



HR: THE GAME CHANGER

2018 SHRM Vermont
Human Resources
Conference

September 26-27, 2018
DoubleTree by Hilton | Burlington, VT

WWW.VTSHRM.SHRM.ORG

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Welcome to the 2018 SHRM VT Conference! We are looking forward to a fantastic conference at the newly renovated DoubleTree in exciting Burlington! Don't miss your chance to network with 250+ HR professionals! This year's conference is packed with events, learning and networking opportunities that you won't want to miss including:

- Over 20 amazing learning opportunities!
- All-conference 'Rendezvous' Reception Thursday evening. This cocktail and appetizer reception includes everyone at the conference as they wrap-up day one and enjoy some down time before the evening's activities.
- Thursday night's dinner & entertainment takes place right at the hotel - no travel required! Enjoy this evening as you connect with friends, colleagues and clients.
- Plenty of networking opportunities over the course of the day and a half conference!
- Prizes and activities, including door prizes, free headshots and a photo booth!
- New sponsorship & exhibitor booth packages have been designed to meet every budget and to give your company the promotional opportunity that's right for you!

CONFERENCE SCHEDULE:

Wednesday, September 26th, 2018

Conference: 7:00a - 4:30p

Reception: 4:30p - 6:00p

Dinner: 6:00pm

Thursday, September 27th, 2018

Conference: 7:00a - 1:30p

EXPO SCHEDULE:

Load-In/Set-Up:

Tuesday, September 25th, 2018, time TBD

EXPO open:

Wednesday, September 26th, 2018, 7:30a - 6:00p

Thursday, September 27th, 2018, 7:00a - 1:30p

FOR MORE INFORMATION, VISIT:

<http://vtshrm.shrm.org/> or contact cdaneault@citymarket.coop

TO RESERVE YOUR EXHIBITOR

OR SPONSOR BOOTH, VISIT:

<https://goo.gl/QxQb4z>

Signature Conference
Sponsor:





Sponsorship Packages

Reserve your package at: <https://goo.gl/QxQb4z>

Signature Conference Sponsor \$5,000 (1 available)

Your company enjoys top billing as the Lead Sponsor for the entire conference! Not only will your company's name and logo be on everything, but your company will firmly establish itself as a leading resource provider to Human Resource professionals. This is an exclusive opportunity - only one available!

PRE-CONFERENCE ADVERTISING

- Company name and logo incorporated into 2018 theme artwork used online and in print
- Company logo on website sponsor/exhibitor listing
- Company logo on all marketing materials

AT THE CONFERENCE

- Premium booth package including 4 all access passes to conference

CONFERENCE GUIDE

- Full page ad in conference guide
- Company logo on conference guide cover
- Logo with company listing
- 100 word company feature in guide

ADDITIONAL ITEMS

- Company banner & signage displayed each day
- Recognition during morning announcements each day
- Conference tote bag insert opportunity (quantity needed: 350)

Dinner Reception Sponsor \$4,500 (1 available)

This unique opportunity allows you to be the sponsor of the Wednesday evening reception for the conference. This year there will be no travel required and your company can sponsor dinner right at the hotel!

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials
- Feature article in one e-newsletter

AT THE CONFERENCE

- Premium booth package including 3 all access passes to conference
- 3 tickets to the Dinner Reception

CONFERENCE GUIDE

- Full page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Company banner & signage displayed at the dinner
- 5 minutes of podium time at the dinner
- Conference tote bag insert opportunity (quantity needed: 350)

Evening Entertainment Sponsor \$4,000 (1 available)

Who doesn't like to kick back and have some fun after a full day at the conference? With this opportunity, your company is the sole sponsor for the Wednesday evening entertainment.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference
- 2 tickets to the Dinner Reception

CONFERENCE GUIDE

- Full page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Company banner & signage displayed at Dinner Reception
- Conference tote bag insert opportunity (quantity needed: 350)



Sponsorship Packages

Reserve your package at: <https://goo.gl/QxQb4z>

Cocktail Hour Sponsor \$3,500 (1 available)

Close out conference day one with cocktail hour! This opportunity allows you to mix and mingle with our attendees prior to dinner - complete with cocktails and appetizers. Cocktail hour will be hosted in the Exhibitor Hall.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Full page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Company banner & signage displayed at Cocktail Hour
- Conference tote bag insert opportunity (quantity needed: 350)

Keynote Sponsor - only 2 left! \$3,500 (4 available)

Sponsor one of our four keynote presenters with the opportunity to speak about your company and introduce the speaker.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials
- Company logo and weblink in e-newsletter article about your sponsored keynote

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Company banner & signage displayed in the keynote and lunch area both days
- 5 minutes of podium time and introduction of sponsored keynote/panel
- Conference tote bag insert opportunity (quantity needed: 350)

Wednesday Lunch Sponsor \$3,500 (1 available)

This sponsorship is for Wednesday's plated lunch for all attendees. As an added bonus - we'll reserve you two of your very own RESERVED tables - invite those you haven't had the chance to chat with or show your appreciation to those valued clients!

