

2019
**cali
for
nia**

**EXHIBITOR
PROSPECTUS**

**2019 CALIFORNIA STATE
LEGISLATIVE & HR CONFERENCE**

**APRIL 3 - 5 | SHERATON GRAND SACRAMENTO
SACRAMENTO, CALIF.**



PARTNER WITH CALSHRM & GET YOUR BRAND IN FRONT OF HR PROFESSIONALS



The 2019 California State Legislative & HR Conference is a boutique conference for California human resource management, business professionals with California employees, and all leaders that have human resource responsibilities.

We attract high level human resource professionals including VP's, Directors and more – to California's largest human resources conference dedicated to California Employment Law and Legislative Advocacy.

The opportunity to Partner (sponsor 3+ consecutive years) or Sponsor is unique as selected partners and sponsors are in the main ballroom with the professionals throughout the conference. We only allow up to 12 partners (consecutive year sponsorships) and 9 sponsors. A maximum of 21 opportunities! We do our best to limit service providers to 1 per industry. No other conference will give you that spot, that only spot, that TOP SPOT, no competitors!

POSITION YOUR ORGANIZATION FACE-TO-FACE WITH HR DECISION MAKERS

Launch new products and services

Collect high-quality sales leads

Build brand awareness

Cultivate personalized customer relationships

ABOUT THE CONFERENCE

The California State Council of SHRM (CalSHRM) is the official California state affiliate of the Society for Human Resource Management, the world's largest association devoted to human resource management. The 2019 California State Legislative & HR Conference is where key business decision makers, business owners, senior level officers, mid-level management and human resource professionals come to learn about important California and federal legislation and employment issues that are or will be impacting their business in the future.

- For 8 years, attendees from across California have gathered to learn and to discuss critical issues of concern for California employment and business. In these challenging times of economic volatility in California, CalSHRM is dedicated to bringing the state's business and HR professionals the most comprehensive and current content available from expert sources.
- Our conference brings acclaimed employment law attorneys, national speakers and SHRM experts to the podium delivering powerful and impactful presentations on ever changing employment laws and legislative issues, as well as the role of HR practitioners and business leaders in these unique times. This unique conference also offers attendees the opportunity to visit the State Capitol and meet with legislators to discuss and bring enlightenment on employment issues impacting employees and employers in California.
- This 2.5-day conference, April 3-5, 2019, provides a reception on Wednesday, April 4, for attendees to meet with speakers and network with peers in a social environment.
- Our location is the beautiful Sheraton Grand Sacramento conveniently located off Interstate 5 in downtown Sacramento just steps from the Capitol.



ONLINE REGISTRATION IS AVAILABLE AT WWW.CALSHRM.ORG

PARTNERSHIP & SPONSOR OPPORTUNITIES

CalSHRM sponsorship opportunities provide a powerful, cost-effective way in which to enrich your company's brand within California and connect with key decision makers in local businesses throughout the State. This conference has a target goal of more than 600 attendees, and your sponsorship of this conference will help your brand, your company expand its influence and business opportunities. We have specific traffic drivers to your space, between sessions, and during breaks and lunch by using a "Sponsor Passport" program and prize drawing event. Sponsors have the option of conducting their own drawings at the end of the conference as well.

VITALS

- Over 25,000 HR professionals are invited to attend the California State Legislative & HR Conference
- Collectively, the 17 California SHRM local chapters and communities have over 13,000 members who are highly active in their HR professions and local communities
- More than 600 of California's most active and involved members are expected to attend
- Titles range from generalist to vice president in human resources
- Sponsors receive promotional space on the CalSHRM Conference website and in strategic locations at the conference
- Sponsorships are limited and are sold on a first-come, first-served basis—so register early for highest priority and visibility!



FOR QUESTIONS OR IMMEDIATE ASSISTANCE CONTACT US AT 866-750-7190 OR E-MAIL ADMIN@CALSHRM.COM

PARTNERSHIP OPPORTUNITIES

Premier Partner - \$20,000

(1 available)

Premier sponsor includes topline exposure among all invited guests and attendees; exclusive sponsor for Thursday networking event and full page exposure in conference brochure.



