

# HR 2024 INDIANA ANNUAL CONFERENCE

# SPONSOR PROSPECTUS

August 12- 14, 2024

JW Marriott, Indianapolis, IN

Spotlight your business at one of the largest regional HR conferences in the United States





## SPONSORSHIP COMMITMENT DEADLINE

Friday, May 31, 2024

## CONFERENCE DATES

Monday, August 12 - Wednesday, August 14, 2024



## Celebrating 30 Years of Excellence in HR Education

Join us for the 30th anniversary of the HR Indiana Conference, one of the largest and most prestigious human resources events in the country! With over 30 years of excellence, this conference has been a hub for HR professionals seeking knowledge, networking, and innovation. We offer world-renowned keynote speakers, three days of educational sessions, networking opportunities, and exposure to the latest HR products and services.

### Don't miss this opportunity to be part of something big!

- Average of 1,500 attendees over the last 5 in-person annual conferences
- Reach attendees in person and via the conference mobile app
- Keynote speakers for 2024: Jeff Henderson, Cy Wakeman, Chef Jeff Henderson, and Ken Yerkes
- 2024 Emcee Karith Foster

## BECOME A 2024 HR INDIANA CONFERENCE SPONSOR

Thank you for your interest in HR Indiana! Our sponsors are invited to interact with guests in very visible ways throughout the entire conference. These limited opportunities begin at \$5,000. If you are an engaging company who wants to actively meet our HR Professionals and add energy to the overall conference experience, let us know!

**Secure your sponsorship or ask questions at**  
[sponsorship@hrindianashrm.org](mailto:sponsorship@hrindianashrm.org)

**The 2024 HR Indiana Conference will be in person at the**  
**JW Marriott**  
**August 12-14, 2024 (Monday - Wednesday)**

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## IN-PERSON ATTENDEE BREAKDOWN

1,500

Average In-person  
Attendees from over  
900 Companies

32%

Director Level  
and Above

60%

Attendees Return  
from Previous Year

## TOP 5 REASONS TO SPONSOR THE LARGEST HR CONFERENCE IN THE MIDWEST

**Brand Visibility:** Sponsoring the conference offers excellent brand exposure to a targeted audience of HR professionals.

**Networking Opportunities:** Connect with industry leaders and potential clients in the HR field.

**Lead Generation:** Generate high-quality leads and potential clients interested in your HR-related products or services.

**Product Showcase:** Exhibit and promote your products or services to a captive audience.

**Return on Investment:** Sponsoring the conference can provide a strong ROI by reaching a targeted audience and enhancing your brand's reputation in the HR field.

**Show your support for the HR community and foster positive relationships!**

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# SPONSORSHIP LEVEL HIGHLIGHTS

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## TITLE SPONSOR

- Prominent 10'x20' space- 3rd Floor Welcome area
- 3 Minute Welcome to Kick Off Conference
- Sponsor Produced video- 2 minutes play in General Session
- General Session Logo Recognition
- Logo Postcard Mailer (commitment by April 1st)
- Two (2) Concurrent Speaker Sessions
- Logo on Volunteer T-Shirts
- Four (4) Conference E-blasts
- Twenty (20) Conference Registrations



## EXCLUSIVE LEGAL SPONSOR

- Prominent 10'x20' space- 3rd Floor Welcome area
- Sponsor Produced video- 2 minutes play in General Session
- General Session Logo Recognition
- Logo Postcard Mailer (commitment by April 1st)
- Four (4) Concurrent Speaker Sessions
- Four (4) Conference E-blasts
- Twenty (20) Conference Registrations



## PLATINUM

- Prominent 10'x20' space- 3rd Floor Welcome area
- Sponsor Produced video- 1 minute play in General Session
- General Session Logo Recognition
- Logo Postcard Mailer (commitment by April 1st)
- One (1) Concurrent Speaker Session
- One (1) Conference E-blast
- Eight (8) Conference Registrations



## GOLD

- 10'x10' space- 3rd Floor Grand Ballroom Foyer
- Sponsor Produced video- 1 minute play in General Session
- General Session Logo Recognition
- Logo Postcard Mailer (commitment by April 1st)
- One (1) Conference E-blast
- Eight (8) Conference Registrations
- Sponsor spotlight E-Newsletter



