



2025 MISHRM State Conference Sponsorship & Exhibitors



STATE CONFERENCE 2025
MISHRM
MICHIGAN COUNCIL OF SHRM



October 15th-17th | DeVos Place - Grand Rapids, MI



Introduction

The Michigan Council of the Society for Human Resource Management (MISHRM) is the leading voice for the human resource profession in Michigan. Dedicated to providing service, leadership, and development opportunities, MISHRM supports HR professionals across the state.

MISHRM's mission is to support state SHRM chapters and serve HR professionals by facilitating networking, offering development opportunities, sharing best practices, and acting as a conduit between MISHRM's shared values encompass excellence, service, respect for the individual, professionalism, and ethical leadership.

One of MISHRM's flagship events is the annual MISHRM Conference & Exhibition, the largest gathering of HR professionals in the state. This conference features world-renowned keynote speakers, educational sessions, networking opportunities, and exposure to the latest HR products and services.

MISHRM is committed to advancing the HR profession and serving the HR community throughout Michigan.



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About Us



The Michigan Council of the Society for Human Resource Management (MISHRM) is dedicated to providing service, leadership and development opportunities to human resource professionals in our state. MISHRM is the leading voice for the human resource profession in Michigan.

The Michigan Council of SHRM exists to provide opportunities for local SHRM chapters to network, share best practices, provide development opportunities to their members and act as a conduit to SHRM.

Purpose

- Facilitate communication between the Michigan HR professionals we serve and SHRM
- Promote HR professional development
- Monitor and influence state legislation
- Provide networking opportunities for HR professionals
- Support local professional and student chapters

Shared Values

- Excellence
- Service
- Respect for the Individual
- Professionalism
- Ethical Leadership



Meet Our Team



MISHRM
MICHIGAN COUNCIL OF SHRM



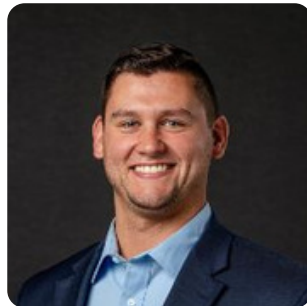
Monica Lloyd
State Director



Chris Dotson
State Director Elect



Kristen Davidson
Past State Director



Ryan Ducharme
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Mary Dale
Treasurer



Toni Floback Greiner
Association & Event Manager



James Reid
Resource Partner Director

About The Event



The MISHRM State Conference is the premier event for human resources professionals across the state, and the 2025 conference theme is “Authenticity in Action.”

In 2025, we are focused on how authenticity drives true leadership, engagement, and transformation in HR. This year’s theme emphasizes bringing your true self into every aspect of your professional life. We encourage attendees to explore and implement authentic approaches that inspire change and foster connection. The key focus areas for the 2025 conference will be:

- **Lead with Integrity:** Unlock the power of authentic leadership in fostering trust and transparency within your teams.
- **Build Genuine Connections:** Strengthen relationships with employees, colleagues, and peers by embracing authenticity in communication and collaboration.
- **Create an Inclusive Culture:** Learn how authenticity can help you develop inclusive environments where individuals feel valued and empowered.
- **Embrace Change with Confidence:** Navigate the evolving HR landscape by staying true to your values while adapting to new trends and challenges.
- **Drive Organizational Success:** Discover how an authentic organizational culture boosts morale, engagement, and overall performance.

Join us for an inspiring three-day event with industry-leading keynote speakers, insightful breakout sessions, and interactive networking opportunities. Whether you're new to HR or a seasoned professional, the MISHRM Annual Conference offers valuable learning experiences and an opportunity to connect with like-minded individuals who are passionate about creating more authentic workplaces.

With 40+ breakout sessions covering a range of topics, you'll gain fresh perspectives, actionable strategies, and certification credits that can enhance your professional journey. Don't miss the chance to immerse yourself in the latest HR trends, tools, and innovations.

Breakout sessions will be available on-demand after the conference with the Breakout Session On-Demand add-on, so you can revisit key insights whenever you need.

This is your opportunity to take authenticity from concept to action—become part of the movement at the MISHRM State Conference 2025!

