

# 2026 MISHRM State Conference Exhibitors



STATE CONFERENCE 2026  
**MISHRM**  
MICHIGAN COUNCIL OF SHRM



October 21<sup>st</sup> -23<sup>rd</sup> | DeVos Place - Grand Rapids, MI

# Why Exhibit?

1

Meet HR decision makers from across Michigan

2

Showcase your solutions to an engaged HR audience

3

Build brand visibility among 1,100+ HR Professionals

4

Generate quality leads through meaningful conversations

5

Strengthen relationships and create new partnerships



# About SHRM Michigan

SHRM Michigan (formerly the Michigan Council of the Society for Human Resource Management) is the premier statewide professional organization dedicated to advancing the human resource profession in Michigan. As the Michigan State Council of the Society for Human Resource Management (SHRM), SHRM Michigan provides service, leadership, and development opportunities to HR professionals and supports local SHRM chapters throughout the state. We act as a central hub for HR networking, best practice sharing, professional growth, and strategic partnership in alignment with SHRM's national mission.

## Our Value

The MISHRM State Conference is the largest HR conference in Michigan, welcoming more than 1,000 HR leaders, decision makers, and practitioners from across the state. Exhibitors connect directly with a highly engaged audience actively exploring HR solutions, tools, and service providers.

Exhibiting at the MISHRM State Conference puts your brand face to face with Michigan's HR community through high-traffic exhibit hall time, intentional networking opportunities, and meaningful one on one conversations. With strong attendee engagement and focused access to buyers, exhibiting delivers valuable connections that support real business growth.





# About Our Conference

The 2026 MISHRM State Conference brings HR professionals together as Culture Catalysts, focusing on the intentional actions, systems, and leadership moments that shape how work gets done and how people thrive. Through inspiring keynotes, practical breakouts, and meaningful connections, attendees gain actionable strategies to turn culture into a measurable driver of engagement, retention, and business success.



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  
[mishrmconference.org](http://mishrmconference.org)



Tues  
OCT  
20

**10:00am-5:00pm** Exhibitor Load-in Hours



Wed  
OCT  
21

**8:00am-12:00pm**  
**1:00pm-2:00pm**  
**3:30pm-3:45pm**  
**4:00pm-6:00pm**

Exhibitor Load-in Hours  
Exhibitor Hall Opens \*\* Soft open at 12:30pm  
Exhibitor Toast \*\* *NEW Last Year!*  
Exhibit Hall Kick Off Reception Networking Event

Thur  
OCT  
22

**7:00am-5:00pm**  
**4:00pm-4:30pm**  
**5:00pm-8:00pm**  
**6:30pm-9:30pm**

Exhibit Hall Hours  
Exhibit Hall Prize Giveaways  
Exhibit Hall Load Out Hours  
HR Extravaganza Networking Event

*\*\* We ask all exhibitors to remain in the hall with a fully set up table until after the exhibit hall giveaways have concluded*



# 2026 Exhibitors



## 2026 Booth Pricing

Dates/Booth Type	Single Booth	Double Booth	Mega Booth**
Early Bird (April 21st - May 18th)*	\$2,750	\$5,600	
Regular Pricing (May 18th Until sold out)	\$2,950	\$5,800	

\*Must use the discount code released in the Vine to receive the early bird discount.

\*\*Mega Booth (4 booths) information available by request.

### Each booth includes:

- 2 (Two) Booth Attendants (Double Booth = 4 (Four))
- 10' deep X 10' wide booth space (double is 10' deep, 20' wide)
- 8' Clothed Table
- 2 (Two) Chairs
- 1 (One) Wastebasket
- Electrical hookup
- WIFI
- Meals for all registered booth attendants
  - Wednesday
    - Boxed Lunch
    - Exhibit Hall Kick Off Reception - Two Drink Tickets and Appetizers
  - Thursday
    - Hot Breakfast
    - Hot Lunch
    - Snack Break
    - HR Extravaganza - Two Drink Tickets and a Full Meal
  - Friday
    - Hot Breakfast



### Additional Booth Attendant Pricing:

Dates	Additional Booth Attendant Pricing
Before 9/1/2026	\$295
9/1/2026-9/15/2026	\$350
9/16/2026 - 10/21/2026	\$550



## EXHIBITOR REPORT

EXHIBITORS TOTAL

**107**

LEADS GENERATED TOTAL

**10202**

The exhibitor data highlights strong engagement, with 107 exhibitors generating a total of 10,202 leads, averaging more than 95 leads per exhibitor. This level of interaction, paired with consistent foot traffic and highly engaged HR decision makers, makes the MISHRM State Conference a proven opportunity for new exhibitors to build visibility, generate qualified leads, and establish meaningful connections with Michigan's HR community.

## EXHIBITOR REPORT

AVERAGE LEADS PER EXHIBITOR

**96**





Exhibit space is limited.  
Claim your spot and  
showcase your solutions to  
a highly engaged HR  
audience.

*\*\* Exhibit Booths Sell Out Every Year*

# Thank You

**Contact**

**Website** [www.mishrmconference.org](http://www.mishrmconference.org)

**Email** [info@mishrm.org](mailto:info@mishrm.org)