# SPONSORSHIP LEVEL HIGHLIGHTS

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## SILVER ELITE

- Six (6) Ft Table- 3rd Floor Grand Ballrooms 3 & 4
- Podium Signage in Breakout Sessions
- Introduction via Room Host for each Breakout Session
- General Session Logo Recognition
- Logo Postcard Mailer (commitment by April 1st)
- Four (4) Conference Registrations
- Logo on Conference Landing page



## SILVER

- Six (6) Ft Table- Griffin Hall Foyer
- General Session Logo Recognition
- Logo Postcard Mailer (commitment by April 1st)
- Four (4) Conference Registrations
- Logo on Conference Landing page



## BRONZE

- Six (6) Ft Table- Griffin Hall Foyer
- General Session Name Recognition
- Recognition on chandeliers & wall clings
- Two (2) Conference Registrations
- Logo on Conference Landing page



## COPPER

- Six (6) Ft Table- White River Lobby
- Podium Signage in Breakout Sessions
- Introduction via Room Host for each Breakout Session
- General Session Logo Recognition
- Two (2) Conference Registrations
- Logo on Conference Landing page



# SPONSORSHIP LEVEL HIGHLIGHTS

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## SMART STAGE

- Six (6) Ft Table- in The HUB
- Podium Signage on Smart Stage
- Introduction via Room Host for each Smart Stage Session
- Logo Postcard Mailer (commitment by April 1st)
- Four (4) Conference Registrations
- Logo on Conference Landing page



## MONDAY NIGHT RECEPTION

- Six (6) Ft Table- in The HUB (Monday Only)
- Logo on Drink Tickets
- E-Blast Recognition for Monday Night Reception
- Table Tent Logo during Reception
- General Session Name Recognition
- Recognition on chandeliers & wall clings
- Two (2) Conference Registrations
- Logo on Conference Landing page



# Title Sponsor - \$30,000



## HR Indiana Conference Sponsor

**\*Must be committed and paid within 30 days of commitment**

### Connect with Attendees

- 3 Minute Welcome to Kick Off Conference
- Sponsor produced video PSA played in General Session (2 min)
- 10'x20' Booth in premier location in Welcome Area on the 3rd floor
- (20) complimentary registrations (includes booth personnel)
- Two (2) Concurrent Speaker Sessions
- Recognition on sponsor page - conference app and website
- Logo on sponsor wall signage
- Electronic recognition with logo

### Engage Your Audience

- Sponsor spotlight in e-newsletter
- Logo on postcard mailer (if committed by April 1st)
- Virtual sponsor booth in conf. app
- (4) e-blasts (sponsor-provided content)
- Electronic list of attendees (name, company, mailing address)

### Support Your Brand

- HR Indiana Presented by TITLE Sponsor on printed logos
- Logo recognition on up to 200 volunteer t-shirts (1-color HR Indiana & sponsor)
- Recognition in agenda in conference app/General Session
- Recognition on conference website
- Logo on back of attendee name badge
- Hanging chandelier in Grand Foyer

**NOTE: Sponsors must staff their booths throughout the first two days of the conference. Secure your sponsorship or ask questions at [sponsorship@hrindianashrm.org](mailto:sponsorship@hrindianashrm.org)**

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# Exclusive Legal Sponsor - \$30,000



## HR Indiana Conference Sponsor

**\*Must be committed and paid within 30 days of commitment**

### Connect with Attendees

- Sponsor produced video PSA played in General Session (2 min)
- 10'x20' Booth in high traffic area in East Foyer
- Opportunity to deliver "Everything Legal" General Session
- (20) complimentary registrations (includes booth personnel)

### Support Your Brand

- Signage outside workshop meeting room
- Opportunity to name a student scholarship (\$5K of total sponsorship)
- Recognition in agenda in conference app/General Session
- Recognition on conference website
- Logo on attendee name badge
- Hanging chandelier in Grand Foyer
- Podium signage in breakout session room

- Signage outside breakout session room
- Recognition on sponsor page - conference app and website
- Logo on sponsor wall signage
- Electronic recognition with logo

### Engage Your Audience

- Sponsor spotlight in e-newsletter
- Logo on postcard mailer (if committed by April 1st)
- Virtual sponsor booth in conf. app
- (4) e-blasts (sponsor-provided content)
- Electronic list of attendees (name, company, mailing address)
- (4) legal breakout sessions (day 1)
- Legal workshops (day 2)





