

2021 Conference Sponsorship Prospectus



San Joaquin SHRM
Annual HR Conference
January 13, 2021
Stockton Hilton

About our SHRM Chapter

The San Joaquin Society for Human Resource Management (SJSHRM) is committed to advancing the development of the human resources profession and serving the human resource professional in our community.

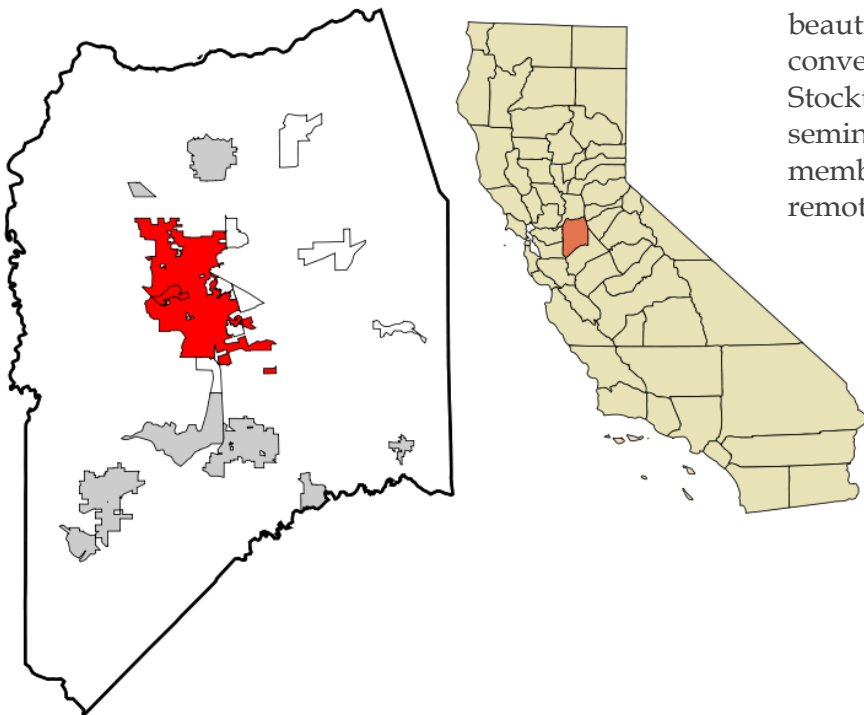
We believe in creating a professional, dedicated, caring, and service-oriented culture through values that support our community.

For 43 years, human resource professionals from across our region have gathered to learn and to discuss critical issues of concern for California employment and business. In these challenging times of legislative volatility in California, SJSHRM is dedicated to bringing our region's business and HR professionals the most comprehensive and current content available from expert sources.

Our events, web services, and education offerings bring 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.

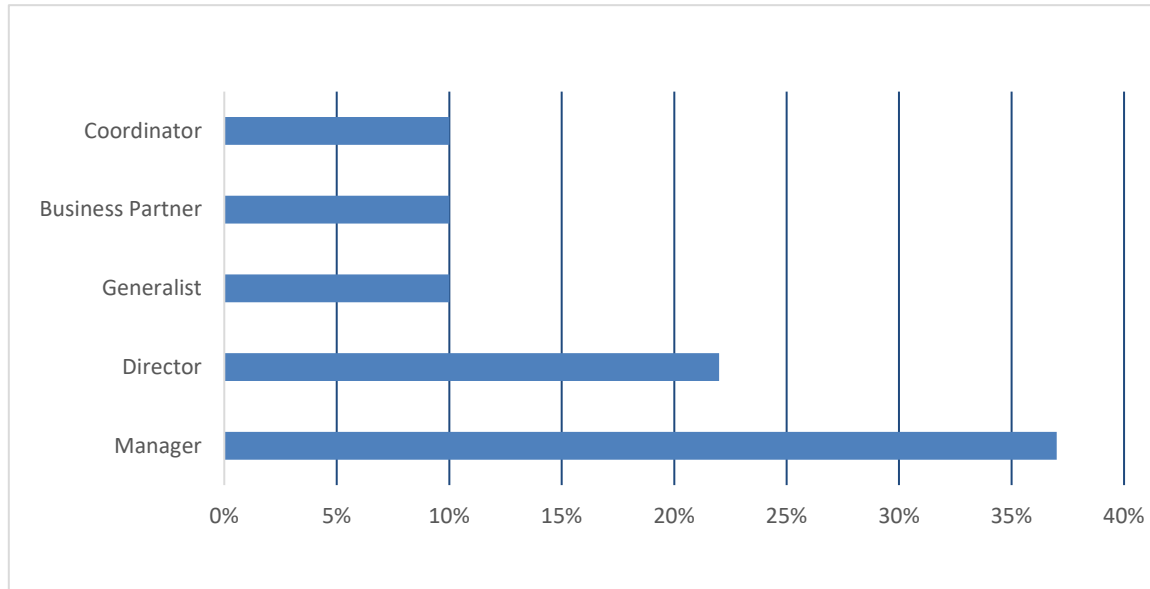
Our educational seminars, webinars and workshops focus on human resource competencies and management issues critical to business success.