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference
- 2 reserved lunch tables for you and guests
- Opportunity to place a promotional item at each lunch setting (quantity needed: 350)

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Company banner & signage displayed at lunch on Wednesday
- Verbal recognition at lunch
- Conference tote bag insert opportunity (quantity needed: 350)

Totebag Sponsor \$3,500 (1 available)

Everyone needs a bag to hold all of their swag! Proudly display your company's logo on the bags given to every participant!

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Exclusive logo on one side of the conference bag
- Conference tote bag insert opportunity (quantity needed: 350)



Sponsorship Packages

Reserve your package at: <https://goo.gl/QxQb4z>

Lanyard Sponsor \$3,000 (1 available)

Your company name is displayed prominently on everyone's lanyard and name tag for both days of the conference!

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference

ADDITIONAL ITEMS

- Company logo on the lanyards and/or nametags worn by attendees for the entire conference
- Conference tote bag insert opportunity (quantity needed: 350)

SOLED

Concurrent Session Sponsor \$3,000 (1 available)

In addition to spectacular keynotes, we offer breakout sessions to meet the individual training needs of our participants. Be recognized for sponsoring ALL the non-keynote sessions.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference

ADDITIONAL ITEMS

- Promotional signage near each concurrent session entry
- Conference tote bag insert opportunity (quantity needed: 350)

Thursday's Lunch Sponsor \$3,000 (1 available)

This sponsorship is for Thursday's lunch for all attendees. We'll also reserve you two of your very own RESERVED tables - invite those you haven't had the chance to chat with or show your appreciation to those valued clients!

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference
- Opportunity to place a promotional item at each lunch setting (quantity needed: 350)

ADDITIONAL ITEMS

- Company banner & signage displayed at lunch on Thursday
- Verbal recognition at lunch
- 2 reserved lunch tables for you and guests
- Conference tote bag insert opportunity (quantity needed: 350)



Sponsorship Packages

Reserve your package at: <https://goo.gl/QxQb4z>

HR Award Sponsor \$3,000 (1 available)

With the help of your company, we will recognize 2018's HR Professional of the Year. This is an amazing way to demonstrate your company's support of our local HR community!

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on all marketing materials

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Promotional signage with award winner photo
- Verbal recognition at award ceremony
- 5 minutes of podium time at award ceremony
- Presentation of award
- Conference tote bag insert opportunity (quantity needed: 350)

SOLED

NEW Emerging Professional Award Sponsor \$3,000 (1 available)

With the help of your company, we will recognize 2018's Emerging HR Professional of the Year. This is an amazing way to demonstrate your company's support of our local HR community!

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on all marketing materials

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Promotional signage with award winner photo
- Verbal recognition at award ceremony
- 5 minutes of podium time at award ceremony
- Presentation of award
- Conference tote bag insert opportunity (quantity needed: 350)

Barista Coffee Bar Sponsor - only 1 left! \$3,000 (2 available)

Always an extremely popular perk. Our barista offers freshly brewed coffee and espressos with the finest locally roasted coffee.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Promotional signage in the coffee bar on either Thursday (sold) or Friday
- Conference tote bag insert opportunity (quantity needed: 350)



Sponsorship Packages

Reserve your package at: <https://goo.gl/QxQb4z>

Reusable Water Bottle Sponsor..... \$3,000 (1 available)

Be recognized for years to come with a reusable water bottle or coffee mug for attendees to use time and time again.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Exclusive logo on reusable water bottle given to each attendee
- Conference tote bag insert opportunity (quantity needed: 350)

NEW Business Lounge Sponsor..... \$3,000 (1 available)

How about sponsoring a comfortable area in this PREMIUM location prior to entering the Expo hall? This will sponsor an area to recharge your cellphone or laptop as well as well a space for sending some emails or other work.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

AT THE CONFERENCE

- Premium booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Company banner & signage displayed in Business Lounge
- Conference tote bag insert opportunity (quantity needed: 350)

WiFi Sponsor \$2,500 (1 available)

Sponsor the Wi-Fi available to all attendees of the conference. We'll even set the password to your company's name! Signage will be displayed throughout the Expo hall as well as general session areas.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

AT THE CONFERENCE

- Basic booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Half page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Use of company name in WiFi password
- Conference tote bag insert opportunity (quantity needed: 350)

Conference Guide Sponsor..... \$2,500 (1 available)

Sponsor the final promotion and take away conference piece! This guide provides program and speaker information, exhibitor information, floor plans and exhibitor advertising.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

AT THE CONFERENCE

- Basic booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Full colored ad on the back cover of the conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Conference tote bag insert opportunity (quantity needed: 350)



Sponsorship Packages

Reserve your package at: <https://goo.gl/QxQb4z>

Breakfast Sponsor \$2,500 (2 available)

Start everyone's day off with your company's sponsored breakfast! Choose either Wednesday or Thursday to kick-off the day and help us provide a delicious breakfast.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on marketing materials