# Platinum Sponsor - \$20,000

## 3rd Floor - Conference Welcome Area

**\*Must be committed and paid within 30 day of commitment**

- Sponsor-produced video PSA played in a General Session (1 minute)
- 10'x20' booth in Conference Welcome Area
- 8 complimentary registrations (includes booth personnel)
- One (1) Concurrent Speaker Session
- Recognition on conference website
- Logo on attendee name badges
- Hanging chandelier in Grand Foyer
- Recognition on sponsor page - conference app and website
- Logo on sponsor wall signage
- Electronic recognition with logo
- Sponsor spotlight e-newsletter
- Logo on postcard mailer (if committed April 1st)
- Virtual sponsor booth in conference app
- (1) e-blast (sponsor-provided content)
- Electronic list of attendees (name, company, mailing address)

**NOTE: Sponsors must staff their booths days one and two of the conference.**  
Secure your sponsorship or ask questions at [sponsorship@hrindianashrm.org](mailto:sponsorship@hrindianashrm.org)

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# Gold - \$15,000 - 1 Available

## 3rd Floor - Grand Ballroom Foyer

**\*Must be committed and paid within 30 day of commitment**

- Sponsor-produced video PSA played in a General Session (1 minute)
- 10'x10' booth in premier location in Grand Ballroom Foyer
- 8 complimentary registrations (includes booth personnel)
- Recognition on conference website
- Logo on attendee name badges
- Hanging chandelier in Grand Foyer
- Recognition on sponsor page - conference app and website
- Logo on sponsor wall signage
- Electronic recognition with logo
- Sponsor spotlight e-newsletter
- Logo on postcard mailer (if committed April 1st)
- Virtual sponsor booth in conference app
- (1) e-blast (sponsor-provided content)
- Electronic list of attendees (name, company, mailing address)

**NOTE: Sponsors must staff their booths on days one and two of the conference.  
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# Silver Elite Sponsor - \$10,000



## 3rd Floor - Grand Ballroom Breakouts

**\*Must be committed and paid within 30 days of commitment**

- 6' table located outside of 3rd floor breakout sessions
- 4 complimentary registrations (includes booth personnel)
- Podium signage in breakout session room
- Sponsor introduction via Room Host for each breakout session
- Recognition on sponsor page - conference app and website
- Signage outside of breakout session room
- Logo on sponsor wall signage
- Electronic recognition with logo
- Logo on postcard mailer (if committed April 1st)
- Virtual sponsor booth in conference app
- Electronic list of attendees (name, company, mailing address)

**NOTE: Sponsors must staff their booths on days one and two of the conference.**  
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# Silver Sponsor - \$8,000 - 1 Available



## 2nd Floor - Griffin Hall Foyer

**\*Must be committed and paid within 30 days of commitment**

- 6' table in premier location in Griffin Hall Foyer
- 4 complimentary registrations (includes booth personnel)
- Hanging chandelier in Griffin Foyer
- Recognition on sponsor page - conference app and website
- Logo on sponsor wall signage
- Electronic recognition with logo
- Logo on postcard mailer (if committed April 1st)
- Virtual sponsor booth in conference app
- Electronic list of attendees (name, company, mailing address)

**NOTE: Sponsors must staff their booths on days one and two of the conference.**  
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# Bronze Sponsor - \$5,000



## Griffin Hall - 2nd Floor Foyer

**\*Must be committed and paid within 30 days of commitment**

- 6' table in Griffin Hall Foyer
- 2 complimentary registrations (includes booth personnel)
- Hanging chandelier in Griffin Foyer
- Recognition on sponsor page - conference app and website
- Recognition in list on sponsor wall signage
- Electronic recognition
- Virtual sponsor booth in conference app
- Electronic list of attendees (name, company, mailing address)

**NOTE: Sponsors must staff their booths on days one and two of the conference.**  
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# Copper Sponsor - \$5,000

## White River Lobby - 1st Floor

**\*Must be committed and paid within 30 days of commitment**

- 6' table in White River Lobby
- 2 complimentary registrations (includes booth personnel)
- Podium signage in breakout session room
- Introduction via Room Host for each Breakout Session
- Signage outside of breakout session room
- Recognition on sponsor page - conference app and website
- Recognition in list on sponsor wall signage
- Electronic recognition
- Virtual sponsor booth in conference app
- Electronic list of attendees (name, company, mailing address)

