



# 27<sup>TH</sup> ANNUAL CONFERENCE & EXHIBITORS' SHOWCASE

FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY

## HIGHLIGHTS OF THE 2018 EXHIBITORS' SHOWCASE

The 27<sup>th</sup> Annual Society for Human Resource Management-Long Island Chapter (SHRM-LI) Conference will bring together human resource professionals from all types of companies throughout the Long Island and Metropolitan New York area - industrial, manufacturing, electronics, design, pharmaceutical, medical, printing and publishing, legal, administrative, hospitality, sports, etc.

The current SHRM-LI Chapter's 1600+ Members represent over 750 companies throughout the area!

These professionals are responsible for exploring all aspects of HR in their companies and participate in many of the final decision-making processes at the top administrative level, including compensation, medical benefits, insurance, personnel development, office design and planning, ergonomics, social and fitness activities, etc.

Participation as a Sponsor in the Exhibitors' Showcase at the SHRM-LI 2018 Conference guarantees you an opportunity to deal with hundreds and hundreds of HR professionals who are eager to hear new ideas and expand their body of knowledge about every aspect of their work life.

**DON'T MISS YOUR OPPORTUNITY TO NETWORK WITH KEY LONG ISLAND PROFESSIONALS  
JOIN US ON MAY 4<sup>TH</sup>**

*With 850 to 1,000 attendees expected... it will be  
the best workday you'll spend in 2018!*

Society for Human Resource Management-Long Island Chapter  
449 Pulaski Road \* Greenlawn, NY 11740  
(631) 262-8807 \* (631) 262-8803-FAX



## PRE-CONFERENCE DELIVERY AND BOOTH SET-UP

Exhibitors wishing to ship items in advance, may do so beginning Monday, April 30, 2018

All packages must be marked  
“SHRM-LI 5/4/18 Conference – with your booth number and shipped to:  
Crest Hollow Country Club, 8325 Jericho Turnpike, Woodbury, NY 11797

BOOTH SET-UP – Thursday, 5/3/18 – Between Noon and 6:00 PM

## 5/4/18 SCHEDULE OF THE DAY

**(Please Note Exhibitor Halls Open All Day)**

7:30 am – 8:30 am	Registration and Early Bird Exhibitors’ Showcase
8:00 am – 9:30 am	Continental Breakfast Workshop <i>Presented By Jackson Lewis P.C.</i>
9:45 am – 10:45 am	Concurrent Workshops (Session I)
10:45 am – 11:15 am	Exhibitors’ Showcase
11:15 am – 12:15 pm	Concurrent Workshops (Session II)
12:15 pm – 1:15 pm	Exhibitors’ Showcase
1:15 pm – 2:15 pm	Luncheon
2:30 pm – 3:30 pm	Closing Keynote Workshop

**ALL EXHIBITORS MUST BREAKDOWN BOOTHS  
IMMEDIATELY FOLLOWING CONFERENCE**



# 27<sup>TH</sup> ANNUAL CONFERENCE & EXHIBITORS' SHOWCASE

FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY

## VANTAGE SPONSORS - \$18,000

1. Sponsorship of Conference
2. Corporate banner behind podium in Ballroom
3. Choice of prime exhibit location on either floor
4. Double booth, including pipe, drape and electric
5. Twenty-five complimentary registrations to Conference and Luncheon for company representatives and guests
6. Back cover or inside front/back full-page advertisement in Program Booklet
7. Three company representatives seated at head table with Conference Chairpersons at Luncheon
8. Name imprinted on lanyard/neck wallet given to every Conference attendee
9. Company name and/or logo on tote bags given to every Conference attendee
10. Introduction of company as Conference sponsor during Luncheon program – representative of company will be invited to welcome the Luncheon attendees
11. Award presented to company during Conference Kickoff Celebration
12. Corporate logo on Conference banner
13. Corporate name/logo in Conference Program Booklet and advertisements
14. Corporate name/logo on SHRM-LI's website Conference sponsor page with link to corporate website through December 31, 2018
15. Invitation for three representatives to Conference Kickoff Celebration and photo session to be held in March 2018
16. Five slides in pre-Luncheon video presentation in Ballroom and 30-second audio announcement
17. Luncheon seating for guests in Ballroom
18. Special discounted registration rate of \$75 per guest for additional attendees
19. Winner of Company's Prize Drawing announced at Luncheon
20. Corporate promotional brochure in tote bags given to every Conference attendee
21. Directory of Conference attendees, including contact information
22. One-year listing in the SHRM-LI online Strategic Alliance Business Directory
23. Eligible to earn complimentary tickets for special guests through "Value Added Sponsorship"

