

2020
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**EXHIBITOR
PROSPECTUS**

**2020 CALIFORNIA STATE HR ADVOCACY
& LEGISLATIVE CONFERENCE**

APRIL 15-17 2020 | SHERATON GRAND SACRAMENTO
SACRAMENTO, CA



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



The 2020 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 (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 a maximum of 21 unique opportunities, ensuring maximum exposure to attendees! 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 2020 California State HR Advocacy & Legislative 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 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 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 many 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, beginning at 8:00AM on April 15, 2020 and ending at 1:15PM on April 17, 2020, provides a reception on Wednesday, April 15, 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 500 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 30,000 HR professionals are invited to attend the California State Legislative & HR 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
- 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 - \$40,000

(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 - \$25,000

(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 (Select one)



Conference Partner

3-Year Commitment, locking in rates and terms for the 2020, 2021 and 2022 CalSHRM Conferences 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 2020 rates.

Conference Sponsor

1-Year Commitment, locking in rates and terms for the 2020 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: Select a Sponsor Table (Optional)



Table Inside (Ballroom) - \$3,500

(8 available)

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

Table Outside (Foyer) - \$2,000

(6 available)

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



Add-On Power - \$350

4 outlets for power



Addition Table Attendees - \$395 each

Step 3: Select a Branding Opportunity (Optional)

ONLINE REGISTRATION IS AVAILABLE AT WWW.CALSHRM.ORG

REINFORCE YOUR BRAND

Exclusive Branding Opportunities

Limit of 1 Per Sponsor With or Without a Table Selection



Attendee Flash Drive - \$5,000

Your company logo (1 color) or name appears on every 4GB flash drive that is provided to all attendees. PLUS 1 piece of marketing collateral in the Conference Tote.



Conference Badge & Lanyard- \$5,000

Official Conference Badge and Lanyard for all attendees with your company logo printed in color and company name identified on the lanyard. PLUS 1 piece of marketing collateral in the Conference Tote.



Tote Bag - \$5,000

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 - \$5,000

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.

PLUS THESE ADDITIONAL EXCLUSIVE BENEFITS

- Up to 6-months email marketing (27,000+) including company name; AND
- Company name in Sponsor Passport (only if table is purchased); AND
- Company logo included in Conference direct mail marketing brochure to 27,000+; AND
- Company Logo placed in Sponsorship Section of Conference Website & Registration System; AND
- Company Logo placed in Rolling Welcome PowerPoint; AND
- Company Logo placed in 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

Buffet Lunch Day 1 OR Buffet Lunch Day 2: Prominent signage of meal sponsorship PLUS 1 piece of marketing collateral placed in each conference tote bag.

Breakfast Sponsor - \$3,000

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



Heavy Refresh Friday Sponsor - \$3,000

Heavy Refresh Break on Friday: Prominent signage of refresh sponsorship PLUS 1 piece of marketing collateral placed in each conference tote bag.

PLUS! - Each of these sponsorships receive the following benefits: Up to 5-months email marketing (27,000+) 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.



Refresh Breaks - \$2,000

Refresh Breaks Day 1 and Day 2: Prominent signage of break sponsorship.

PLUS! - Each of these sponsorships receive the following benefits: Up to 3-months email marketing (27,000+), 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 - \$825

USPS Mailing list of all attendees (after conference concludes)



Collateral in Tote Bag - \$600

Per 8.5" x 11" max single sheet piece to be placed in conference tote bag for all attendees.



Thursday Evening Networking Social - \$1500

Mix and Mingle with Conference Attendees after the learning sessions end in the Grand Ballroom. Light refreshments served.