**NOTE: Sponsors must staff their booths on days one and two of the conference.**  
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# Smart Stage Sponsor - \$8,000



## Griffin Hall - Inside The HUB

**\*Must be committed and paid within 30 days of commitment**

- 6' table in The HUB
- 2 complimentary registrations (includes booth personnel)
- Hanging chandelier in Griffin Foyer
- Recognition on sponsor page - conference app and website
- Recognition in list on sponsor wall signage
- Electronic recognition
- Virtual sponsor booth in conference app
- Electronic list of attendees (name, company, mailing address)

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# Reception Sponsor (Monday ONLY) - \$6,000

## HR Indiana Conference Sponsor

**\*Must be committed and paid within 30 days of commitment**

### Connect with Attendees

- 6' Table – Premier location in Griffin Hall (Monday Only)
- (2) complimentary registrations (includes table personnel)

### Support Your Brand

- Recognition on sponsor page – Conference app and website
- Listing on sponsor wall signage
- Electronic recognition

### Engage Your Audience

- Virtual sponsor booth in conference app
- Electronic list of attendees (name, company, mailing address)

### Unique Reception Opportunities

- “Reception Sponsor” designation anywhere the conference agenda is published (app, website, signage)
- Logo on table tents at the reception
- Recognition on bar signage
- Logo on complimentary drink tickets
- Floor talker in Griffin Hall Foyer
- Reception e-blast recognition

[hrindianashrm.org/conference](http://hrindianashrm.org/conference)