Society for Human Resource Management-Long Island Chapter  
449 Pulaski Road \* Greenlawn, NY 11740  
(631) 262-8807 \* (631) 262-8803-FAX



## 27<sup>TH</sup> ANNUAL CONFERENCE &

## EXHIBITORS' SHOWCASE

FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY

### BREAKFAST SPONSORS - \$10,000

1. Sponsorship of Breakfast
2. Corporate banner on main wall in Ballroom
3. Prime exhibit location
4. Double booth, including pipe, drape and electric
5. Twelve complimentary registrations to Conference and Luncheon for company representatives and guests
6. Full-page advertisement in prime location in Program Booklet
7. Two company representatives seated at head table at Luncheon
8. Introduction of company as Breakfast sponsor during Breakfast program – welcome Breakfast attendees
9. Award presented to company during Conference Kickoff Celebration
10. Corporate name/logo in Conference Program Booklet and advertisements
11. Corporate name/logo on SHRM- LI's website Conference sponsor page with link to corporate website through December 31, 2018
12. Invitation for three representatives to Conference Kickoff Celebration and photo session to be held in March 2018
13. Four slides in pre-Luncheon video presentation in Ballroom and 30-second audio announcement
14. Luncheon seating for guests in Ballroom
15. Special discounted registration rate of \$75 per guest for additional attendees
16. Winner of Company's Prize Drawing announced at Luncheon
17. Corporate promotional brochure in tote bags given to every Conference attendee
18. Directory of Conference attendees, including contact information
19. One-year listing in the SHRM-LI online Strategic Alliance Business Directory
20. Eligible to earn complimentary tickets for special guests through "Value Added Sponsorship"



# 27<sup>TH</sup> ANNUAL CONFERENCE &

## EXHIBITORS' SHOWCASE

FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY

### LUNCHEON SPONSORS - \$9,000

1. Sponsorship of Luncheon
2. Corporate banner on main wall in Ballroom
3. Prime exhibit location
4. Double booth, including pipe, drape and electric
5. Ten complimentary registrations to Conference and Luncheon for company representatives and guests
6. Full-page advertisement in prime location of Program Booklet
7. Two company representatives seated at head table at Luncheon
8. Introduction of company as Luncheon sponsor during Luncheon program
9. Award presented to company during Conference Kickoff Celebration
10. Corporate name/logo in Conference Program Booklet and advertisements
11. Corporate name/logo on SHRM-LI's website Conference sponsor page with link to corporate website through December 31, 2018
12. Invitation for three representatives to Conference Kickoff Celebration and photo session to be held in March 2018
13. Three slides in pre-Luncheon video presentation in Ballroom and 30-second audio announcement
14. Luncheon seating for guests in Ballroom
15. Special discounted registration rate of \$75 per guest for additional attendees
16. Winner of Company's Prize Drawing announced at Luncheon
17. Corporate promotional brochure in tote bags given to every Conference attendee
18. Directory of Conference attendees, including contact information
19. One-year listing in the SHRM-LI online Strategic Alliance Business Directory
20. Eligible to earn complimentary tickets for special guests through "Value Added Sponsorship"