Event Highlights

1000+ Attendees

90+ Exhibitors

3 Days

2 Networking Evening Events

1 Unforgettable Conference

Exhibit Event Schedule



For the full schedule please visit our website

**Tues
OCT
14**

10:00am-5:00pm

Exhibitor Load-in Hours



**Wed
OCT
15**

8:00am-12:00pm

Exhibitor Load-in Hours

12:00pm-2:00pm

Exhibit Hall Open

4:00pm-6:00pm

Exhibit Hall Kick Off Reception Networking Event



**Thur
OCT
16**

7:00am-5:00pm

Exhibit Hall Hours

4:00pm-4:30pm

Exhibit Hall Prize Giveaways

5:00pm-8:00pm

Exhibit Hall Load Out Hours

6:30pm-9:30pm

HR Extravaganza Networking Event



Sponsor Benefits



whoVA SPONSOR REPORT

SPONSOR TOTAL

14

SPONSOR IMPRESSIONS TOTAL

622,341

Our 2024 Conference featured 14 sponsors, generating an impressive 622,341 impressions and high visibility for participating brands. Sponsors also saw direct attendee engagement, including likes and the ability to showcase company videos.

Brand Visibility

Join us as a sponsor and showcase your brand to a highly engaged audience! With the potential to generate hundreds of thousands of impressions, share company videos, and connect directly with attendees, this is the perfect opportunity to elevate your visibility and drive meaningful engagement.

Exclusive Admission Pricing

Don't miss this opportunity to experience the full conference at an unbeatable value! For a limited time, enjoy discounted full-conference admission and gain access to all sessions, keynotes, and networking opportunities. Every Sponsor is able to purchase two full-conference registrations at \$550 each.

Priority Renewal Rights

We are pleased to offer our valued sponsors priority renewal rights for the 2026 State Conference. This exclusive opportunity ensures you have the first option to continue your partnership with us, securing your spot before we open sponsorships to new partners. By renewing early, you maintain your brand's prominent presence and capitalize on the momentum built in previous years. We value our ongoing collaboration and look forward to the possibility of continuing our successful partnership into 2026



2025 Sponsorship Packages

Conference Sponsor Levels

Diamond

Platinum

Gold

Silver

Bronze

All Sponsorship Levels Include:

- Ability to purchase two full-conference registrations at \$550 (\$150 discount per registration on MEMBER pricing)
- Priority Renewal rights for 2026 Conference
- Exhibitors receive a 10% discount on sponsorships
- Resource Partners receive a 15% discount on sponsorships
- Sponsorship deadline: September 1st, 2025

Conference Add Ons

*** Must purchase a conference level package to be eligible to purchase an add on*

Lanyard

Water Bottle/Cup

Exhibit Hall Kick Off

HR Extravaganza

Selfie Station

Pre-Conference Workshop

HR Student Games

Thursday Snack Break

HR Awards: Premier

HR Awards

2025 Sponsorship Packages

Conference Sponsor Levels

Diamond - 2 Available

\$10,000

- Includes the opening or closing ceremonies:
 - Provide welcome remarks & play a 3 min informational video before the keynote presentation.
 - Logo on transitional slideshow
 - Premium VIP reserved table seating at the keynote function
 - Double exhibit booth with four booth attendees
 - Custom push notification sent out on the app with thank you
- 2 full-conference registrations
- Logo on conference sponsorship signage throughout the venue
- Logo recognition in all breakout rooms
- Level specific push out on conference app
- Logo with link to company website on the conference website
- Logo on the conference app

Platinum - 10 Available

\$5,000

- 1 full-conference registrations
- Logo on conference sponsorship signage throughout the venue
- Logo recognition in all breakout rooms
- Level specific push out on conference app
- Logo with link to company website on the conference website
- Logo on the conference app

Gold - 15 Available

\$2,000

- Logo recognition in all breakout rooms
- Level specific push out on conference app
- Logo with link to company website on the conference website
- Logo on the conference app

Silver - 20 Available

\$1,000

- Level specific push out on conference app
- Logo with link to company website on the conference website
- Logo on the conference app

