

*30th Annual Event*  
**2019 KSSHRM  
State Conference**

September 11-13, 2019 • Overland Park, Kansas



**SPONSOR & EXHIBITOR BROCHURE**



# ***Celebrating 30 Years of Advancing & Serving the HR Profession***

- Collectively, the **12 local Kansas SHRM chapters connect with over 3,000 HR Professionals** which include local and national members.
- We expect to have **600 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.
- We offer a **wide variety of sponsor and exhibitor packages** for exposure to potential clients, customers, and partners.



*Kansas State Council of SHRM, Inc.  
Contact Number: (888) 332-6248  
Email: [office@ksshrm.com](mailto:office@ksshrm.com)  
Conference Website: [2019.ksshrm.org](http://2019.ksshrm.org)*

## ***Sponsorship Packages***

### ***All Sponsorship Packages Include:***

- Hyperlinked company logo displayed on conference website and KSSHrm home page
- Recognition in all pre-conference promotional materials to attendees, including hyperlinked logo
- Company logo on conference signage
- Flyer produced by your company for conference bags
- 1 complimentary standard electrical outlet provided for exhibit booth



## ***Gold Sponsorship*** **\$10,000**

### ***Gold Sponsorship Benefits***

- Expanded priority exhibit space to include a 10' x 20' booth with two 8' tables & 4 chairs
- 4 quarterly KSSHrm newsletter ads
- Conference newsletter authorship opportunity
- Keynote introduction preference at conference
- Breakout speaking opportunity at conference
- Sponsor recognition at all KSSHrm signature events\*
- 10-minute company promotional time at State Conference
- Electronic list of attendees upon request
- Lead Generation access
- Four full attendee registrations
- Unlimited exhibitor passes

*\*Signature events include Leadership Academy, Employment Law Conference, and the Annual State Conference*



## ***Silver Sponsorships***

# **\$7,500**

---

### ***Keynote Sponsor***

- Branding opportunities including placement of promotional company information at each table setting (approved in advance by conference committee)
- 5-minute company promotional time at State Conference
- Introduce keynote speaker
- Reserved table during Keynote Address for up to 10 guests
- Silver Sponsor Benefits

---

### ***Breakout Track Sponsor***

- Branding opportunities, including signage in one breakout track room
- 5-minute company promotional time at the beginning of each breakout presentation in assigned breakout track room
- Welcome and introduce breakout speakers in your track
- Silver Sponsor Benefits

---

### ***Silver Sponsorship Benefits***

- Exhibit space to include a 10' x 10' booth with one 8' table & 2 chairs
- 3 quarterly KSSHRM hyperlinked newsletter ads and hyperlinked logo inclusion for conference communications
- Electronic list of attendees 20 days prior to the conference and again following the conference
- Lead Generation access
- Two full attendee registrations
- Four exhibitor passes



## ***Bronze Sponsorships***

# **\$5,000**

---

### ***Conference Mobile App Sponsor***

- Enhanced banner ad featured on conference mobile app
- Bronze Sponsor benefits

---

### ***Pre-Conference Workshop Sponsor***

- Branding opportunities during workshop
- Welcome workshop attendees and introduce speaker
- Bronze Sponsor benefits

---

### ***Welcome Networking Reception***

- Sponsor for the Welcome Networking Reception Wednesday evening
- Branding and networking opportunities
- Bronze Sponsor benefits

---

### ***Social Networking Reception***

- Sponsor for the Social Networking Event Thursday evening
- Branding and networking opportunities
- Bronze Sponsor benefits

---

### ***Bronze Sponsorship Benefits***

- Exhibit space to include a 10' x 10' booth with one 8' table & 2 chairs
- 2 quarterly KSSHRM hyperlinked newsletter ads and hyperlinked logo inclusion for conference communications
- 30-second promotional video to be played during the event (created by the Sponsor)
- Electronic list of attendees 10 days prior to the conference and again following the conference
- Lead Generation access
- Two full attendee registrations
- Three exhibitor passes



# Sapphire Sponsorships

## \$3,000

---

### **Registration Sponsor**

- Sponsor for Registration Check-In
- Branding and networking opportunities at Registration Area
- Sapphire Sponsor benefits

---

### **Wi-Fi Sponsor**

- Wi-Fi Sponsor
- Company logo displayed on Wi-Fi landing page when attendees connect to network
- Sapphire Sponsor benefits

---

### **First Timer Reception Sponsor**

- Branding opportunities at First Timer Reception
- Opportunity to provide footage in pre-conference video
- Welcome first-time attendees and provide 5-minute introduction
- Sapphire Sponsor benefits

