

2026 MISHRM State Conference Sponsorships



STATE CONFERENCE 2026
MISHRM
MICHIGAN COUNCIL OF SHRM



October 21st -23rd | DeVos Place - Grand Rapids, MI

Why

Sponsor?



STATE CONFERENCE 2026
MISHRM
MICHIGAN COUNCIL OF SHRM

Culture
CATALYST

01

Reach 1200+ decision-makers across Michigan

02

Connect directly with buyers and influencers

03

Gain visibility before, during, and after the conference

04

Deliver proven ROI with 500,000+ digital impressions

05

Position your brand at the center of Michigan's leading HR event



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, bringing together more than 1,000 HR leaders, decision makers, and practitioners from across the state. Sponsors gain direct access to a highly engaged audience actively seeking HR solutions, tools, and trusted partners.

Sponsoring the MISHRM State Conference places your brand at the center of Michigan's HR community through strong on site visibility, digital promotion, and continued exposure before, during, and after the event. With proven reach and meaningful engagement, MISHRM sponsorships deliver real connection and measurable value.

SHRM[®] Michigan



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.

Education Meets



FUN



2026

Sponsorship Packages

Conference Partnership Levels

Executive

Impact

Champion

Community

All Sponsorship Levels Include:

- Ability to purchase two full-conference registrations at \$550 (\$150 discount per registration on MEMBER pricing)
- Priority Renewal rights for 2027 Conference
- Exhibitors receive a 10% discount on sponsorships
- Resource Partners receive a 15% discount on sponsorships
- Sponsorship deadline: September 1st, 2026

Conference Sponsorship Add Ons

Exhibit Hall Kick Off

WIFI

HR Extravaganza

Directional Signage

Lanyard

On-Demand

Water Bottle/Cup

First Time Attendee

Selfie Station

Thursday Snack

Pre-Conference

HR Student Games

Wellness Room

HR Awards



Partnership Levels

Benefit/Level	Executive	Impact	Champion	Community
Cost	\$15,000	\$7,500	\$3,000	\$750
Availability	Limited: 2 (Two)	10 (Ten)	15 (Fifteen)	25 (Twenty-Five)
Keynote Package (Main stage time (3 min video) with exclusive opportunity to introduce the keynote speaker, company custom push notification through the app, VIP table, company logo in mainstage slideshows)	X			
Dedicated sponsor feature in pre-conference attendee email (Know Before You Go Email)	X			
Company logo on physical signage throughout the conference	X			
Exhibit booth	Double	Single		
Full-Conference registrations	4 (Four)	2 (Two)	1 (One)	
Mainstage recognition	X	X	X	
Company logo in breakout rooms	X	X	X	
Level specific dedicated push notification on the conference app	X	X	X	
Company logo with link to company website on the conference website	X	X	X	X
Company logo on the conference app	X	X	X	X
Attendee opt-in lead list pre-conference	X	X	X	X
Attendee opt-in lead list post-conference	X	X	X	X

Conference Sponsorship

Add Ons

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

Main Stage Time - \$2,750:

Exhibit Hall Kickoff Reception (1 Available) HR Extravaganza (1 Available)

- Exclusive opportunity to provide welcome remarks 1-2 mins, on the main stage leading into the event/at the event
- Six-foot table at the entrance to the room
- Signage at high traffic areas the event
- Dedicated & company custom push notification on the conference app during the event
- Company logo on drink tickets provided to attendees

Attendee Experience - \$2,000:

Selfie Station (1 Available)

- Company logo signage at the selfie station with sponsor presence

Pre-Conference Workshops (2 Available)

- Company logo displayed in the workshop, on all signage, and a dedicated conference app notification

\$1,000:

Thursday Snack Break (1 Available)

- Company logo recognition at snack stations and a dedicated app notification during snack break

\$500

Wellness Room (1 Available)

- Company logo recognition on the room signage



Company Brand Visibility - \$2,500:

Lanyard (1 Available)

Water Cup/Bottle (1 Available)

- All attendees will receive the physical item upon registration check-in
- Company logo will be co-branded with SHRM Michigan
 - Proofs sent for prior approvals

New & Exciting - \$1,500:

WIFI (1 Available)

- Company logo on badge back featuring company branded WIFI access

Directional Signage (1 Available)

- Company logo on all directional signage (approximately 12 signs)

On-Demand (1 Available)

- Company logo on on-demand communications and login page with two complimentary registrations

First Time Attendee (1 Available)

- Company logo on all first-time attendee communications, 1-2 min welcome with first time attendees, and exclusive inclusion of 1-2 items in each attendee bag (100 total)



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Culture
CATALYST
The Culture Catalyst logo, which is a yellow globe with a blue and white pattern.

Conference Sponsorship

Add Ons

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

HR Awards - \$1,750:

Premier Award Sponsor (2 Available)

- Company logo recognition during the closing ceremonies
- Dedicated push notification on the conference app during the HR Awards
- Exclusive on-stage opportunity during the awards
- Present an award and prize (Lifetime Achievement or Emerging HR Professional) with a <2-minute speech

HR Awards - \$500:

HR Award Sponsor (10 Available)

- Company logo recognition the closing ceremonies
- Mainstage recognition during the awards



Future of HR

HR Student Games - \$1,000:

(1 Available)

- Company logo recognition during the HR student games
- Company logo on signage
- Welcome the students to the MISHRM State Conference with a 1-2 min introduction
- Exclusive opportunity to participate in the HR Games

Team Sponsor - \$500

(6 Available)

- Company logo recognition during the HR student games
- Exclusive opportunity to partner with a school and have direct connection with the team's students



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Let's build
something
meaningful
together



Contact Us



info@mishrm.org



mishrmconference.org

Thank You