**27<sup>TH</sup> ANNUAL CONFERENCE  
&  
EXHIBITORS' SHOWCASE**

**FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY**

**CLOSING KEYNOTE SPONSORS - \$7,500**

1. Sponsorship of Closing Keynote Workshop
2. Corporate banner on main wall in Ballroom
3. Prime exhibit location
4. Double booth, including pipe, drape and electric
5. Eight complimentary registrations to Conference and Luncheon for company representatives and guests
6. Full-page and Schedule page advertisement in Program Booklet
7. Two company representatives seated at head table at Luncheon
8. Award presented to company during Conference Kickoff Celebration
9. Corporate name/logo in Conference Program Booklet and advertisements
10. Corporate name/logo on SHRM-LI's website Conference sponsor page with link to corporate website through December 31, 2018
11. Invitation for two representatives to Conference Kickoff Celebration and photo session to be held in March 2018
12. Two slides in pre-Luncheon video presentation in Ballroom and 20-second audio announcement
13. Luncheon seating for guests in Ballroom
14. Special discounted registration rate of \$75 per guest for additional attendees
15. Directory of Conference attendees, including contact information
16. One-year listing in the SHRM-LI online Strategic Alliance Business Directory
17. Eligible to earn complimentary tickets for special guests through "Value Added Sponsorship"



# 27<sup>TH</sup> ANNUAL CONFERENCE & EXHIBITORS' SHOWCASE

FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY

## CONCURRENT WORKSHOP SPONSORS - \$5,000

1. Sponsorship of Concurrent Workshops
2. Corporate banner on main wall in Ballroom
3. Prime exhibit location
4. 10' Booth, including pipe, drape and electric
5. Eight complimentary registrations to Conference and Luncheon for company representatives and guests
6. Full-page advertisement in Program Booklet
7. Two company representatives seated at head table at Luncheon
8. Award presented to company during Conference Kickoff Celebration
9. Corporate name/logo in Conference Program Booklet and advertisements
10. Corporate name/logo on SHRM-LI's website Conference sponsor page with link to corporate website through December 31, 2018
11. Invitation for two representatives to Conference Kickoff Celebration and photo session to be held in March 2018
12. Two slides in pre-Luncheon video presentation in Ballroom and 20-second audio announcement
13. Luncheon seating for guests in Ballroom
14. Special discounted registration rate of \$75 per guest for additional attendees
15. Directory of Conference attendees, including contact information
16. One-year listing in the SHRM-LI online Strategic Alliance Business Directory
17. Eligible to earn complimentary tickets for special guests through "Value Added Sponsorship"



**27<sup>TH</sup> ANNUAL CONFERENCE  
&  
EXHIBITORS' SHOWCASE**

**FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY**

**CORPORATE BENEFACTOR SPONSORS – 10' Booth - \$4,000**

**CORPORATE BENEFACTOR SPONSORS – 8' Booth - \$3,500**

1. Corporate banner in Ballroom
2. Exhibit space with complimentary electric
3. Six complimentary registrations to Conference and Luncheon for company representatives and guests
4. Full-page advertisement in Program Booklet
5. Certificate of Appreciation presented to company during Conference Kickoff Celebration
6. Corporate name in Program Booklet
7. Corporate name on SHRM-LI's website Conference sponsor page with link to corporate website through December 31, 2018
8. Invitation for two representatives to Conference Kickoff Celebration and photo session to be held in March 2018
9. Introduction of company name in pre-Luncheon video presentation in Ballroom
10. Luncheon seating for guests in Ballroom
11. Special discounted registration rate of \$100 per guest for additional attendees
12. Directory of Conference attendees, including contact information
13. One-year listing in the SHRM-LI online Strategic Alliance Business Directory
14. Eligible to earn complimentary tickets for special guests through "Value Added Sponsorship"



## 27<sup>TH</sup> ANNUAL CONFERENCE &

## EXHIBITORS' SHOWCASE

FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY

### VALUE ADDED SPONSORSHIPS

*(Items to be included in each Attendees Tote Bag)*

Vantage, Breakfast, Luncheon, Closing Keynote, Concurrent Workshops,  
and Corporate Benefactor Sponsors can earn complimentary tickets for special guests.