Platinum Partner - \$16,000

(1 available)

Exclusive Pre-Conference Workshop & Legislative Advocacy Reception Sponsor



BUILD YOUR OWN SPONSORSHIP

Build your sponsorship by selecting your preference & location

Step 1: Choose your Preference



Conference Partner

3-Year Commitment, locking in rates and terms for the 2019, 2020 and 2021 CalSHRM Conferences in Sacramento with no more than a 10% increase in rate for each subsequent year over the prior year.

Conference Sponsor

1-Year Commitment, locking in rates and terms for the 2019 CalSHRM Conference in Sacramento with an opportunity of up to 30 days after the conference end, to renew with no more than a 20% increase in rate for the subsequent year.

Step 2: Choose your table location



Table Inside (Ballroom) - \$3,500

(8 available)

6 ft. draped display table inside conference room, 2 Full-Conference badges

Table Outside (Foyer) - \$2,000

(6 available)

6 ft. draped display table outside foyer of conference room, 1 Full-Conference badge



Add-On Power - \$350

4 outlets for power



Addition Table Attendees - \$385 each

REINFORCE YOUR BRAND

Exclusive Branding Opportunities

Limit of 1 Per Sponsor With or Without a Table Selection



Attendee Flash Drive - \$10,000

Your company logo (1 color) or name appears on every 8GB flash drive that is provided to all attendees.



Conference Padfolio - \$10,000

Padfolio for all attendees with your company logo embossed next to the CalSHRM Logo, your business card inside with one piece or marketing collateral.



Tote Bag - \$10,000

Be on everyone's shoulder throughout the conference. Branded conference tote bag with your company logo (full color) and Name will be prominent and seen throughout the capital on legislative day. CalSHRM logo and conference dates in small print on the tote bag as well.



WiFi Sponsor - \$8,000

Announcement of WiFi sponsorship with 2 additional slides added to our Conference rolling PowerPoint playing during non-session times and events



Hotel Key Cards - \$3,000

Be in everyone's hands and wallet throughout the conference. Branded key card with your logo and message prominent. CalSHRM will place logo and conference dates small across the bottom. 1 piece of marketing collateral placed in each conference tote bag.



Conference Pen - \$3,000

Your company name appears on every pen and is placed inside each Tote Bag given to all attendees. 1 piece of marketing collateral placed in each conference tote bag.



Conference Badge/Lanyard - \$3,000

Official Conference badge and Lanyard in 4x6 plastic holder with your Company logo (full color) on the badge and the official Conference Header at the top. Conference badge lanyard with your company name printed (1 color) provided to all attendees and 1 piece of marketing collateral placed in each conference tote bag.

Each of these sponsorships receive the following additional benefits: Up to 6-months email marketing (25,000+) including company logo, Company name in Sponsor Passport (only if table is purchased). Company logo appears in: Conference direct mail marketing brochure to 20,000+ professionals across the state, Sponsorship Section of Conference Website, Rolling Welcome PowerPoint, and Conference Onsite Printed Program.

BUILD BRAND AWARENESS

Mutual Branding Opportunities

Limit of 2 Sponsors Per Item With or Without a Table Selection



Lunch Sponsor - \$3,000

Quick Lunch Day 1 OR Buffet Lunch Day 2: Announcement of meal sponsorship with signage, 1 piece of marketing collateral placed in each conference tote bag.

Breakfast Sponsor - \$3,000

Breakfast Day 2 OR Day 2: Announcement of meal sponsorship with signage, 1 piece of marketing collateral placed in each conference tote bag.



Refresh Break Sponsor - \$2,000

Refresh Breaks (3) Per Day 2 AND Day 3: Announcement of refreshment breaks sponsorship with signage, 1 piece of marketing collateral placed in each conference tote bag

Each of these sponsorships receive the following benefits: Up to 5-months email marketing (25,000+) including company logo, Company name in: Sponsor Passport (only if table is purchased), onsite printed program, Sponsorship Section of Conference Website, and Rolling Welcome PowerPoint.

