

THE MERMAID AND THE MARINER



*the magical & the practical
of HR*

April 7 - 10, 2019
Hilton Norfolk, The Main



EXHIBIT & SPONSOR PROSPECTUS

Register Online @virginiashrmstateconference.com | [@virginiashrm](https://twitter.com/virginiashrm) [virginia-shrm](https://www.virginia-shrm.org) [#vashrm19](https://twitter.com/vashrm19)

WELCOME



The Largest HR Audience in Virginia & DC is Waiting for You!

The Virginia SHRM State Conference is the leading event for everyone in HR in Virginia and DC.

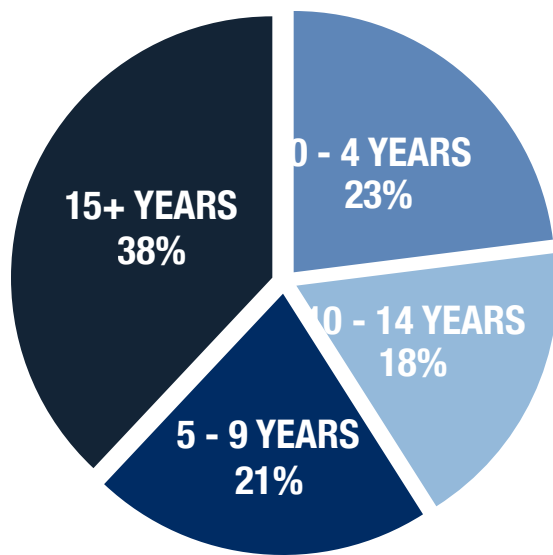
From companies large and small and in-between, **our 600+ attendees** are decision makers across a variety of industries, and organizational lines. They are eager to **discover and implement** actionable, workplace strategies that are cost effective and contribute to overall business growth - in 2019 and beyond.

Dynamically increase visibility by associating your brand with the 2019 Virginia SHRM State Conference.

April 7-10, 2019 Hilton Norfolk The Main Contact: partner@shrmva.org 757-817-3244

Our attendees are the ones you want to talk to.

Thirty-eight percent of attendees have 15+ years in HR. These are the decision-makers and influencers you want to meet!



600 +

attendees expected

Companies of ALL sizes, and industries represented, including government agencies & federal contractors.



- HR Practitioners
- Others across organization lines with HR responsibilities
- HR Departments of One
- Legal Professionals
- Business Owners
- Presidents
- Vice Presidents
- Directors
- CHROs
- CEOs
- CFOs

The Marketplace

70 + partners in 25+ product & service categories

CONFERENCE FEATURES

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Associate your brand with this leading event for everyone in HR in Virginia & DC. At the 2019 Virginia SHRM State Conference, attendees will receive...

Comprehensive Learning

- 25+ Break Out sessions with cutting edge solutions for all career stages.
- Thought leaders and real world practitioners who provide insight on ways to supercharge the workplace.
- Actionable Sessions
- Earn recertification credits for HRCI & SHRM certifications
- Top-Notch Keynote Speakers

Fresh Perspective

Top-notch speakers with fresh perspectives and inspiring stories to shift thinking for a deeper understanding of leadership, motivation, and success.

Endless Solutions

The Marketplace...is not just an exhibit hall. It's a community, an adventure and an experience all in one - & provides access to hundreds of solutions from providers across all industries.

Extraordinary Networking

From our Marketplace to our session-based networking, to social-based conference app, to the hallways of conference, there is ample opportunity to meet others who share your goals and challenges.

Brand New VASHRM State Conference Location

Discover the Hilton Norfolk The Main hotel at the corner of Main and Granby streets in downtown Norfolk. Situated within walking distance to over 50 restaurants, entertainment and culture, NEON Arts District, and 9 miles from Norfolk International Airport makes it easy to explore the vibrant city of Norfolk. Get in a morning run along the beautiful Elizabeth River or take in the river traffic on a peaceful stroll.

RESERVE YOUR SPACE

The Marketplace is your chance to reinforce your brand, launch new products and services, and network with Virginia and DC HR industry decision makers!

