

2026  
**SHRM**<sup>®</sup>  
Colorado

# STATE CONFERENCE

SEPTEMBER 9-11, 2026  
KEYSTONE RESORT, COLORADO

Connection, Innovation & Impact  
Across Colorado's Workforce

SPONSOR & EXHIBITOR

*Prospectus*



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& SECURE YOUR SPOT



**Colorado**

Colorado SHRM unites HR and business leaders from across the state to advance workplace excellence through innovation, education, and advocacy.

Your partnership makes this progress possible. By joining us as a **2026 sponsor or exhibitor**, you'll connect directly with decision-makers – HR professionals, executives, and small-business owners seeking tools and insights that move organizations forward.

Designed to maximize your ROI, our in-person networking events and interactive conference app create meaningful engagement opportunities – at your booth, in sessions, and long after the conference concludes.

## Why Sponsor COSHRM 2026

- Engage directly with 500+ HR leaders, executives, and small-business owners statewide.
- Gain high-impact brand exposure before, during, and after the conference.
- Build lasting partnerships within Colorado's HR community.
- Align with the state's leading advocate for HR excellence.



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## 2026 Highlights



**Early bird exhibitor special: Complete exhibitor contract and pay in full by December 31, 2025 and COSHRM will send a broadcast email to our database (4,000+) with your message in 2026 (Note: Broadcast emails can't be scheduled during the months of August and September).**



**All sponsorships include an exhibitor booth and allotted staff are welcome to attend conference sessions!**



**The conference will be held from Wednesday afternoon through Friday midday. Join us for the end of the work week and get in front of and connect with HR professionals from across the state and region.**



**All sponsors are automatically included in gamification on the conference app. Exhibitors will have the option to upgrade their package to be included as well.**



**All sponsors and exhibitors receive:**

- Wi-Fi access in the Exhibit Hall
- Conference app access leading up to and onsite at the event
- Virtual booth with company logo, url, and contact information
- Ability to upload video, marketing content, and photos
- In-app messaging and chat capabilities with attendees
- Attendee list of individuals you engaged with at the event via the conference app

## Exhibitor Package

**Investment**      \$2,500

- Key Benefits**
- One 8' × 10' booth in the Exhibit Hall
  - Two full-conference registrations
  - Standard listing in the conference app and program
  - Logo on exhibitor signage onsite
  - Pre-event recognition in exhibitor announcement email

**RESERVE YOUR EXHIBIT SPACE EARLY – LIMITED BOOTHS AVAILABLE.**

**Questions? [Contact Info@coshrm.org](mailto:ContactInfo@coshrm.org)**

		Gold Medal Sponsor \$15,000 (1)	Silver Medal Sponsor \$12,500 (1)	Bronze Medal Sponsor \$10,000 (2)	Black Ring Sponsor \$7,500 (5)	Red Ring Sponsor \$5,000 (5)	Yellow Ring Sponsor \$3,500 (7)	Green Ring Sponsor \$3,000 (10)	Exhibitor \$2,500 (20)
Sponsor and Exhibitor Benefits by Type	Presenting Sponsor \$17,500 (1)  Presenting Sponsor	Thursday Night Dinner & Entertainment	Wednesday Evening Keynote & Opening Reception	Thursday Keynote Sponsor Friday Keynote Sponsor	Signature Series Conference Bag Lanyard Wifi App	Thursday Breakfast Thursday Lunch Friday Breakfast Friday Lunch Conference Café	Exhibit Hall Grand Opening Thursday Exhibit Hall Reception Friday AM Break Content Tracks (4)	Future of HR - Sponsor a Student	
Priority exhibit space selection	X	X	X						
COSHRM to help promote optional company-sponsored event outside of conference hours*	X	X	X						
Speaking opportunity to address onsite conference attendees **	X	X	X	X					
Sponsorship recognition on rotating slides in General Session room	X	X	X	X	X	X	X	X	
Allotted onsite exhibitor personnel registrations to the conference (includes access to conference sessions)	6	4	3	3	3	2	2	2	2
Exhibit space	8' x 20 of exhibit space 2 x 6' draped tables 4 x chairs	8' x 20 of exhibit space 2 x 6' draped tables 4 x chairs	8' x 20 of exhibit space 2 x 6' draped tables 4 x chairs	8' x 10 of exhibit space 1 x 6' draped tables 2 x chairs	8' x 10 of exhibit space 1 x 6' draped tables 2 x chairs	8' x 10 of exhibit space 1 x 6' draped tables 2 x chairs	8' x 10 of exhibit space 1 x 6' draped tables 2 x chairs	8' x 10 of exhibit space 1 x 6' draped tables 2 x chairs	8' x 10 of exhibit space 1 x 6' draped tables 2 x chairs
Unique benefits related to sponsorship	Logo featured prominently in conference marketing materials	Exclusive sponsor of Thursday night dinner and entertainment	Exclusive sponsorship of kickoff keynote and reception and opportunity to address full conference audience	Opportunity to address full conference audience and special access to keynote speakers	Exclusive logo use on conference branded items	Recognition onsite and via the app at popular and must-have attendee meals and promotions	Recognition onsite and via the app for receptions, snack breaks and content tracks	Sponsor students to attend #COSHRM26 and get special access to future HR talent	
Company-specific banner advertising on virtual platform	X	X	X		X For app sponsor only				
Acknowledgement of sponsored activity/item displayed on the app	X	X	X	X	X For app sponsor only	X	X		
One push notification via the app to registered attendees prior to the event	X	X	X		X For app sponsor only				
One push notification via the app to attendees at the live event	X	X	X		X For app sponsor only				
Inclusion of company in gamification on the virtual platform	X	X	X	X	X	X	X	X	\$250

ONSITE BENEFITS

VIRTUAL BENEFITS

\* Must be inclusive of all conference attendees, though space can be limited  
\*\* 2-3 minutes allotted at a time associated with the sponsorship; to be determined by the Conference Committee

## Who sponsors and exhibits at COSHRM?

- Tech Innovators
- Consultants & Coaches
- HRM Providers
- Rewards & Recognition
- Education Programs
- Higher Education
- Recertification Programs
- Health & Wellness
- Compensation & Benefits Companies
- Brokerages
- Financial Wellness Programs
- Banks
- Talent Management Solutions Providers
- Staffing Agencies
- Insurance Companies
- Payroll Solutions
- Employment Law Firms
- Brokerages
- Financial Wellness Programs

Trusted by leading HR organizations and partners statewide.



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## Who Attends?

- **60%**  
HR Directors / Leaders
- **25%**  
Business Executives / Owners
- **15%**  
Vendors / Consultants
- **500+**  
HR and small business professionals
- **300+**  
Different Companies, Local/State Governments, Universities, and School Districts represented



## Year-Round Visibility & Next Steps

Your partnership extends well beyond Keystone. COSHRM showcases sponsors year-round through statewide communications, social media, and HR leadership networks — amplifying your impact long after the conference.



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