

# SHRM Jacksonville

## Conference & Exposition

**Business Partner & Sponsorship Opportunities**

**October 21, 2021**

Hyatt Regency Jacksonville Riverfront  
Jacksonville, Florida



**FOLLOW US**  
**@SHRMJax**



# ABOUT THE EVENT

The 2021 SHRM Jacksonville Annual Conference is a unique opportunity for your organization to connect with Human Resources professionals who work in a variety of government and private sectors.

SHRM Jacksonville is committed to engaging with HR Professionals through an energizing and informative program of speakers, and facilitating networking and business opportunities for business partners through an interactive exhibition and a dynamic program of events.

The SHRM Jacksonville Annual Conference brings 300 attendees from the Northeast Florida and Southeast Georgia area and include HR Professionals from small, mid-sized and large organizations across a wide range of industries. Business Partners and exhibitors will receive acknowledgement prior to, during and after the conference through conference materials, the website and social media, and enjoy significant contact with HR Professionals during the exhibition and events.

We look forward to your participation in this premier industry event, and to welcoming you in Jacksonville, FL in October 2021.

## TERMS AND CONDITIONS

Applications will not be considered complete until payment is received. All Sponsors/Exhibitors agree to abide by the terms and conditions listed below including the email marketing policy (applicable to all sponsors and those exhibitors who purchase attendee roster). All session and track sponsorship will be assigned on a first come, first serve basis and is subject to availability.

No refunds will be made after October 1, 2021. Cancellation requests received after October 1, 2021 will result in SHRM Jacksonville retaining the entire amount Exhibit fee. A 75% refund will be made if notification is received in writing prior to October 1, 2021. For your files, our EIN# is: 41-2075812.

**Exhibit Removal; Exhibit Space:** The exhibitor assumes responsibility for any and all loss, theft and/or damage to exhibitor's displays, equipment and other property while on Hyatt Regency Jacksonville Riverfront premises, and hereby waives any claim or demand it may have against Hyatt Regency Jacksonville Riverfront or SHRM Jacksonville, Inc. and their respective parent, subsidiary and other related or affiliated companies from and against any attorneys' fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents.

To sponsor or exhibit, please visit:  
[www.shrmjacksonvilleconference.org](http://www.shrmjacksonvilleconference.org)

# EXHIBITOR PACKAGES

*Exhibitor Packages include sponsorship opportunities that allow for a booth in the Expo Hall and include various marketing opportunities before, during and after the conference.*

	Bronze*	Silver	Gold	Platinum	Title
Price	\$1,200*	\$2,500	\$3,500	\$5,000	\$7,500
8' X 10' Booth in expo hall	✓	✓	✓	✓	8'X20'
Booth Attendees**	2	2	2	2	2
Ad in Conference Program	Business Card	Quarter Page	Half Page	Full Page	Full Page (Inside Cover)
Conference Bag Insert	✓	✓	✓	✓	✓
Logo on Conference Webpage	✓	✓	✓	✓	✓
Logo in Mobile App	✓	✓	✓	✓	✓
Push Notifications	✓	✓	✓	✓	✓
List of Attendees		After conference	One week before & after	One week before & after	One week before & after
Marketing Credit***		\$500	\$1,000	\$2,000	\$2,000
Conference Registration (For HR professionals from your company.)			1	2	3
Logo on signage throughout Conference				✓	✓
Microphone Time during Opening & Closing Session					✓
Logo on SHRM Jacksonville Website					✓

\* **50% discount** available for Non-profits (Bronze Only)

\*\* Additional booth attendees will be at \$75 per person

\*\*\* Marketing credits are used to purchase chapter meeting sponsorships, marketing emails, and other marketing opportunities throughout the year with SHRM Jacksonville.

\*\*\*\* All session and track sponsorship will be assigned on a first come, first serve basis and is subject to availability.

**Please note:** All sponsorships must be paid in full before any logos are placed in/on conference marketing materials.

To sponsor or exhibit, please visit:  
[www.shrmjacksonvilleconference.org](http://www.shrmjacksonvilleconference.org)

# SPECIALITY PACKAGES

Enhance the overall value of your attendance with our specialty packages. Limited company sponsorships permitted.