**Prime location - perimeter aisles, corners, etc.*

Exhibit Space	Before 12/10/18	On/After 12/10/18
Premium*	\$1,950	\$2,250
Standard	\$1,650	\$1,950

ALL EXHIBIT SPACES INCLUDE:

- 8' x 10' space with draped 8' high back wall & 3' high side walls
- 6' skirted table, 2 chairs and, wastebasket
- Company Name Sign
- Up to three Marketplace staff registrations
- Complimentary Marketplace training webinar

PLENTY OF VALUE ADDED EXHIBIT SPACE PERKS:

- Exclusive, non-conflicting hours to meet attendees and Networking Opportunities galore to include breakfasts, lunches, breaks, Sunday's Marketplace Grand Opening, and Monday's Dinner & Night Out - Norfolk Style!
- Looking to make a big splash? Host an AFTER PARTY following the Sunday Marketplace Grand Opening for your new and existing customers - Sound intriguing? We can help by securing you a room to host it - let us know (limited quantity)
- Whether you're searching for delicious cuisine, or entertaining things to do Norfolk's got IT - and all within walking distance, so grab your customers, colleagues, team or your tribe and explore.
- Listing on web, and in printed onsite conference guide
- Basic profile on Marketplace map, and in app
- Conference Registration list - Link to download sent 21 days prior to conference (limited to two pre-conference communications).
- Complimentary download and use of app
- Complimentary Wi-Fi

ADDITIONAL PURCHASES:

- Electricity for Exhibit Space is secured and paid direct through hotel at \$38.44 per day
- Booth furnishings available direct from our Exposition Services partner
- Additional Marketplace Staff Registrations at \$225 each

- **Upgrade to a Fan - (\$5,000)** with booth included - better value, presence + more - see page 08 for details.



Stand Out from the Crowd (\$1500) - Gain brand exposure, social followers, and business leads through interactive profile pages in the app - full profile*, Splash page (full page ad), and, after-event analytics.

EXHIBIT TERMS & CONDITIONS:

Full payment for exhibit space is due at time of registration. Registration is online with payment by check or credit card. Mail check payments within 14 days of registering. Exhibit space is assigned with paid registration.

Cancellations received before 12.10.18 will result in the VASHRM State Conference retaining \$1,000 per 8' x 10' exhibit space rented. Cancellations received between 12.11.18 and 01.11.19, will result in the VASHRM State Conference retaining 75% of the total cost of the exhibit space. No requests for refunds will be granted after 01.11.19.

The VASHRM State Conference reserves the right to deny exhibit space.

All cancellations and requests for refunds must be in writing to: treasurer@shrmva.org. Cancellation deadlines and fees apply.

**“IF YOU’RE NOT EXHIBITING
AT VASHRM YOU’RE NOT A
MAJOR PLAYER.”**

-2018 SPONSOR



**Booth Competition Results
revealed at PM Break
on Tuesday, April 9th**

MARKETPLACE DATES AND HOURS

Marketplace Community Set-Up

Sunday, April 7
7:00 am - 2:00 pm

Marketplace Community Exhibit Move-In

Sunday, April 7*
2:00 pm - 5:00 pm

*Show ready by Sunday, April 7@ 5pm

Marketplace GRAND OPENING

Sunday, April 7
5:00 pm - 7:00 pm

Marketplace Community Exhibit Move-Out

Tuesday, April 9
4:00 pm - 6:00 pm

Marketplace Hours*

Monday, April 8*
10:00 am - 5:00 pm
Tuesday, April 9
10:00 am - 4:00 pm

Schedule is subject to change

SPONSOR BENEFITS

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*Pricing Valid Until Feb 1st 2019	Champion \$25,000	Investor \$20,000	Supporter \$15,000	Ally \$10,000	Fan \$5,000
PRE-EVENT					
Dedicated Engagement Mgr	✓				
Offer in attendee email	✓	✓			
Offer in registration email	✓	✓			
Special code to invite prospects and customers to register to attend conference	5	4	3	2	1
Website presence	Premium	Large	Large	Small	Small
Mobile App presence	Premium	Large	Large	Small	Small
Logo in Pre-event Email	✓	✓	✓	✓	✓
Additional Exposure	Social/ Other Media Promo	Social/ Other Media Promo	Social/ Other Media Promo	Social/ Other Media Promo	Social/ Other Media Promo
ONSITE					
Speaking Opportunity*	General Session	Breakout Session	Breakout Session		
Additional Staff Registrations	Up to 5	Up to 2	Up to 1		
Complimentary Guest Room	2	1	1		
Room for Private Event Use	✓	✓	✓	✓	
EXHIBIT SPACE What's Included - Page 05	16' x 20'	8' x 10'	8' x 10'	8' x 10'	8' x 10'
Element Page 09	PICK 2	PICK 1	PICK 1	PICK 1	PICK 1
Beyond Conference Page 10	PICK 2	PICK 1	PICK 1	PICK 1	PICK 1
Transition Slides	✓	✓	✓	✓	✓
POST-EVENT					
Inclusion in "Thank You" Email	✓	✓	✓	✓	✓
Attendee List	✓	✓	✓	✓	✓

*All speaking opportunities are subject to VASHRM Conference Speaker Committee editorial approval.

