on Sponsor Wall Signage
- Electronic recognition in all General Sessions
- Electronic recognition in TV Lobby Monitors
- Access to Virtual Sponsor Page in Whova App
- Electronic List of all Attendees (email addresses not included)
- Recognition on Sponsor Page of Conference App and Website
- Logo Recognition wherever sponsors are recognized

Turquoise Level Sponsor

\$2,000

5 Available Monday PM/5 Available Wednesday AM

- 8' Table outside assigned Concurrent Session Room on Monday afternoon or Wednesday morning
- Logo recognition on Podium in Concurrent Session room on all sessions in that room on either Monday afternoon or Wednesday morning
- Logo recognition on signage outside Concurrent Session Room (Mon or Wed)
- Recognition on Sponsor Wall Signage
- Electronic recognition in all General Sessions
- Electronic recognition in TV Lobby Monitors
- Access to Virtual Sponsor Page in Whova App
- Electronic List of all Attendees (email addresses not included)
- Recognition on Sponsor Page of Conference App and Website
- Logo Recognition wherever sponsors are recognized

Your Opportunities to Connect, Engage, and Support via Sponsorship

Sponsorship Opportunities at a Glance				
	Turquoise	Pearl	Emerald	Ruby
	\$2,000	\$5,000	\$8,000	\$15,000
Connect with Attendees				
General Session Speaker introduction				x
Sponsor produced video PSA played in General Session (2 min)				x
10x10' Booth/ Premiere location in Grand Foyer				x
8' Table/Booth Premiere location in Griffin Foyer			x	
8' Table Outside Concurrent Session Room Full Day Tuesday (5 Sessions)		x		
8' Table Outside Concurrent Session Room Half Day Monday Afternoon OR Wednesday Morning (2 sessions)	x			
Complimentary registrations (includes booth/table personnel)	1	2	3	8
Reserved Seats for General sessions	1	1	3	8
Support Your Brand				
Recognition in Agenda in Conference App/General Session				x
Recognition on Conference Website Landing Page				x
Scrolling banner on Landing Page of Conference App				x
Floor Talker in Grand Foyer				x
Logo on Back of Attendee Name Badge				x
Hanging Chandelier in Grand Foyer				x
Sponsor provided Swag for Bookstore bag stuffer			x	x
Hanging Chandelier in Griffin Foyer			x	
Podium Signage in Concurrent Session Room	x	x		
Signage outside Concurrent Session Room	x	x		
Recognition on Sponsor Page-Conference App and Website	x	x	x	x
Recognition on Sponsor Wall Signage	list	list	logo	logo
Electronic recognition on Lobby TV Monitors	list	list	logo	logo
Electronic recognition in General Sessions	logo	logo	logo	logo
Engage Your Audience				
Sponsor spotlight in e-newsletter				x
Logo on Post card mailer *if committed by April 1st			x	x
Access to Virtual Exhibit Booth in Conference App			x	x
e-Blast (sponsor provided content)			1	2
Access to Virtual Sponsor Page in Conference App	x	x	x	x
Electronic List of Attendees (Name, Company, Mailing Address)	x	x	x	x