Multiple Partner Branding Opportunities

Limit of 3 Sponsors Per Item With or Without a Table Selection



Charging Station - \$2,000

Conference attendees are always looking for a place to charge their phones, make this part of your display station and have a captive audience.



Water Stations - \$2,000

Signage at water station locations throughout the conference.

Each of these sponsorships receive the following benefits: Up to 3-months email marketing (25,000+), company name in Sponsor Passport (only if table is purchased), Sponsorship Section of Conference Website, and Rolling Welcome PowerPoint.

A-La-Carte Options



Attendee Mailing List - \$8250

USPS Mailing list of all attendees (after conference concludes)



Collateral in Tote Bag - \$600

Per piece to be placed in conference tote bag for all attendees..



State Council Friday Social - \$550

Invitation only event with the The State Council consisting of the CalSHRM Executive Committee, CalSHRM Core Leaders and the 17 Chapter Presidents.

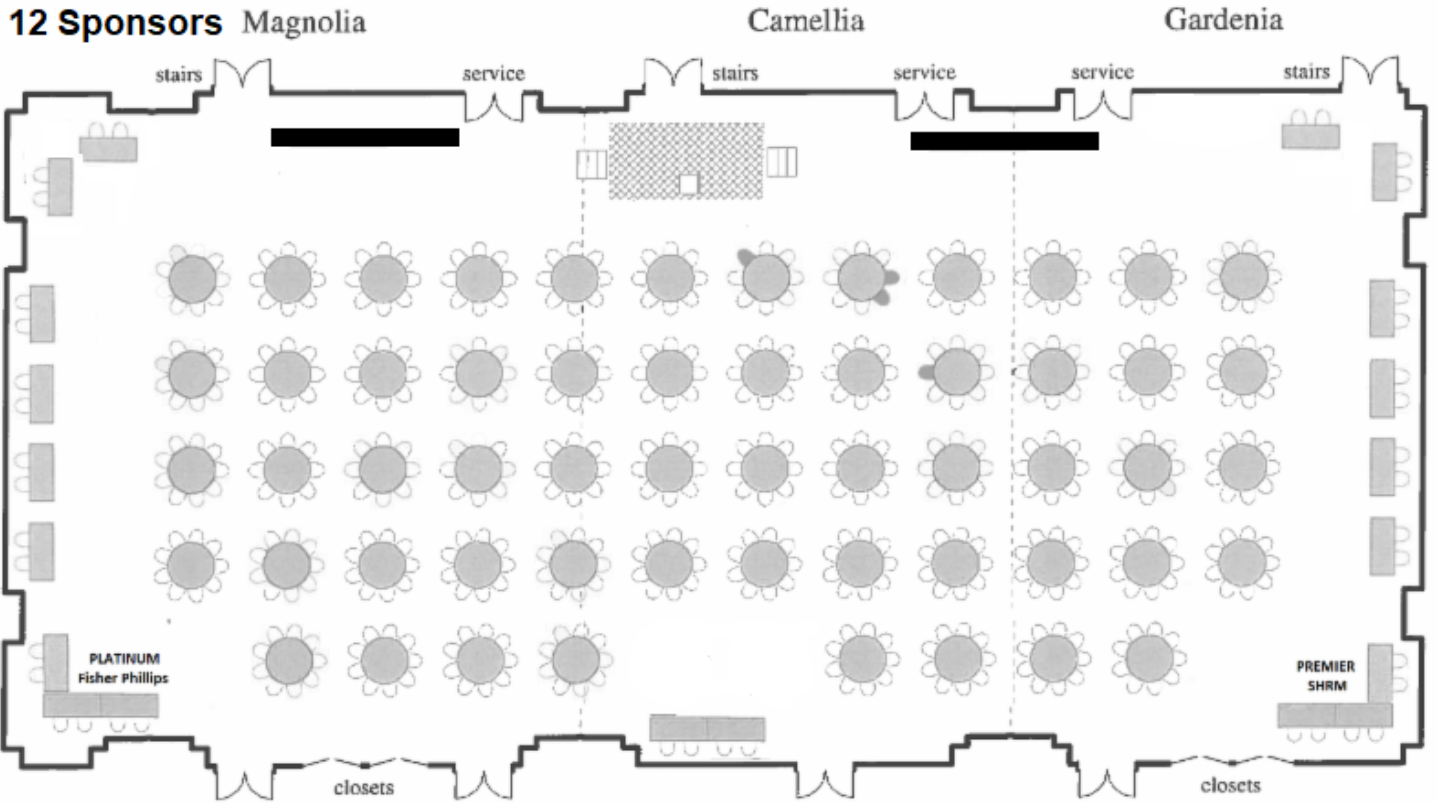


Table Centerpieces - \$500

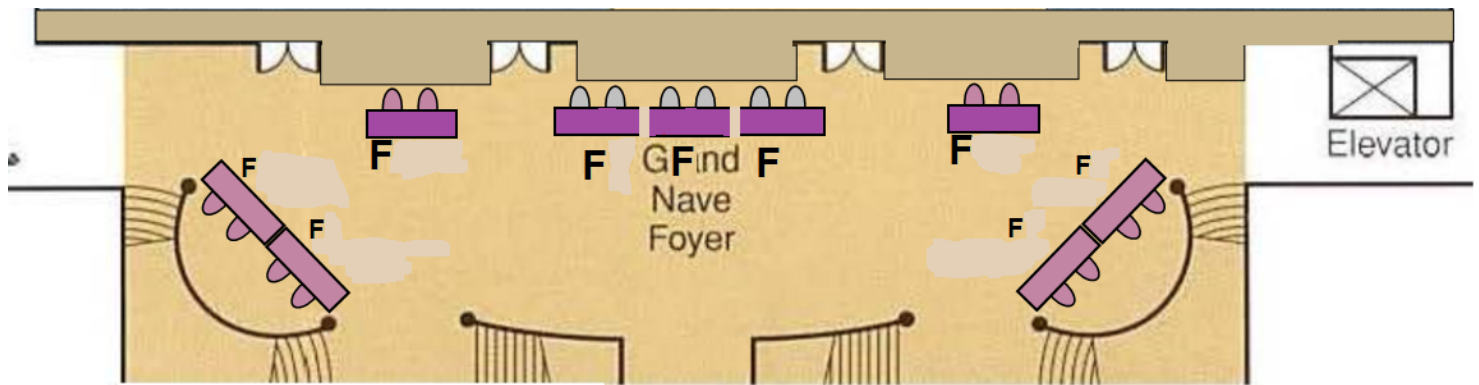