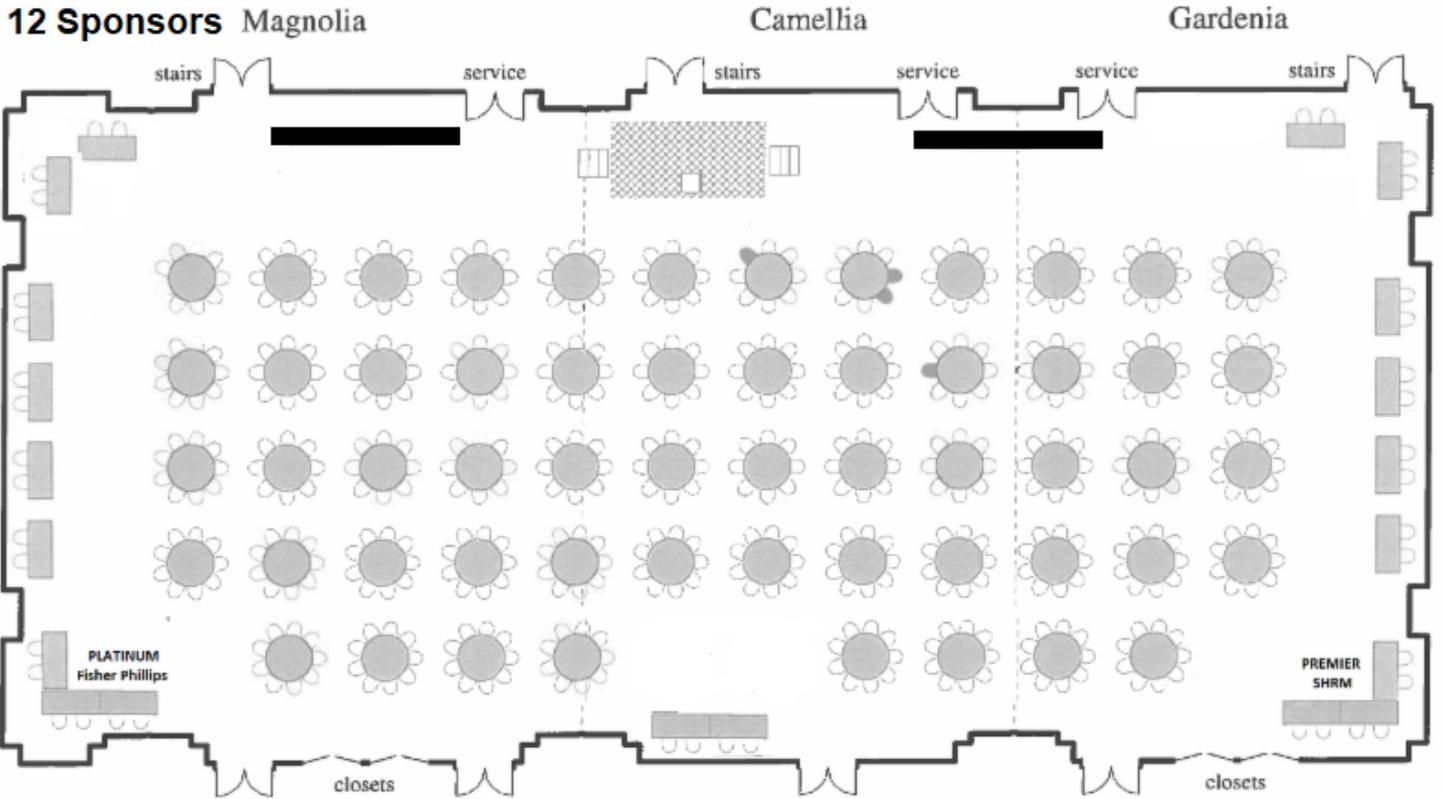


Table Centerpieces - \$500

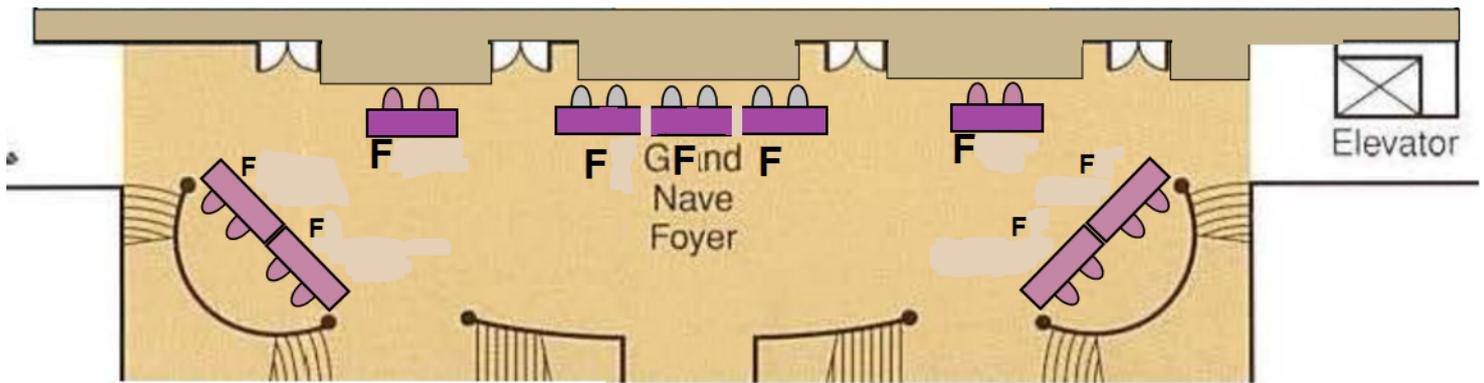
10 Conference Table Centerpieces with your Company Logo shown as "Sponsored By". (Floor Plan Calls for 58 Banquet Tables and 2 Registration Tables)

SPONSORSHIP FLOOR PLANS

BALLROOM



FOYER



9 Foyer Sponsors

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