AT THE CONFERENCE

- Basic booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Quarter page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Promotional signage in breakfast area Wednesday or Thursday
- Conference tote bag insert opportunity (quantity needed: 350)

Break Sponsor - only 1 left! \$2,000 (2 available)

Sponsor this afternoon pick-me-up for all attendees by providing tasty snacks before the final afternoon program. Choose either Wednesday (sold) or Thursday for your company to have an extra presence at this valuable networking opportunity.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on all marketing materials

AT THE CONFERENCE

- Basic booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Quarter page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Promotional signage in break area Wednesday or Thursday
- Conference tote bag insert opportunity (quantity needed: 350)

Dessert Sponsor \$2,000 (2 available)

Sponsor this sweet treat on Wednesday for all attendees. Dessert will be served in the Exhibitor area. A great opportunity to network.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on all marketing materials

AT THE CONFERENCE

- Basic booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Quarter page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Promotional signage in the exhibitor dessert area on Wednesday
- Conference tote bag insert opportunity (quantity needed: 350)



Sponsorship Packages

Reserve your package at: <https://goo.gl/QxQb4z>

SALE

HR Wellness & Recharge Station Sponsor..... \$2,000 (1 available)

Sometimes even HR professionals need to recharge! A wellness-related, interactive exhibit, the recharge station provides conference participants with a quick massage, nutrition information and more from Vermont-based wellness professionals on both Wednesday and Thursday.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on all marketing materials

AT THE CONFERENCE

- Basic booth package including 2 all access passes to conference

CONFERENCE GUIDE

- Quarter page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Company banner in “recharge” area
- Conference tote bag insert opportunity (quantity needed: 350)

Notepad Sponsor \$1,500 (1 available)

Looking for exposure for your company but not interested in manning a booth? This is the sponsorship for you! Provide the notepads for attendees to utilize during the keynotes and concurrent sessions. Notepads will be available for attendees in all sessions, all conference long.

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on all marketing materials

AT THE CONFERENCE

- 1 all access pass to conference

CONFERENCE GUIDE

- Quarter page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Company’s logo printed on notepads
- Conference tote bag insert opportunity (quantity needed: 350)

Pen Sponsor \$1,500 (1 available)

Looking for exposure for your company but not interested in manning a booth? Provide the pens for attendees to utilize during the keynotes and concurrent sessions. Pens will be available for attendees in all sessions, all conference long as well as in key areas such as registration, re-charge area and reception

PRE-CONFERENCE ADVERTISING

- Company logo on website sponsor/exhibitor listing
- Company logo on all marketing materials

AT THE CONFERENCE

- 1 all access pass to conference

CONFERENCE GUIDE

- Quarter page ad in conference guide
- Logo with company listing

ADDITIONAL ITEMS

- Company’s logo printed on pens
- Conference tote bag insert opportunity (quantity needed: 350)



Exhibitor Booth Packages

Reserve your package at: <https://goo.gl/QxQb4z>

Exhibitor Booth Packages

This year's EXPO is a full day and a half, allowing your company ample time to get to know attendees, market your services and products, and build valuable relationships. Set-up is Tuesday, September 25th and the EXPO hours are all day Wednesday, September 26th and the morning of Thursday, September 27th.

Table Top Exhibitor Package - \$800

- Skirted 6' table & (2) chairs in a 4' x 8' space (no pipe & drape)
- Company listing in conference guide
- 1 all access pass to the conference

Basic Booth Package - \$995

- Pipe & drape booth in basic location
- (1) 6' skirted table & (2) chairs
- Company listing in conference guide
- Access to all workshops and keynotes (as space allows)
- 2 all access pass to the conference

Premium Booth Package - \$1,495

- Pipe & drape booth or table location in Premium location (highlighted in yellow on the floorplan)
- (1) 6' skirted table & (2) chairs
- Quarter page ad in conference guide
- Logo with company listing in conference guide
- Access to all workshops and keynotes (as space allows)
- 2 all access pass to the conference

Additional Promotional Opportunities

SMART STAGE Presentation - \$300 Our new and innovative SMART STAGE provides relevant, topical information in 18-minute bursts of highly engaging content. There will be sessions on personal and professional development, innovative HR strategies and making the most of available HR tools and resources. One presentation will be allowed per expo break.

Additional Conference Passes - \$299pp This is a special discounted rate (\$50 off) for exhibitors & sponsors.

Dinner Tickets - \$40pp Enjoy dinner and cocktails with the attendees right at the hotel - an easy and enjoyable setting for mingling and conversations!

Tote Bag Insert - \$350 Provide an item for the conference tote bag, distributed to every attendee!
(Quantity needed: 350)

Hosted Lunch Table - \$250

- Reserve a table (for 8) at Thursday's lunch for your company to host colleagues, prospects and valued clients!
- Table tent with company logo on reserved table
- Promotional item for table guests (you provide)

Conference Guide Advertising Quarter Page Ad: \$250 Half Page Ad: \$500 Full Page Ad: \$1,000

EXPO Floor

Yellow shading indicates premium booth location