10 Conference Table Centerpieces with your Company Logo shown as "Sponsored By". (Floor Plan Calls for 58 Banquet Tables and 2 Stage Tables)

SPONSORSHIP FLOOR PLANS

BALLROOM



FOYER



9 Foyer Sponsors

All Partner and Sponsor floor assignments are based on a "First Paid, First Assigned" basis.



SPONSORSHIP AGREEMENT

3 Ways to purchase: 1) Online at www.calshrm.com, 2) Call 866-750-7190 3) Mail form to CalSHRM, Attn: 2019 Legislative & HR Conference, 700 N Valley St., Suite B, PMB 14859, Anaheim, CA 92801

This AGREEMENT is between the California State Council of SHRM (CalSHRM), a non-profit organization in California and ("Sponsor").

SPONSOR INFORMATION:

Company Name:
 Website Address:
 Contact Name: Title:
 Address:
 City: State: Zip:
 Phone: Email:

Please email company logo file to admin@calshrm.com (send in high resolution PNG, JPG format. We will not display one until this is received.)

SPONSORSHIP SELECTION: Our company has selected the following Sponsorship Benefits:

SPONSOR TYPE: (Select 1) Sponsor (1 Yr.) Partner (3 Yrs.)
 EXHIBITOR TABLE: Outside (Foyer) Inside (Ballroom) Optional Power (4-Plug.)