	Sponsor a Track	Conference Mobile App	Wellness Lounge	Keynote Sponsor
Price	\$1,000	\$2,000	\$2,000	\$3,500
Logo on signage	✓		✓	✓
In-room Sponsor & Speaker Introduction <i>(number of sessions) **</i>	Sold out		Sold out	✓
Conference Website Marketing	Sold out		Sold out	✓
Logo on Conference Marketing Materials		✓		
Ad in Conference Program		Half Page	Quarter Page	
Conference Bag Insert		✓		
Logo in Mobile App		✓		
Push Notifications		4*		
List of Conference Attendees			After Conference	
Entertainment <i>(Choice of Engaging Activity)</i>			✓	
Keynote Introduction <i>(with 30-second company introduction)</i>				✓
Presentation of Speaker Gift				✓
Keynote Autographed Books				2

\*Push notifications: One (1) pre-event, two (2) during event and one (1) post event.

\*\*All session and track sponsorship will be assigned on a first come, first serve basis and is subject to availability.

**Please note:** All sponsorships must be paid in full before any logos are placed in/on conference marketing materials.

To sponsor or exhibit, please visit:  
[www.shrmjacksonvilleconference.org](http://www.shrmjacksonvilleconference.org)

# SPECIALITY PACKAGES *(continued)*

Enhance the overall value of your attendance with our specialty packages. Limited company sponsorships permitted.

	Sponsor a Session	Marketing Package	Conference Bag Package	Registration Package
Price	\$500	\$750	\$750	\$750
Logo on signage	✓			✓
In-room Sponsor & Speaker Introduction <i>(number of sessions)</i> **	Sold out		Sold out	
Conference Website Marketing		✓		
Logo on Conference Marketing Materials		✓	✓	
Ad in Conference Program		Business Card	Business Card	
Conference Bag Insert		✓	✓	
Marketing Credit		\$250		
Branded Lanyards				✓

\*Push notifications: One (1) pre-event, two (2) during event and one (1) post event.

\*\*All session and track sponsorship will be assigned on a first come, first serve basis and is subject to availability.

**Please note:** All sponsorships must be paid in full before any logos are placed in/on conference marketing materials.

To sponsor or exhibit, please visit:  
[www.shrmjacksonvilleconference.org](http://www.shrmjacksonvilleconference.org)

# EXCLUSIVE PACKAGES

*Exclusive Packages are limited and will be reserved on a first-come, first-serve basis.*

	Refreshment Bon Appetite	Breakfast Bon Appetite	Lunch Bon Appetite
Price	\$500	\$750	\$1,000
Day Available	Thursday	Thursday	Thursday
Signage on display next to food stations	✓	✓	✓
Logo on Conference Marketing Materials	✓	✓	✓
Ad in Conference Program	Business Card	Business Card	Business Card
Conference Bag Insert	✓	✓	✓

**Please note:** All sponsorships must be paid in full before any logos are placed in/on conference marketing materials.

To sponsor or exhibit, please visit:  
[www.shrmjacksonvilleconference.org](http://www.shrmjacksonvilleconference.org)

# ADD-ON PRODUCT PACKAGES

*We are excited to offer sponsorships that build your brand awareness throughout the conference!*

CARE STATION \$250	Your company logo will be displayed by the care station as well as recognition in the Conference program. <b>Sponsor is responsible for all items on the care station.</b> Care station examples include infused water, aspirin, hand sanitizer, lotion, mints, cough drops, assorted chocolate, stress balls, etc.
MASSAGE CHAIRS \$250	Your company logo will be displayed by the massage chair station as well as recognition in the Conference program. <b>Sponsor is responsible for arranging and paying for massage chairs.</b>
NOTEPADS/PENS \$250	Provide notepads and pens with your logo to each attendee within the conference. <b>Sponsor is responsible for providing notepads and pens.</b>
PROFESSIONAL HEADSHOT STATION \$250	Your company logo will be displayed by the professional photography station as well as recognition in the Conference program. <b>Sponsor is responsible for arranging and paying for a photographer, etc.</b>

**Please note:** All sponsorships must be paid in full before any logos are placed in/on conference marketing materials.

To sponsor or exhibit, please visit:  
[www.shrmjacksonvilleconference.org](http://www.shrmjacksonvilleconference.org)

Interested in the 2021 Annual Conference  
Business Partner & Sponsorship  
Opportunities? Please visit:



[www.shrmjacksonvilleconference.org](http://www.shrmjacksonvilleconference.org)

FOLLOW US  
@SHRMJax



To sponsor or exhibit, please visit:  
[www.shrmjacksonvilleconference.org](http://www.shrmjacksonvilleconference.org)