<b>Magnetic Clips</b>	1 sponsor at \$1,200	6 extra tickets
<b>Note Pads</b>	1 sponsor at \$1,200	6 extra tickets
<b>Pens</b>	1 sponsor at \$1,200	6 extra tickets
<b>Other approved items (supplied by Sponsor) such as:</b> letter openers, post-it notes, nail files, key chains, highlighters, rulers, etc.		2 extra tickets

**Quantity Needed – 1,000**



**27<sup>TH</sup> ANNUAL CONFERENCE  
&  
EXHIBITORS' SHOWCASE**

**FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY**

**CORPORATE DONOR SPONSORS – 10' Booth - \$2,600\*\***

**CORPORATE DONOR SPONSORS – 8' Booth - \$2,100\*\***

1. Corporate Banner in Ballroom
2. Exhibit Space with complimentary electric
3. Three complimentary registrations to Conference and Luncheon for company representatives and guests
4. Half-page advertisement in Program Booklet
5. Corporate name in Program Booklet
6. Corporate name on SHRM-LI's website Conference sponsor page through December 31, 2018
7. Introduction of company name in pre-Luncheon video presentation in Ballroom
8. Luncheon seating for guests in Ballroom
9. Directory of Conference attendees, including contact information

**\*\*STRATEGIC ALLIANCE BUSINESS DIRECTORY (ADD-ON) - \$300**

One-year listing in the SHRM-LI online Strategic Alliance Business Directory



**27<sup>TH</sup> ANNUAL CONFERENCE  
&  
EXHIBITORS' SHOWCASE**

**FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY**

**FRIEND<sup>1</sup> SPONSORS – 8' Booth - \$1,100<sup>1</sup>\*\***  
[<sup>1</sup>College/University & Bank/Credit Union Only]

Friend sponsorships are limited to College/University & Bank/Credit Unions only. These sponsorships offer the opportunity to interact with a large number of HR professionals at one site. Much information can be exchanged about the work of the individual agency/organization and the needs of the companies represented by the HR professional.

1. Company banner in Ballroom
2. Exhibit space
3. Two complimentary registrations to Conference and Luncheon for company representatives
4. Listing in Program Booklet
5. Directory of Conference attendees, including contact information

**\*\*STRATEGIC ALLIANCE BUSINESS DIRECTORY (ADD-ON) - \$300**

One-year listing in the SHRM-LI online Strategic Alliance Business Directory.



**27<sup>TH</sup> ANNUAL CONFERENCE  
&  
EXHIBITORS' SHOWCASE**

**FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY**

**BOOSTER<sup>2</sup> SPONSORS – 8' Booth - \$750<sup>2</sup>\*\***  
[<sup>2</sup>501(c)(3) Not-For-Profit Only]

Booster sponsorships are limited to 501(c)(3) “not-for-profit” agencies/organizations. These sponsorships offer companies the opportunity to interact with a large number of HR professionals at one site. Much information can be exchanged about the work of the individual agency/organization and the needs of the companies represented by the HR professional.

1. 501(c)(3) Not-For-Profit agency/organization banner in Ballroom
2. Exhibit space
3. Two complimentary registrations to Conference and Luncheon for Agency/organization representatives
4. Listing in Program Booklet
5. Directory of Conference attendees, including contact information

**\*\*STRATEGIC ALLIANCE BUSINESS DIRECTORY (ADD-ON) - \$300**

One-year listing in the SHRM-LI online Strategic Alliance Business Directory.



