

2019  
**cali  
for  
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**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 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!

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## 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 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 3, 2019 and ending at 1:30PM on April 5, 2019, provides a reception on Wednesday, April 3, 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](http://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 27,000 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](mailto: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 (Select one)



### 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

OR: Choose not to have a table & select your Branding Opportunity

ONLINE REGISTRATION IS AVAILABLE AT [WWW.CALSHRM.ORG](http://WWW.CALSHRM.ORG)

# 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 of 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 (27,000+) including company logo, Company name in Sponsor Passport (only if table is purchased). Company logo appears in: Conference direct mail marketing brochure to 27,000+ 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 (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.



### 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 - \$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.



### State Council Friday Social - \$550 (Limit 4 Sponsors)

Invitation only event with the The State Council consisting of the 45 CalSHRM Executive Committee, CalSHRM Core Leaders and the 17 Chapter Presidents.

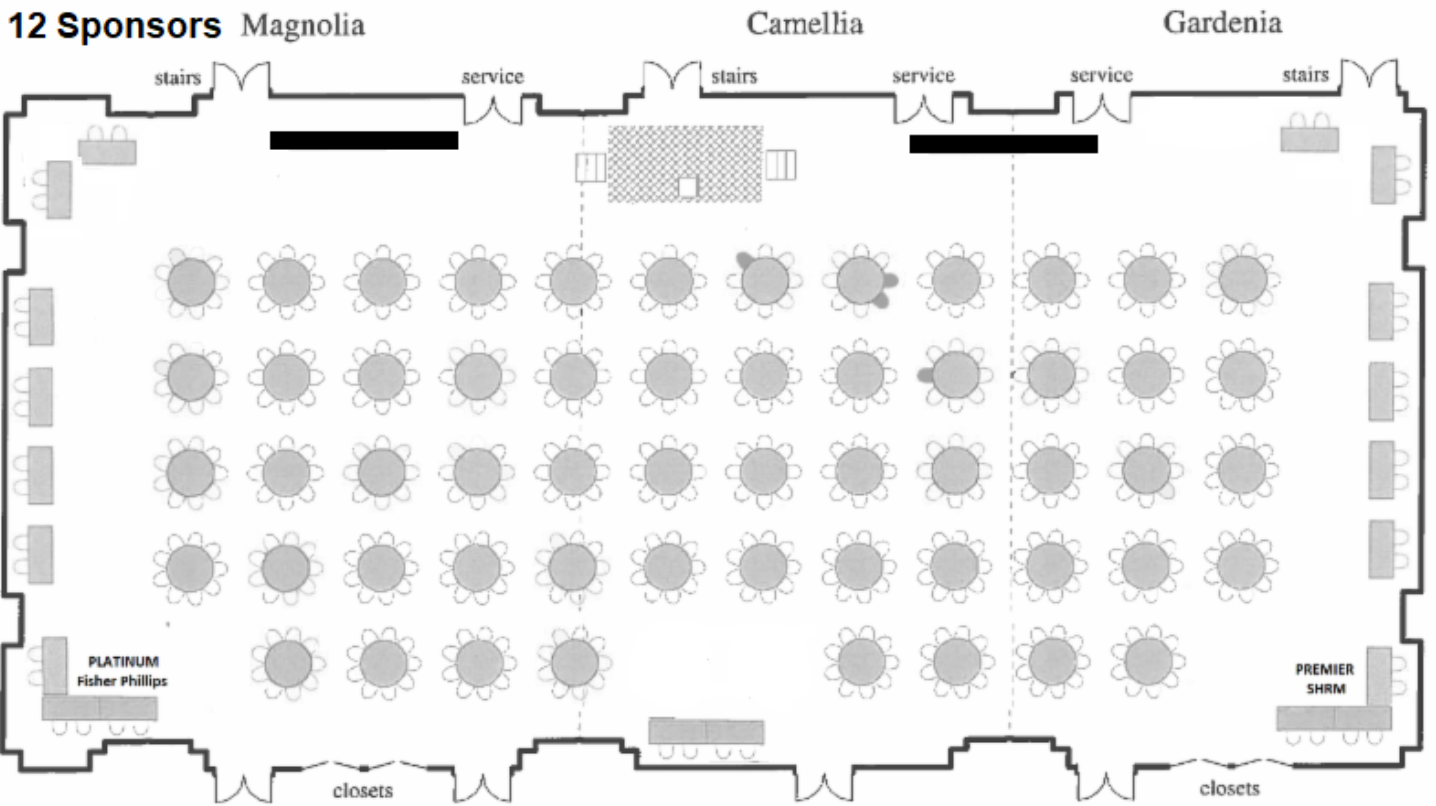


### Table Centerpieces - \$500

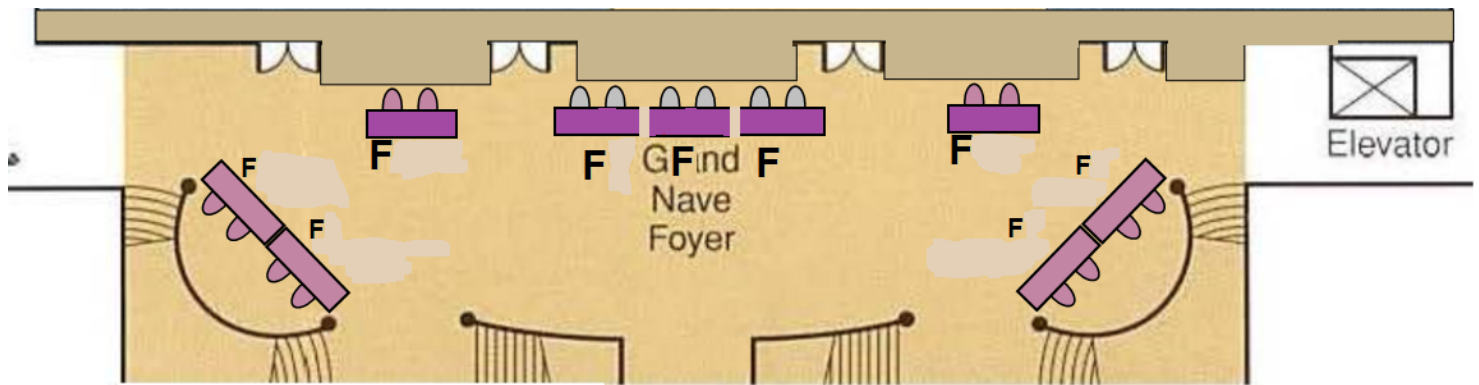
10 Conference Table Centerpieces with your Company Logo shown as "Sponsored By". (Floor Plan Calls for 58 Banquet Tables and 2 Registration Tables)

# SPONSORSHIP FLOOR PLANS

## BALLROOM



## FOYER



**9 Foyer Sponsors**

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