---

### **Morning Workout Sponsor**

- Branding opportunities during morning workouts
- Sponsor for both Thursday and Friday mornings
- Sapphire Sponsor benefits

---

### **Volunteer Sponsor**

- Volunteer sponsor
- Company logo included on volunteer signature recognition item (selected by conference committee)
- Sapphire Sponsor benefits

---

### **Meal Sponsor**

- Breakfast Sponsor on Thursday morning or Friday morning
- Company logo displayed on signage
- Opportunity to place promotional items on tables (approved in advance by conference committee)
- Sapphire Sponsor benefits

---

### **Water Bottle Sponsor**

- Water bottle sponsor
- Company logo included on water bottle (selected by conference committee)
- Sapphire Sponsor benefits

---

### **Notepad Sponsor**

- Notepad sponsor
- Company logo printed on notepad (selected by conference committee)
- Sapphire Sponsor benefits

---

### **Pen Sponsor**





- Pen sponsor
- Company logo printed on pen (selected by conference committee)
- Sapphire Sponsor benefits

---

### **Sapphire Sponsorship Benefits**

- Exhibit space to include a 10' x 10' booth with one 8' table & 2 chairs
- 1 quarterly KSSHRM hyperlinked newsletter ad and hyperlinked logo inclusion for conference communications
- 30-second promotional video to be played during the event (created by the Sponsor)
- Electronic list of attendees sent following the conference unless Lead Generation access is purchased
- Lead Generation access for \$500
- One full attendee registration
- Three exhibitor passes

# Sponsorship Levels & Benefits

	Gold	Silver	Bronze	Sapphire
Exhibit space	Expanded priority space 10' x 20' booth - two 8' tables & 4 chairs	10' x 10' booth - one 8' table & 2 chairs	10' x 10' booth - one 8' table & 2 chairs	10' x 10' booth - one 8' table & 2 chairs
Quarterly KSSHRM newsletter ads	4	3	2	1
Conference newsletter authorship opportunity	X			
Keynote introduction preference at conference	X			
Breakout speaking opportunity at conference	X			
Sponsor recognition at all KSSHRM signature events*	X			
Company promotional time at State Conference	10 minutes	5 minutes		
Electronic list of attendees	Upon Request	20 days prior to conference & following	10 days prior to conference & following	Following the Conference without Lead Generation
Lead Generation access	X	X	X	X
Full attendee registrations	4	2	2	1
Exhibitor passes	Unlimited	4	3	3
Hyperlinked company logo displayed on conference website and KSSHRM home page	X	X	X	X
Recognition in all pre-conference promotional materials to attendees	X	X	X	X
Company logo on conference signage	X	X	X	X
Flyer produced by your company for conference bags	X	X	X	X
Complimentary standard electrical outlet provided for exhibit booth (1)	X	X	X	X
				



# **Additional Sponsor Opportunity \$2,000**

## **Break Sponsor**

- Break Sponsor on Wednesday afternoon, Thursday morning, Thursday afternoon or Friday morning
- Company logo displayed on signage at beverage and snack tables
- Opportunity to place promotional items on beverage and snack tables (approved in advance by conference committee)
- Lead Generation access available for additional \$500 fee

## **Exhibit Hall Schedule**

### **Wednesday, September 11, 2019**

12pm - 3:30pm	Exhibitor Setup
3:30pm - 4pm	Exhibitor Orientation
4:30pm - 6pm	Networking Reception in Exhibit Hall with Attendees

### **Thursday, September 12, 2019**

7am - 8am	Breakfast in Exhibit Hall
9am - 10:15am	Break in Exhibit Hall
1:15pm - 2:15pm	Break in Exhibit Hall
3:15pm - 4pm	Finale in Exhibit Hall
4pm	Exhibitor Dismantle & Move Out

## **Exhibit Booths**

For our partners interested in the opportunity to meet prospective clients in person and maximize your company's exposure, KSSHRM invites you to be a part of the "Back to the HR Future" Exhibit Hall experience. The Exhibit Hall is located at the Overland Park Convention Center.

### **Exhibit booths include:**

- 10' x 10' booth
- Draped walls
- One 8' table
- 2 chairs
- Two exhibitor registrations per booth space

### **Exhibit booth registration fees:**

- Regular \$1,000  
(through July 31, 2019)
- Late - \$1,250  
(After July 31, 2019)
- Double exhibit booth \$1,800  
(\$2,250 after July 31, 2019)
- Optional Lead Generation access \$500
- 30-second promotional video to be played during the event (created by the Exhibitor) for additional \$350 fee
- Single day rate options available for additional passes
- Optional electric outlet available for purchase from venue

**5-1/2 dedicated hours available to meet potential clients over 2 days**