**27<sup>TH</sup> ANNUAL CONFERENCE  
&  
EXHIBITORS' SHOWCASE  
FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY**

**Sponsor/Exhibitor Reservation Form**

(Please complete both pages and return with payment information)

**Please reserve the following Sponsorship package for \_\_\_\_\_**  
(Company Name)

- |                                 |           |                             |          |
|---------------------------------|-----------|-----------------------------|----------|
| ___ Vantage Sponsor             | \$18,000* | ___ Luncheon Sponsor        | \$9,000* |
| ___ Breakfast Sponsor           | \$10,000* | ___ Closing Keynote Sponsor | \$7,500* |
| ___ Concurrent Workshop Sponsor | \$5,000*  |                             |          |
| ___ Corporate Benefactor-10'    | \$4,000*  | ___ Corporate Benefactor-8' | \$3,500* |

\*Includes One-year listing in the SHRM-LI online Strategic Alliance Business Directory

\*\*\*\*\*

**Value Added Sponsorships\*\*\*** (Limited to One Each-Available to Above Sponsors Only)

- |                        |         |                              |             |
|------------------------|---------|------------------------------|-------------|
| ___ Clips/Pads/Pens*** | \$1,200 | ___ Other Approved***        | _____       |
|                        |         | <i>(Supplied By Sponsor)</i> | Description |

\*\*\*\*\*

- |   |                      |   |         |
|---|----------------------|---|---------|
| ___ Corporate Donor-10'                                     | \$2,600              | ___ Corporate Donor-8'                        | \$2,100 |
| ___ Friend <sup>1</sup>                                     | \$1,100 <sup>1</sup> | ___ Booster <sup>2</sup>                      | \$750   |
| [ <sup>1</sup> College/University & Bank/Credit Union Only] |                      | [ <sup>2</sup> 501(c)(3) Not-For-Profit Only] |         |

- |  |       |
|--|-------|
| ___ Business Directory Add-On (Available to Corporate Donor, Friend, and Booster Sponsors) | \$300 |
|--|-------|

**PLEASE COMPLETE PAYMENT AND CONTACT INFORMATION BELOW**

Society for Human Resource Management-Long Island Chapter  
449 Pulaski Road \* Greenlawn, NY 11740  
(631) 262-8807 \* (631) 262-8803-FAX



27<sup>TH</sup> ANNUAL CONFERENCE  
&  
EXHIBITORS' SHOWCASE  
FRIDAY, MAY 4, 2018  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY

**Sponsor/Exhibitor Reservation Form** (Cont'd)

**Method of Payment** (please check one):

( ) Check in the amount of \$ \_\_\_\_\_ ( ) Check enclosed ( ) Check to be mailed by \_\_\_\_\_ (Date)

( ) Enclosed is Purchase Order # \_\_\_\_\_ (If possible, please use a copy of this form as your Invoice.)

( ) Please charge \$ \_\_\_\_\_ to Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_ CVV Code \_\_\_\_\_

Billing Address \_\_\_\_\_ Zip Code \_\_\_\_\_

Signature \_\_\_\_\_ AMEX ( ) VISA ( ) MC ( )

Federal I.D. #11-3051329

Date Received by SHRM-Long Island Conference 2018 \_\_\_\_\_

**Please note that payment for Conference Sponsorship and Exhibitor space must be made in full prior to the Conference.**

Name of Organization \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Electrical Needs (please check one): \_\_\_\_\_ We need electrical outlets \_\_\_\_\_ We do not need electrical outlets

Please make check payable to: SHRM-Long Island Chapter, Inc.

Mail to: SHRM-Long Island Conference 2018 or Fax to: (631) 272-8803  
449 Pulaski Road, Greenlawn, NY 11740

For additional information: Linda B. Selden-Paduano, Executive Director/Conference Producer  
Phone: (631) 272-8807 Fax: (631) 272-8803 [ExecutiveDirector@SHRMLI.org](mailto:ExecutiveDirector@SHRMLI.org)

Society for Human Resource Management-Long Island Chapter  
449 Pulaski Road \* Greenlawn, NY 11740  
(631) 262-8807 \* (631) 262-8803-FAX