

Kansas SHRM **2017** Business
PARTNER OPPORTUNITIES



AFFILIATE OF
SHRM
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

www.ksshrm.com



State Conference – September 20-22, 2017

WHAT YOU NEED TO KNOW

- There are **nearly 2,500 SHRM members** in Kansas.
- Collectively, the **13 local Kansas SHRM chapters connect with over 3,000 HR Professionals** which includes 1,600 local members and local/national members.
- We expect to have **500 of Kansas' best and brightest HR professionals** attend our conferences.
- The majority of our conference attendees are **HR practitioners** ranging from Generalists to Vice Presidents.
- **All sponsors will receive promotion** on the ksshrm.com website.
- **Sponsorships and exhibit space are limited.**
First come, first booth and selection space.
- We offer a **wide variety of sponsor and exhibitor packages** for exposure to potential clients, customers, and partners.
- **Don't miss out!** Our members look forward to meeting with vendors and exploring new products/services.



(888) 332-6248

Ideas to

ENHANCE YOUR SUCCESS



HAVE A BOOTH DRAWING

Have attendees fill out a form or leave a business card for a special prize that you award at your booth.

INCORPORATE THE THEME

This year's theme is "Play Ball with HR" so be creative and incorporate our theme with your giveaways. If you need some help stirring those creative juices, we have a number of ideas we would look forward to sharing with you. The conference will be held September 20-22 in Overland Park, Kansas.

PLAN SPECIAL DEMONSTRATIONS OR GAMES AT YOUR BOOTH

Do you have a product that begs to be shared? Think of demonstrating your product or service at your booth. Or you could offer some type of game designed around your product or service that draws a crowd.

HAND OUT PROMOTIONAL MATERIAL

Who doesn't love something for free? The advantage of promotional material is customizing it to get your company's name out there. A new trend is to put your marketing materials on a USB drive and give it away. It saves trees and it's also a nice giveaway that can be reused!



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Business Partner

LEVELS AND BENEFITS



Description of Benefits	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000	Sapphire \$2,500	Exhibitor \$900
Quarterly Newsletter Ads	4	4	3	2	1	0
Opportunity for authorship of conference promotional publication	X	X				
Expanded exhibit space to include two - 6' draped tables and 8' x 20' exhibit space, sign with company name and four chairs	X	X				
Exhibit space to include one - 6' draped table and 8' x 10' exhibit space, sign with company name and 2 chairs			X	X	X	X
Electronic list of attendees 15 days prior to conference	Included	Included	Included	Included		
Electronic list of attendees after the conference					\$500	\$500
Full attendee registrations to State Conference; includes all sessions, meals and events	4	3	2	2	1	0
Exhibitor passes for entry into the Exhibit Hall on every day of the conference	4	4	4	3	3	2
Meal and breaks throughout the regular conference days	4	4	4	3	3	2
Priority exhibit space selection based on sponsorship level	X	X	X	X	X	
Company logo, description and link displayed on conference web pages	X	X	X	X	X	
Advertising in all pre-conference email blasts to conference participants, KS SHRM chapter members and professionals	X					
10 minutes of commercial promotional time at KS SHRM event (Annual State Conference, Leadership Academy, Employment Law Conference)	Two events of choice	September Annual State Conference	September Annual State Conference	February Employment Law Conference		
Logo on signage at all Kansas SHRM Conferences	X	X	X	X	X	
Speaker/Presenter preference	X	X				

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