Bronze (Perfect for small enterprises) - 25 Available

\$500

- Logo with link to company website on the conference website
- Logo on the conference app

2025 Sponsorship Packages

Conference Add Ons

*** Must purchase a conference level package to be eligible to purchase an add on*

Lanyard - 1 Available

\$2,500

- All attendees will receive a lanyard upon registration check in
- Logo co-branded with MISHRM on conference lanyard

Water Bottle/Cup - 1 Available

\$2,500

- All attendees will receive a water bottle upon registration check in
- Logo co-branded with MISHRM on water bottle/cup

Exhibit Hall Kick Off Reception - 1 Available

\$2,000

- Signage at the event
- Push notification sent out on the app with thank you
- Logo on drink tickets provided to attendees

HR Extravaganza - 1 Available

\$2,000

- Signage at the event
- Push notification sent out on the app with thank you
- Logo on drink tickets provided to attendees

Selfie Station - 1 Available

\$1,500

- Signage at selfie station throughout the conference
- Push notification sent out on the app with thank you

Pre-Conference Workshop - 2 Available

\$1,500

- Logo recognition during the workshop
- Push notification sent out on the app with thank you

Thursday Snack Break - 1 Available

\$1,000

- Logo recognition during the snack break on Thursday Afternoon
- Push notification sent out app with thank you

HR Student Games - 1 Available

\$500

- Logo recognition during the HR student games
- Push notification sent out on the app with thank you

HR Awards: Premier - 2 Available

\$1,000

- Logo recognition during the awards
- Push notification through conference app
- Ability to be on stage during the awards
- Present the award & prize to either Lifetime Achievement or Emerging HR Professional with a less than 2 minute speech

HR Awards - 10 Available

\$500

- Logo recognition during the awards
- Push notification through conference app

Exhibitor Benefits



Our 2024 Conference featured 96 exhibitors who collectively generated an impressive 13,323 leads, showcasing the strong networking and business potential of participation. Additionally, exhibitors shared 34 videos and 16 photos, enhancing their engagement and brand visibility with attendees

Brand Recognition

Participating as an exhibitor provides a powerful platform to elevate your brand awareness and connect with a targeted audience. The MISHRM State Conference offers unparalleled visibility through added videos, photos, and direct attendee engagement. Showcase your products or services, strengthen your industry presence, and create lasting impressions that drive meaningful business opportunities.



Exclusive Networking

This event offered unparalleled networking opportunities, with exhibitors generating an impressive 13,323 leads. Through meaningful interactions, attendees and exhibitors were able to connect, build relationships, and explore new business opportunities, making this event a hub for fostering valuable professional connections.

Connections That Drive Results

Exhibitor opportunities at this event are designed to help you secure new business and drive growth. The MISHRM State Conference offers a prime platform to connect with potential clients, showcase your offerings, and establish valuable partnerships. Maximize your ROI by engaging directly with a motivated audience ready to explore innovative products and services.

2025 Exhibitors

The MISHRM State Conference is the largest HR Solutions gathering in Michigan. Throughout this conference, attendees are able to meet with providers of the latest HR products/services and hear presentations from top industry speakers. The conference attracts CEOs, Owners, Presidents, Vice Presidents, Directors, Assistant Directors, Managers, Supervisors, Coordinators, Administrators, and so much more.

Each Booth includes:

- 10' deep X 10' wide booth space (double is 10' deep, 20' wide)
- 8' clothed table
- 2 chairs
- 1 wastebasket
- Electrical hookup
- WIFI
- Meals for all registered booth attendants
- Additional booth attendants
 - Before 9/1/2025: \$200
 - 9/1/2025-9/15/2025: \$250
 - 9/16/2025-10/15/2025: \$400



Lower additional booth attendant pricing



Exhibit Booth Pricing:



- \$2,450 - Early Bird Pricing: April 21st-May 18th
- \$2,750 - Regular Pricing: May 19th-September 1st



- \$4,800 - Early Bird Pricing: April 21st-May 18th
- \$5,400 - Regular Pricing: May 19th-September 1st



**Thank you for your
interest & we are excited
to see you in October!
Please reach out with any
questions.**

Contact

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