BRANDING OPPORTUNITY SELECTION:

EXCLUSIVE: Flash Drive Padfolio Tote Bags WiFi Key Cards Pens Badge w/Lanyard
 MUTUAL: Lunch Day 1 Lunch Day 2 Breakfast Day 2 Breakfast Day 3 Refresh Breaks (3)
 MULTIPLE: Charging Stations Water Stations
 A LA CARTE ITEMS: Attendee Mail List Marketing Collateral Friday Social Centerpieces (10)
 ADDITIONAL ATTENDEES (QTY):

PAYMENT INFORMATION:

CHECK \$

Enclosed is our completed Agreement and a company check payable to CalSHRM

CREDIT CARD \$

Please send an invoice with a link for payment to the email address listed above

WITH OUR SIGNATURES BELOW, ANY/ALL TERMS AND CONDITIONS WITHIN THIS AGREEMENT ARE AGREED TO AND ACCEPTED.

Sponsor Representative: Print Name

Title

Signature: Date:

CalSHRM Representative: Print Name

Title

Signature: Date:

We, the Above Signed Company, having read and agreed to the Terms and Conditions on the reverse side hereof, hereby offer to contract for exhibit space and services for the 2019 CALSHRM, California State Legislative & HR Conference, sponsored by the California State Society for Human Resource Management, scheduled April 3-5, 2019, at the Sheraton Grand Hotel in Sacramento, CA. Sponsorship will not be confirmed unless signed by company.

SUBMIT AGREEMENTS & CHECK PAYMENTS TO:
 CalSHRM Attn: 2019 State Legislative & HR Conference
 700 N Valley St., Suite BPMB 14859 Anaheim, CA 92801

FOR CALSHRM USE ONLY
 DATE RECEIVED: CHECK#
 EVENT VERIFIED DATE AMOUNT:

ONLINE REGISTRATION IS AVAILABLE AT WWW.CALSHRM.ORG

Sponsor has the desire to cross-promote and advertise a variety of their marketing and advertising products and services at the 2019 California State Legislative & HR Conference in Sacramento California.

1. IDENTIFICATION/SELECTION OF SPONSORSHIP LEVEL

a) Sponsor must circle, mark, initial, or highlighting bold the sponsorship level of their choice on page one of this Contract.

2. SPONSORSHIP FEE PAYMENT

a) Full Sponsorship Fee payment is due with the completed Sponsorship Agreement.

b) Sponsors may choose to pay for sponsorship by credit card (MC, VISA, DISCOVER, AMEX) through secure Cvent and Authorize.Net.

c) Sponsors selecting payment by check, MUST mail their Check and completed agreement to CalSHRM within 30 days to receive full sponsorship benefits.

d) All sponsor benefit terms and conditions outlined cannot be honored if Sponsor Agreement and payment are not received by CalSHRM by the required due dates.

e) In the event that a Sponsor fails to make payment to CalSHRM, CalSHRM has the right to terminate the Agreement and bring legal action.

3. INDEMNIFICATION FOR LIABILITY

a) Sponsor is solely responsible for any legal liability arising out of or relating to the Sponsorship.

b) Sponsor agrees to indemnify CALSHRM and to hold CALSHRM harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by CALSHRM, arising out of or related to Sponsor's breach of any of the foregoing representations and warranties.

4. RIGHT TO REFUSE SPONSORS

a) CALSHRM reserves the right to refuse any/all Sponsor advertisement or continued Sponsorship activity that does not completely conform to every detail, instruction, method, and guideline set forth in this agreement.

b) CalSHRM reserves the right to refuse any sponsorship application from an organization whose core business functions directly compete with the business functions of CalSHRM or SHRM.

c) Sponsors are subject to and must abide by all applicable state and federal laws.

d) Sponsors ("Sponsorship Activities") are governed by the venue and are subject to change without notice.

e) In addition, CalSHRM may in its complete discretion refuse the use of any Sponsor or Sponsorship Activities that it deems inappropriate.

5. BUSINESS CATEGORIES

a) CalSHRM allows a maximum of three (3) sponsors: In the same or similar business category; AND Who have selected to be an exhibitor at the Conference

b) Sponsors who select no exhibitor table or booth, may have multiple category exposure.

c) Sponsors and exhibitors are required to identify their company business category type on the Sponsorship Application.

