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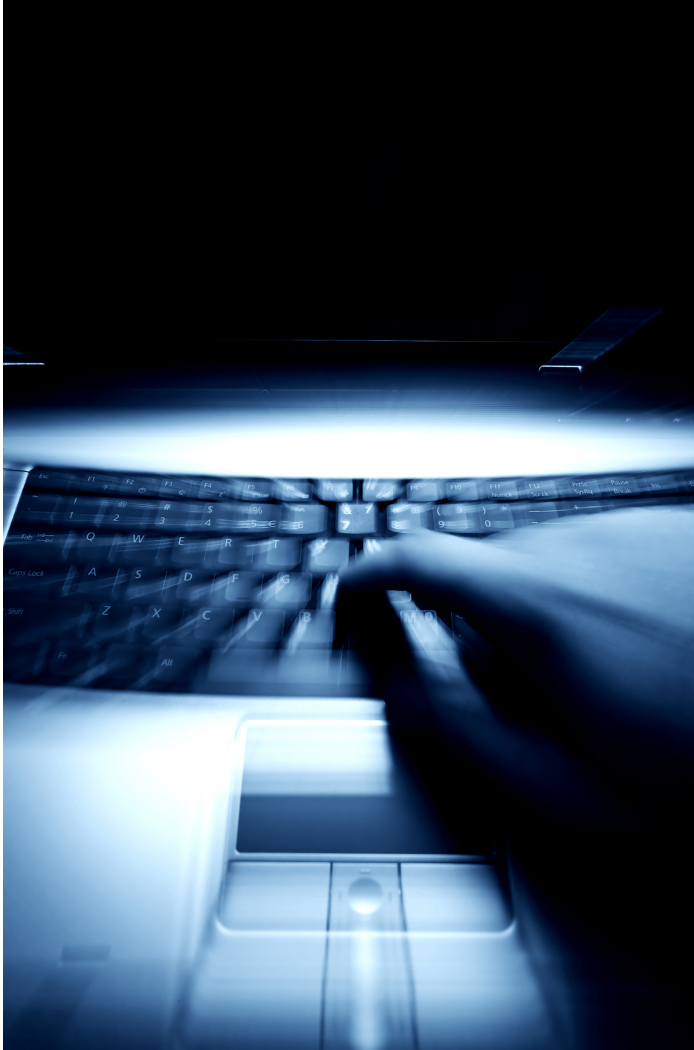
**VIRTUAL
VENDOR
PROSPECTUS**

**2021 CALIFORNIA STATE HR ADVOCACY
& LEGISLATIVE CONFERENCE**

APRIL 14-16 2021 | VIRTUAL ONLINE



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



The 2021 California State HR Advocacy & Legislative Conference is a boutique conference for California human resource management, business professionals with California employees, and all people managers 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 (participate 3+ consecutive years) or Sponsor (1 year only) will continue virtually and you will journey through a 2.5-Day virtual advocacy and educational experience with inspiring speakers from across the state, an interactive virtual expo space, and opportunities to connect and network with our attendees. This conference will revolutionize the way you imagine sponsorships in the "new normal". Register today—sponsorships are filling fast!

POSITION YOUR ORGANIZATION VIRTUALLY WITH HR DECISION MAKERS

Launch new products and services
Collect high-quality sales leads
Build brand awareness
Cultivate personalized customer relationships

ABOUT THE VIRTUAL 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 2021 California State HR Advocacy & Legislative Conference is where key business decision makers, business owners, senior level officers, mid-level management and human resource professionals meet online to learn about important California and federal legislation and employment issues that are or will be impacting their business in the future.

- For the last 9 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 COVID19, and 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 online to deliver 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 many attendees the opportunity to virtually visit the State Capitol and meet with legislators online to discuss and bring enlightenment on employment issues impacting employees and employers in California.
- This 2.5-day conference, beginning at 8:00AM on April 14, 2021 and ending at 1:15PM on April 16, 2021, even provides a virtual reception on Wednesday, April 14, for attendees to network online with speakers and chat with peers in a social environment.
- In the past, our location was the beautiful Sheraton Grand Sacramento conveniently located off Interstate 5 in downtown Sacramento just steps from the Capitol. We are confident that in 2022 we will return to Sacramento.