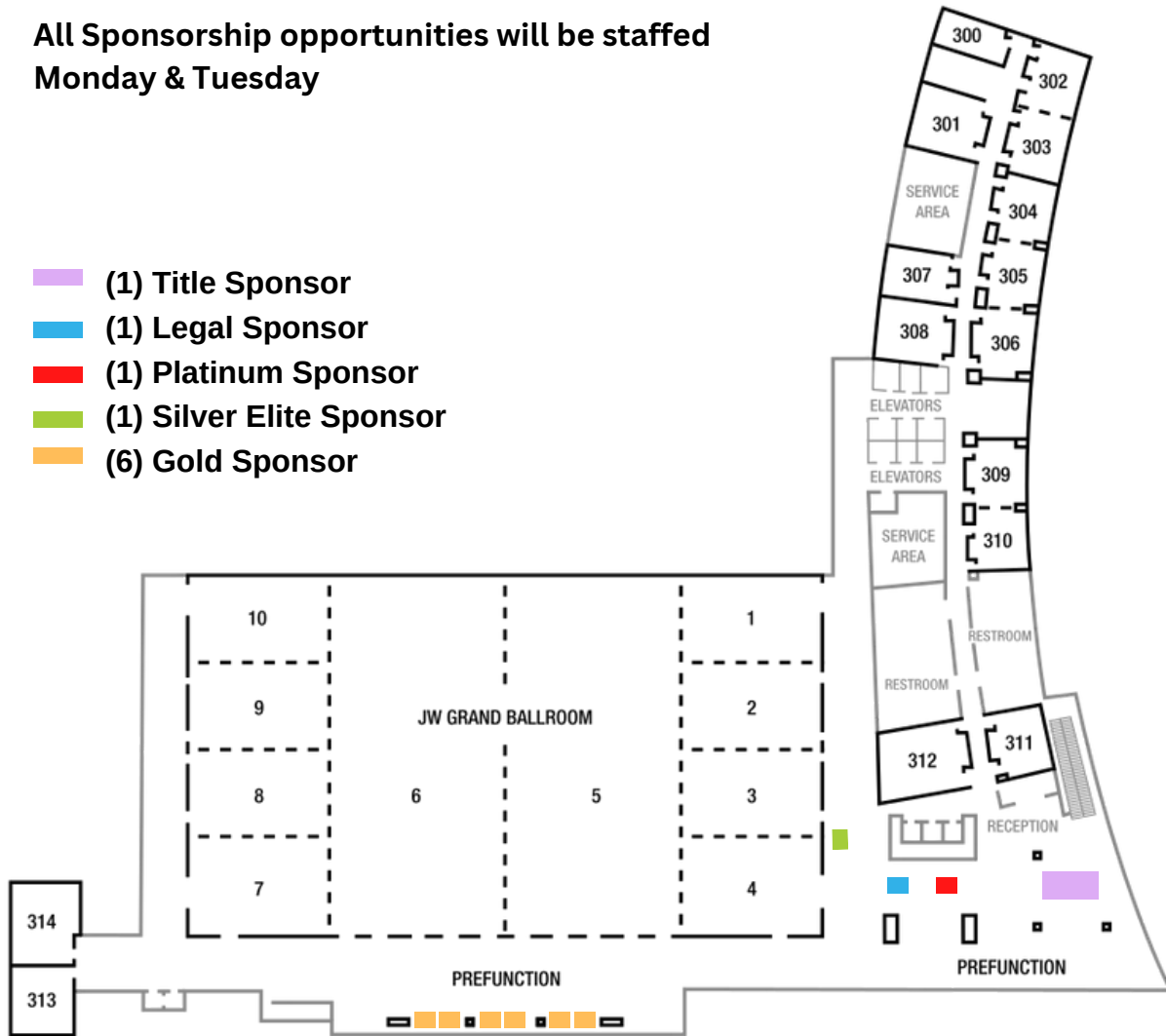


# SPONSORSHIP SPACE - JW MARRIOTT LOCATION MAP - 3rd FLOOR

## MEETING ROOMS

All Sponsorship opportunities will be staffed  
Monday & Tuesday

-  (1) Title Sponsor
-  (1) Legal Sponsor
-  (1) Platinum Sponsor
-  (1) Silver Elite Sponsor
-  (6) Gold Sponsor



Your opportunity to connect, engage and support via sponsorship.

Monday, August 12 - Wednesday, August 14, 2024

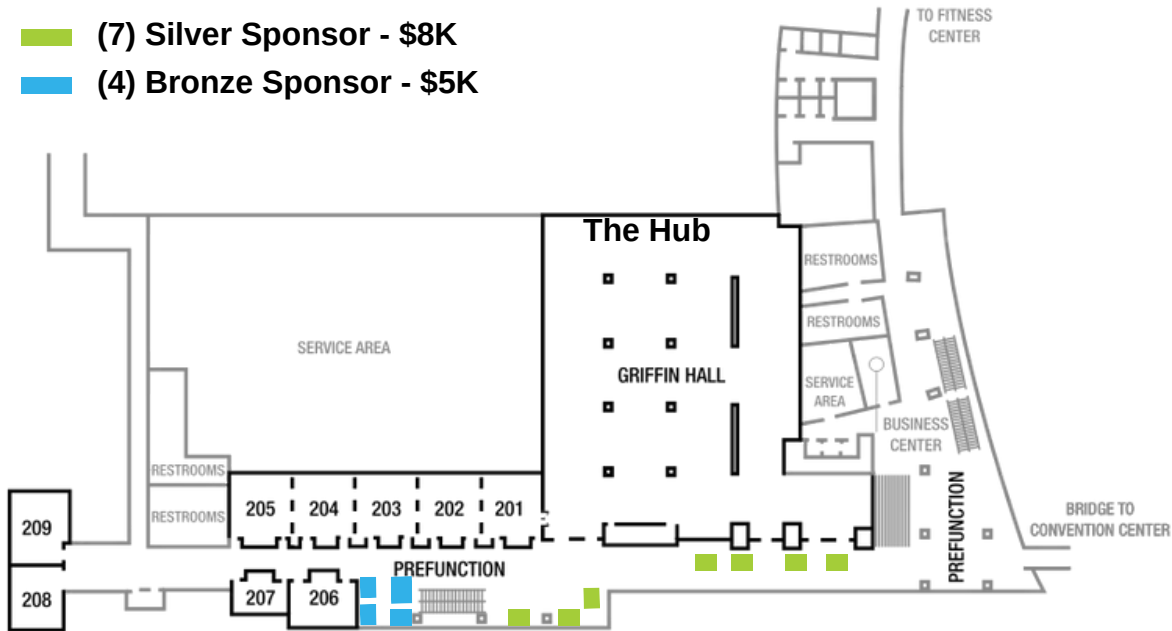
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# SPONSORSHIP SPACE - JW MARRIOTT LOCATION MAP - 2nd FLOOR

## MEETING ROOMS

-  (7) Silver Sponsor - \$8K
-  (4) Bronze Sponsor - \$5K



All Sponsorship opportunities will be staffed Monday and Tuesday.  
Monday - Reception Sponsors will be in Griffin Hall on Monday ONLY

Your opportunity to connect, engage and support via sponsorship.