6. SPONSOR GRAPHICS AND URLS

a) CalSHRM only accepts a Sponsor's company logo with a URL link to the company's homepage.

b) Logos for special events, dated educational programs, competing membership associations or services in conflict with any current CalSHRM agreements or CalSHRM affiliates are not accepted.

c) All URLs will be verified and CalSHRM reserves the right to reject any logo or URL not in keeping with its standards.

d) CalSHRM's liability for any graphic or URL error will not exceed the costs of the space for which the error occurred.

e) Logo files may not exceed 600 Pixels X 600 Pixels.

f) Logo files are required to be provided in JPEG or PNG digital format and cannot be provided embedded in MS Word Documents or other files.

g) Logo Files may be emailed to admin@calshrm.com or sent on USB Drive to: CalSHRM, 700 N Valley St., Suite B, PMB 14859, Anaheim, CA 92801

7. SPONSOR/EXHIBITOR TABLE LOCATION

a) Table "location" for Sponsors and Exhibitors in their respective areas at the conference will be predetermined by the date payment is received, by business category, and by Sponsorship Level.

b) Sponsorships are secured and reserved in order, by receipt of the completed Sponsor Agreement, payment of sponsor fees, and receipt of any graphics included in benefits as stated.

c) Only one (1) company may occupy an expo table. Co-exhibitor tables are prohibited.

d) Electrical access for exhibitor and sponsor booths are EXTRA and must be paid at time of Sponsorship.

8. ADDITIONAL ITEMS

a) The cost for any additional sponsor/exhibitor personnel to attend is \$385 per person. This fee includes Conference Breakfast, Refreshments, Luncheon, and receptions for one additional person.

b) Attendee lists will include only those who have opted into receiving vendor information.

9. SPONSOR/EXHIBITOR CANCELLATION POLICY

a) Sponsors who find it necessary to cancel and who request a full refund, must do so, in writing, prior to December 1, 2018. Failure to cancel in writing by December 1, 2018 will result in a pro-rata deduction from any refund issued of 25% per calendar week past December 1, 2018.

b) No Refunds will be issued to any sponsor/exhibitor on or after December 29, 2018.

10. GENERAL PROVISIONS

a) Entire Agreement - This Agreement contains the entire agreement between the parties relating to the subject matter hereof and supersedes any and all prior agreements or understandings, written or oral, between the parties related to the subject matter hereof. No modification of this Agreement shall be valid unless made in writing and signed by both parties hereto.

b) Governing Law - This Agreement shall be governed by and construed in accordance with the laws of the State of California. Exclusive jurisdiction and venue shall be in Sacramento.

c) Binding Effect - This Agreement shall be binding upon and inure to the benefit of both parties and their respective successors and assigns.

d) Waiver - The waiver by either party of any breach or failure to enforce any of the terms and conditions of this Agreement at any time shall not in any way affect, limit, or waive such party's right thereafter to enforce and compel strict compliance with every term and condition of this Agreement.

e) Good Faith - Each party represents and warrants to the other that such party has acted in good faith, and agrees to continue to so act, in the negotiation, execution, delivery, performance, and any termination of this Agreement.

f) Indemnification - Both parties warrant that everything they give one another to use in fulfillment of Specifications is legally owned or licensed. Both parties agree to indemnify and hold harmless one another from any and all claims brought by any third party relating to any aspect of the content and services, including, but without limitation, any and all demands, liabilities, losses, costs, and claims, including attorney's fees, arising out of injury caused by either party's products/services, material supplied, copyright infringement, and/or defective products sold via the advertising or Services of either party.

g) Use of Services and Creative Content for Promotional Purposes - Both parties may advertise, use, or otherwise promote the creative content, description of services performed, results of services, and campaign data as they see fit for promotional purposes, so long as prior consent is mutually agreed upon by CalSHRM and the Sponsor.

h) Attorney's Fees - In the event any party to this Agreement employs an attorney to enforce any of the terms of the Agreement, the prevailing party shall be entitled to recover its actual attorney's fees and costs, including expert witness fees.

i) Term of Agreement - This agreement shall begin at the time of assent of both parties by signature, and shall continue in full force until terminated in writing by either party or upon the date and time of Friday, April 5, 2019 at 8:00 p.m. Pacific Time.