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 virtually with key decision makers in local businesses throughout the State and USA. This conference has a target goal of more than 500 virtual attendees, and your sponsorship of this conference will help your brand, and help your company expand its influence and business opportunities. We have specific virtual traffic drivers to your virtual expo space, between sessions, before and after sessions and opportunities for sponsors to have the option of conducting their own drawings at the end of the conference as well.

VITALS

- Over 30,000 HR professionals are invited to attend the California State HR Advocacy & Legislative Conference
- Collectively, the 17 California SHRM local chapters and communities have over 14,000 members who are highly active in their HR professions and local communities
- More than 500 of California's most active and involved members are expected to attend virtually
- Titles range from generalist to vice president in human resources
- Sponsors receive promotional space on the CalSHRM Conference website and in strategic offerings at 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 - \$40,000

(1 available)

Premier sponsor includes topline exposure among all invited guests and attendees; with exclusive sponsor networking options and connectivity at the event and full page exposure in conference e-brochure.



Platinum Partner - \$25,000

(1 available)

Exclusive Platinum Session Presentation 2 additional Sessions. Exclusive Thursday night Virtual Event Sponsor



BUILD YOUR OWN SPONSORSHIP

Step 1: Choose your Preference (Select one)



Conference Partner

3-Year Commitment, locking in rates and terms for the 2021, 2022 and 2023 CalSHRM Conferences Virtually and live in Sacramento with no more than a 10% increase in rate for each subsequent year over the prior year or pay 3-years in full and lock in 2021 rates.

Conference Sponsor

1-Year Commitment, locking in rates and terms for the 2021 CalSHRM Virtual Conference online with an opportunity (up to 30 days after the conference end) to renew with no more than a 20% increase in rate for the next subsequent year.

Step 2: Select a Branding Opportunity

Exclusive Branding Opportunities



GOLD - \$3500

- Organization Logo
- Company Descriptions with link to website and social media sites
- Live Roundtable meetings with attendees (up to 6 people at a time)
- Pre-arranged live Round table meetings at Booth (up to 6 people at a time)
- Up to 4 Booth Reps with photo and contact information with free conference registration
- Playlist with up to 10 media options
- Points awarded to attendees for visiting your booth
- Scan badge feature to collect attendee contact information
- Option to giveaway prize drawing at booth (minimum \$100 value)
- Placement on Event Home Page
- Include Recommendations
- Break session activity for 30 minutes
- Organization Logo and Link on promotional emails to the CalSHRM Subscriber List of HR and people manager customers (approximately 7,500 recipients)



SILVER - \$2500

- Organization Logo
- Company Descriptions with link to website and social media sites
- Live Roundtable meetings with attendees (up to 6 people at a time)
- Up to 2 Booth Reps with photo and contact information with free conference registration
- Playlist with up to 6 media options
- Points awarded to attendees for visiting your booth
- Scan badge feature to collect attendee contact information
- Option to giveaway prize drawing at booth (minimum \$100 value)
- Include Recommendations
- Organization Logo and Link on promotional emails to the CalSHRM subscriber list of HR and people manager customers (approximately 7,500 recipients)



BRONZE - \$1500

- Organization Logo
- Company Descriptions with link to website and social media sites
- Live Roundtable meetings with attendees (up to 6 people at a time)
- Up to 1 Booth Reps with photo and contact information with free conference registration
- Playlist with up to 3 media options
- Points awarded to attendees for visiting your booth
- Scan badge feature to collect attendee contact information
- Option to giveaway prize drawing at booth (minimum \$100 value)
- Organization Logo and Link on promotional emails to the CalSHRM subscriber list of HR and people manager customers (approximately 7,500 recipients)

A-La-Carte Options



Opening/Closing Session Sponsor - \$1,250 Each

Get attendees' attention with this full experience to be the exclusive sponsor of up to 2 Opening or Closing Conference Sessions. This opportunity also includes recognition of the Sponsor's delegation from the virtual podium and prominent display of Sponsor's logo on the session loop as well as 45-60 second pre-recorded video promoting the Sponsor and identifying the Drawing item.



General Session Sponsor - \$1,000 Each

Opportunity to sponsor up to 3 General Conference Sessions. This opportunity also includes recognition of the Sponsor's delegation from the virtual podium and prominent display of Sponsor's logo on the session loop as well as 15-30 second pre-recorded video promoting the Sponsor and identifying the Drawing item.



Education Course Scholarship Sponsor - \$2,000 Each

This sponsorship provides one registrant for each of the courses offered a Full Scholarship for the registration fee valued up to \$1960. 2 Courses available to sponsor.