

SHRM Jacksonville

Conference & Exposition

Business Partner & Sponsorship Opportunities

October 28 – October 30, 2020

Hyatt Regency Jacksonville Riverfront
Jacksonville, Florida



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ABOUT THE EVENT

The 2020 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 2020.

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 September 28, 2020. Cancellation requests received after September 28, 2020 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 September 28, 2020. 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

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	✓	✓	✓	✓	✓
Tickets to Networking Night	2	2	2	4	4
Logo on Conference Webpage	✓	✓	✓	✓	✓
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
In-room Sponsor & Speaker Introduction (number of sessions) ****			3	5	7
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.

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

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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>	7			✓
Conference Website Marketing				✓
Logo on Conference Marketing Materials		✓		
Ad in Conference Program		Half Page	Quarter Page	
Conference Bag Insert		✓		
Marketing Credit				
Branded Lanyards				
Logo in Mobile App		✓		
Push Notifications		4*		
Tickets to Networking Night <i>(\$50 per ticket value)</i>		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.

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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>	1			
Conference Website Marketing		✓		
Logo on Conference Marketing Materials		✓	✓	
Ad in Conference Program		Business Card	Business Card	
Conference Bag Insert		✓	✓	
Marketing Credit		\$250		
Branded Lanyards				✓
Logo in Mobile App				
Push Notifications				
Tickets to Networking Night <i>(\$50 per ticket value)</i>				
List of Conference Attendees				
Entertainment <i>(Choice of Engaging Activity)</i>				
Keynote Introduction <i>(with 30-second company introduction)</i>				
Presentation of Speaker Gift				
Keynote Autographed Books				

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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	Networking Night Package
Price	\$500	\$750	\$1,000	\$2,500
Day Available	Wednesday and/or Thursday	Thursday and/or Friday	Thursday and/or Friday	Thursday only
Logo on Conference Marketing Materials	✓	✓	✓	✓
Ad in Conference Program	Business Card	Business Card	Business Card	Business Card
Conference Bag Insert	✓	✓	✓	✓
Tickets to Networking Night			1	4
Entertainment (choice of engaging activity)				✓
Microphone Time				✓

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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. Sponsor is responsible for all items on the care station. Care station examples include infused water, aspirin, hand sanitizer, lotion, mints, cough drops, assorted chocolate, stress balls, etc.
CHAIR YOGA \$250	Your company logo will be displayed by the chair yoga station as well as recognition in the Conference program. Sponsor is responsible for arranging and paying for yoga chair.
MASSAGE CHAIRS \$250	Your company logo will be displayed by the massage chair station as well as recognition in the Conference program. Sponsor is responsible for arranging and paying for massage chairs.
NET-WALKING \$250	The act of walking leads to increases in creative thinking and supports cognitive engagement. Your company logo will be displayed on the signage next to the walk-start area as well as recognition in the Conference program. Sponsor is responsible for arranging activity.
NOTEPADS/PENS \$250	Provide notepads and pens with your logo to each attendee within a session or track. Sponsor is responsible for providing notepads and pens.
PROFESSIONAL HEADSHOT STATION \$250	Your company logo will be displayed by the professional photography station as well as recognition in the Conference program. Sponsor is responsible for arranging and paying for a photographer, etc.

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