Our association meetings are held at the beautiful Brookside Country Club conveniently located off Interstate 5 in Stockton, and we offer virtual education, seminars, and certification courses for those members and business professionals in more remote areas of our region



Who are SJ SHRM Members?

60% of San Joaquin SHRM members are managers or directors – the decision makers and influencers for their organization.



Meet With HR Decision Makers

The SJ SHRM Annual HR conference has an expected attendance of close to 200 HR professionals. Your sponsorship of the 2020 SJ SHRM HR Conference will help your brand and your company expand its influence and business opportunities. We drive attendee traffic to your space, between sessions, as well as before and after the event, during breaks and lunch by using a prize drawing opportunity. Sponsors have the option of conducting their own drawings at the end of the event as well.

How Sponsoring Works for You

- Get in front of your target market
- Create brand awareness & exposure
- Increase your reach and exposure to new clients and businesses
- Cultivate customer relationships
- Collect high-quality sales leads
- Greater ROI than other advertising methods

IMPORTANT NOTE TO ALL SPONSORS AND EXHIBITORS:

The SJSHRM Board will limit our event sponsors to two (2) per industry. In addition, we will allow up to two (2) exhibitors per industry.

Sponsorship Opportunities

Premier Sponsor

(Sold Out)

\$2250

- Exclusive opportunity to present to the conference for 10 minutes prior to the speaker's presentation.
- Exclusive exposure in SJSHRM monthly meeting E-blast notifications over the 4 month period prior to conference sent to our extensive mailing list, with the Sponsor's logo linked to Sponsor's website. Sponsor to supply their own high resolution logo.
- Exclusive mailer to SHRM and SJSHRM members throughout the region.
- Exposure on SJSHRM event registration page with the sponsor's logo and link to sponsor's website in the conference registration for up to 4 months prior to conference.
- Exclusive acknowledgment on conference "Welcome" PowerPoint as Premier sponsor including name and logo.
- Exclusive exposure as Premier sponsor on direct mailing materials (invitations and registration forms).
- Up to 2 attendee registrations to conference included, attendance includes continental breakfast, refreshments, lunch, learning sessions and materials.
- Premier sponsor company logo on the conference program/agenda.
- Premier sponsor company logo printed on marketing flyers.

Platinum Sponsor

\$1800

- Exclusive exposure in SJSHRM monthly meeting E-blast notifications over the 3-month period prior to conference sent to our extensive mailing list, with the Sponsor's logo linked to Sponsor's website. Sponsor to supply their own high-resolution logo.
- Exclusive mailer to SHRM and SJSHRM members throughout the region.
- Exposure on SJSHRM event registration page with the sponsor's logo and link to sponsor's website in the conference registration for up to 4 months prior to conference.
- Exclusive acknowledgment on conference "Welcome" PowerPoint as Platinum sponsor including name and logo.
- Exclusive exposure as Platinum sponsor on direct mailing materials (invitations and registration forms).

