

SHRM Jacksonville

Virtual Conference & Exposition

Virtual Business Partner & Sponsorship Opportunities

October 29, 2020

Virtual Conference
8AM – 5PM



AFFILIATE OF



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ABOUT THE EVENT

Partner with us as we bring the HR Community together in a safe and secure environment this fall. The 2020 SHRM Jacksonville Annual Conference is going virtual for a one-day conference & exposition on October 29, 2020!

The platform we have chosen will provide a unique opportunity for your organization to connect with Human Resources professionals in a virtual format who work in a variety of government and private sectors. This platform empowers people to connect, and collaborate with each other just like you would in real life.

You will be able to market your products to leaders in HR in a virtual environment and watch your leads grow. You will be able to upload content, link videos, interact with each person that comes to your table or suite and connect with them via LinkedIn, and we will provide analytics after the event! You will even have the opportunity to move to different tables to connect with attendees. The opportunities for connection are limitless!

This Virtual SHRM Jacksonville Annual Conference is expected to bring over 300 HR professionals from small, mid-sized and large organizations across a wide range of industries.

We look forward to your participation in this premier industry virtual conference and exhibition experience! It will be a virtual event you don't want to miss!

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.

To sponsor or exhibit, please visit:

EXHIBITOR PACKAGES

	Bronze* (No limit)	Silver (No limit)	Gold (4 available)	Platinum (1 available)	Title (1 available)
Price	\$1,200*	\$2,500	\$3,500	\$5,000	\$7,500
Virtual Suite w/hyperlinked logo – 1 st floor of virtual event space				✓	✓
Virtual Table – 1 st floor of Virtual Event Space			✓		✓
Virtual Table – Location to be determined	✓	✓			
Virtual Conference Registrations **	2	2	3	4	5
List of Opt-In Attendees that visited your suite/table Post Conference			✓	✓	✓
Opportunity to connect with attendees via LinkedIn	✓	✓	✓	✓	✓
Logo on Main Landing Page of Virtual Event Website			✓	✓	✓
Marketing Collateral on Virtual Event Website	✓	✓	✓	✓	✓
Logo on SHRM JAX Conference Registration Website	✓	✓	✓	✓	✓
Logo on SHRM JAX Website					✓
Keynote Speaker Sponsorship Speaker to include a 1-minute marketing video and speaker Introduction					✓
Keynote Speaker Sponsorship Speaker and speaker Introduction				✓	
Conference Speaker Sponsorship & Speaker Introduction			✓		
List of Opt-In Attendees		After conference	One week before & after	One week before & after	One week before & after
Marketing Credit***		\$500	\$1,000	\$2,000	\$2,000
Social Media Posts (content provided by BP)			1	2	3
Logo on Virtual Bingo Card					✓

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

** Additional table/suite 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.

Please note: All sponsorships must be paid in full before any logos are placed on websites.

To sponsor or exhibit, please visit:
www.shrmjacksonvilleconference.org

ADD-ON VIRTUAL SPONSORSHIP OPPORTUNITIES

We are excited to offer sponsorships that build your brand awareness & engagement before, during and after the conference!

SURPRISE GIVE-AWAY SPONSORSHIP \$100	Engage the attendees with a surprise virtual give-way during the conference. (Give-away provided by sponsor) 5 available
VIRTUAL MORNING YOGA SESSION SPONSORSHIP \$250	Host an on-line morning yoga session to get the attendees ready for the day! (Sponsor to provide instructor) 1 available
VIRTUAL GAMIFICATION & LEADERBOARD SPONSORSHIP \$250	The sponsor of this package will be the host of this virtual event experience. Create an engaging experience is what it is all about. At the end of the event “reward” the winner with a free conference registration to next year’s conference. 1 available
VIRTUAL SPEAKER READY SUITE SPONSORSHIP \$250	Your hyperlinked logo will be provided on the Speaker Ready Suite for attendees to click on at any time to learn more about your company and what you provide. 1 available
ENTERTAINMENT SPONSORSHIP \$250	Get our attendees moving with a live DJ playing background music at the beginning of the conference, during breaks and lunch. (Sponsor to provide entertainment) 1 available
VIRTUAL SELFIE STATION SPONSORSHIP \$250	Provide an opportunity to have people take selfies to share to their social media platforms that contains your logo! (Sponsor to provide selfie-station platform) 1 available
CLOSING CREDITS SPONSORSHIP \$250	Get your brand out to all the attendees on last time before the conference closes. This will be a thank you slide to all who made this conference possible. 2 available
“KNOW BEFORE YOU JOIN” EMAIL BLAST SPONSORSHIP \$500	Interested in getting your name and brand information out to attendees pre-conference? This is the way to do it with our “Know Before You Join” email blast that will be sent out 48 hours prior to the conference. 3 available
CONFERENCE SURVEY SPONSORSHIP \$500	Interested in getting your name and brand information back in the minds of all of the event attendees post conference? This is the way to do that! 3 available

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

Interested in the 2020 Annual Conference
Business Partner & Sponsorship
Opportunities? Please visit:



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