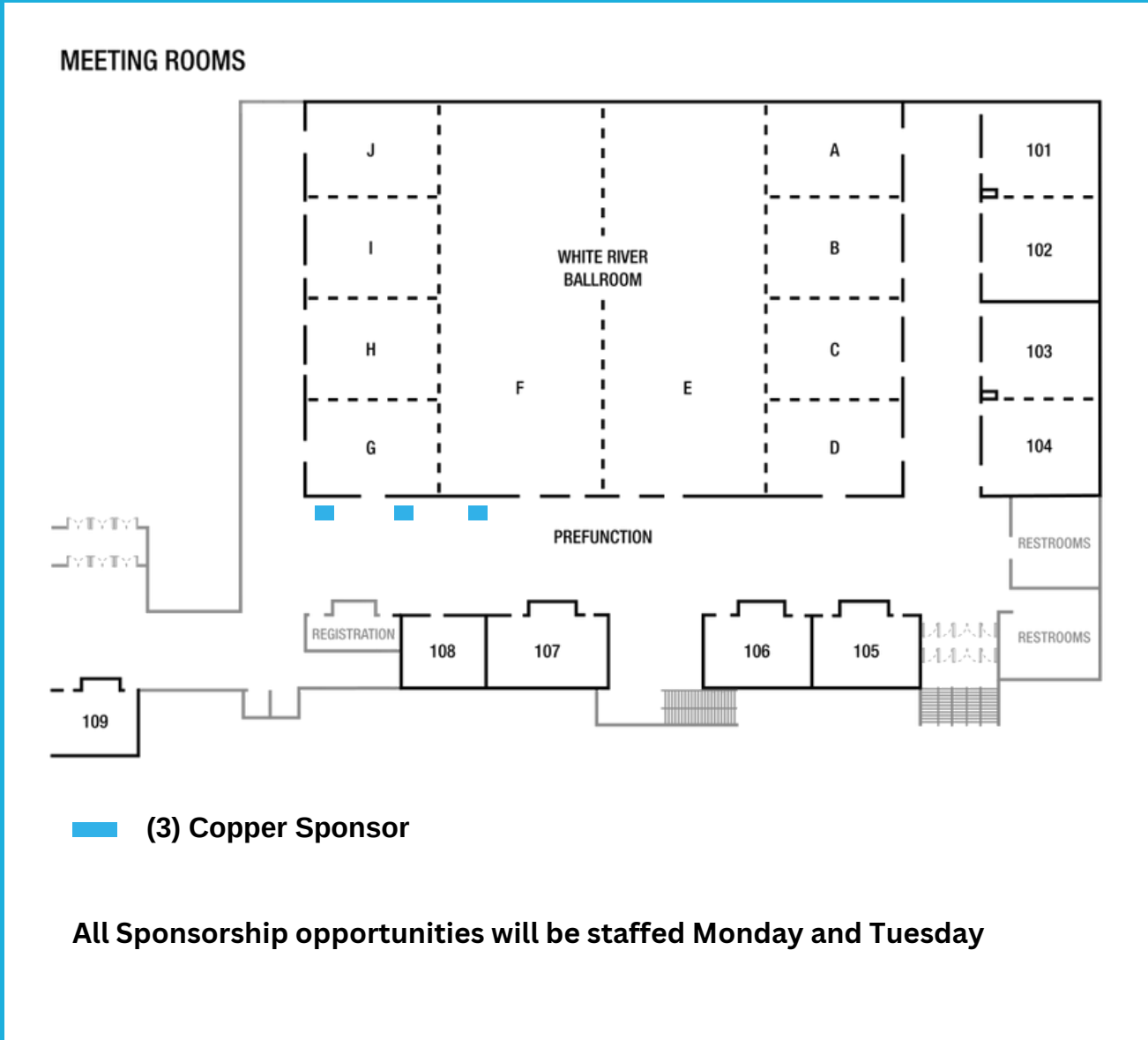
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# SPONSORSHIP SPACE - JW MARRIOTT LOCATION MAP - 1st FLOOR



**Your opportunity to connect, engage and support via sponsorship.**

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