- Up to 2 attendee registrations to conference included, attendance includes continental breakfast, refreshments, lunch, learning sessions and materials.
- Platinum sponsor company logo on the conference program/agenda.
- Platinum sponsor company logo printed on marketing flyers.

Exhibitor Benefits for Platinum Sponsor:

- Platinum exhibitor table location inside the main event room, facing audience.
- Conference Passport Card – Attendees will need to visit your table throughout the day and collect a sticker/ stamp from you in order to be eligible for the SJSHRM grand prize at the end of the conference.
- Exhibitor table size of 6' x 30"
- Business card drawing for Sponsor's table gift (all sponsors to bring a drawing prize valued at \$50 or more).

Gold Sponsor

\$1000

- Exposure in up to 8 conference e-blast notifications over the 3-month period prior to the conference, sent to our extensive mailing list with the Sponsor's logo linked to the Sponsor's website.
- Sponsor name and logo appear in conference "Welcome" PowerPoint under Gold Sponsors.
- Up to two (2) attendee registrations to conference included. Attendance includes continental breakfast, refreshments, lunch and all learning sessions and materials.
- Gold sponsor company logo featured in conference program/agenda.
- Business card drawing for Exhibitor's Table gift (all sponsors to bring a drawing prize valued at \$50 or more)

Exhibitor Benefits for Gold Sponsor:

- Exhibitor table inside the main event room (Exhibitor table includes attendance for 2 Sponsor attendees). A third attendee can be added for \$100.00.
- Conference Passport Card – Attendees will need to visit your booth throughout the day and collect a sticker/ stamp from you in order to be eligible for the SJSHRM grand prize at the end of the conference.
- Exhibitor table size of 6' x 30"
- Business card drawing for Exhibitor's Table gift (all sponsors to bring a drawing prize valued at \$50 or more)

Silver Sponsor

\$700

- Silver Sponsors will be outside the main room for the event.
- Exposure for over a two (2) month period prior to the conference, sent to our extensive e-mailing list with the Sponsor's logo linked to the Sponsor's website.
- Exposure in up to 8 conference e-blast notifications over the 3-month period prior to the conference, sent to our extensive mailing list with the Sponsor's logo linked to the Sponsor's website.
- One (1) attendee registration to conference included. Attendance includes continental breakfast, refreshments and lunch + all learning sessions and materials. A second attendee can be added for \$100.00.
- Silver sponsor company logo featured in conference program/agenda.

Exhibitor Benefits for Silver Sponsor:

- Conference Passport Card – Attendees will need to visit your booth throughout the day and collect a sticker/ stamp from you in order to be eligible for the SJSHRM grand prize at the end of the conference.
- Exhibitor table size of 6' x 15".
- Business card drawing for Sponsor's table gift (all sponsors to bring a drawing prize valued at \$50 or more).

Exhibitor Sponsor

\$500

- Exhibitor table outside of the main event room exhibitor table includes attendance for one attendee. Add only \$100.00 if you wish to bring a second attendee.
- Conference Passport Card - Attendees will need to visit your booth throughout the day and collect a sticker/ stamp from you in order to be eligible for the SJSHRM grand prize at the end of the conference.
- Exhibitor table size of 6' x 12".
- Business card drawing for Sponsor's table gift (all sponsors to bring a drawing prize valued at \$50 or more).

Other Sponsorships

\$250-\$500

Sponsor name is announced during the event, all sponsors will be posted on a sign at the event and listed in the agenda.

- \$550 Bag Sponsor -SJSHRM logo will be on the bags. (One page about your company can be placed in the bags and your logo on them as well.)
- \$550 Lunch Sponsor
- \$550 Breakfast Sponsor
- \$500 Break Sponsor
- \$500 Vendor Raffle Drawing Sponsor
- \$500 Centerpiece Sponsor
- \$250 50/50 Sponsor
- \$250 Silent Auction Sponsor
- \$250 Registration Sponsor