*Pricing Valid Until Feb 1st 2019	Champion \$25,000	Investor \$20,000	Supporter \$15,000	Ally \$10,000	Fan \$5,000
Details:	PICK 2	PICK 1	PICK 1	PICK 1	PICK 1
1 Available Conference Registration -Online or onsite your branded message will be there to greet them. Featured on web, app, & signage.	<input type="checkbox"/>				
Up to 5 Available General Session - Introduce Keynote Speaker & provide informational/promotional item. Featured on app & signage.	<input type="checkbox"/>	<input type="checkbox"/>			
Up to 3 Available Marketplace Grand Opening on Sunday, April 7- Celebrating the awesomeness of this resource in style with food, fun, networking and more... and all before Monday's AM. kick-off. Featured on app & signage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1 Available Golf Tournament - Captain's Choice. Featured on web, app & signage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Up to 3 Available Chapter Hub - Where attendees gather to learn about their local chapter, and latest SHRM news. Featured on app.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 5 Available - AM & PM Let's Do This! Have attendees engage with your brand with participation in an activity. Facilitate AM run/walks, PM energy breaks or other mind/body/spirit wellness-activities to keep attendees alert and energized. Featured on App.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 25 Available Breakout Session - Introduce speaker, & provide informational/promotional item. Featured on: app & signage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 3 Available Feedback is gathered for all sessions. Featured on app form.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 3 Available Evaluation is gathered for the conference. Featured on app form.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Pricing Valid Until Feb 1st 2019	Champion \$25,000	Investor \$20,000	Supporter \$15,000	Ally \$10,000	Fan \$5,000
Details:	PICK 2	PICK 1	PICK 1	PICK 1	PICK 1
Website presence-Mar 1, 2020	<input type="checkbox"/>				
Website presence-Dec 31, 2019	<input type="checkbox"/>	<input type="checkbox"/>			
Partner - Leadership Conference (Jan). Includes presence in marketing materials, signage, table and 5 minutes to speak.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partner - State Council Meeting. Includes presence in marketing materials, signage, table and 5 minutes to speak.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website presence (three months)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SPONSOR TERMS & CONDITIONS:

Full payment for sponsorship is due at time of registration. Registration is online with payment by check or credit card. Mail check payments within 14 days of registering. Sponsorship is assigned with paid registration.

Cancellations received before 12.10.18 will result in the VASHRM State Conference retaining 50% of the Total Spend. Cancellations received between 12.11.18 and 01.11.19, will result in the VASHRM State Conference retaining 75% of the Total Spend. No requests for refunds will be granted after 01.11.19.

The VASHRM State Conference reserves the right to deny sponsorships.

All cancellations and requests for refunds must be in writing to: treasurer@shrmva.org. Cancellation deadlines and fees apply.

REASON
#48 YOUR COMPETITION
WILL BE ATTENDING
YOU SHOULD, TOO

Target Sponsor Opportunities

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Target Sponsor Opportunities do not include exhibit space

Badge/Lanyard Partner **\$7,500**

Attendees and presenters will be wearing your logo around their necks. Your company's logo will be printed on the lanyards and the badge itself. Also includes your company logo on the website, in the mobile app and onsite conference signage.

Conference Wi-Fi Partner **\$7,000**

Help give attendees free Wi-Fi access. They'll appreciate you for providing it and remember your name as the password. Your sponsorship includes onsite signage featuring your company's logo and a custom splash screen.

Charging Station Partner **\$7,000**

Every time attendees, speakers, and exhibitors stop to charge their devices they'll be greeted with your company's logo at the charging station.

Lunch Partner **\$7,000**

High quality lunches are served to all registered attendees in the Marketplace. In addition to the sponsor's logo prominently displayed on signage, your company will be featured on onsite conference signage.

Gift Sponsor Partner **\$6,500**

Show the volunteers and/or speakers how much you appreciate them. Sponsorship includes a gift for each volunteer. and distribution of collateral or promotional item.

Break Partner **\$4k (morning or afternoon)**

Every time an attendee looks for a coffee, tea or water in the Marketplace, they'll see your company logo. Sponsor may distribute approved collateral or promotional item in the break area of Marketplace.

HR YP Reception Partner **\$4,000**

Get direct access to the young professional attending the conference by sponsoring the Young Professionals' Reception. This is the best social for fun, networking and catching the attention of ambitious professionals. Sponsor logo and approved collateral will be displaced in event space.

At-Large Reception Partner **\$4,000**

Get direct access to the AT-LARGE SHRM members by sponsoring the At-Large SHRM Member Reception.

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Where Decision Makers Gather
to foster interaction, spark
new connections, generate
ideas and drive conversations

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