

2020 CONFERENCE SPONSORSHIP & EXHIBITOR OPPORTUNITIES

2020 Conference & Exhibition



MISHRM

Building Extraordinary Workplaces

DEVOS PLACE, GRAND RAPIDS, MI | OCTOBER 14-16

Join the largest audience of Human Resource Professionals in the state of Michigan. Stand out to our over 1,000 attendees at the annual State Conference. The MISHRM Conference and Expo is the largest HR solutions gathering in Michigan, where attendees can meet with providers of the latest HR products and services and hear presentations from top industry speakers. The conference attracts CEOs/Owners, Presidents, Vice Presidents, Directors, Assistant Directors, Managers, Supervisors, Coordinators, Administrators and more.

MISHRMCONFERENCE.ORG

KEYNOTE CONFERENCE SPONSOR

\$20,000 (2 available)

ENGAGEMENT OPPORTUNITIES

- Provide welcome remarks at a one of the keynote presentations & ability to play a 3-5 minute informational video

COMPLIMENTARY REGISTRATION

- Up to four conference attendee registrations
- Premium VIP reserved table seating at all keynote functions and HR Extravaganza
- Double exhibit booth with electricity at exhibit hall entrance

ADDITIONAL VISIBILITY & PREMIUM LOGO PLACEMENT

- Full page/full color ad in program
- Conference Website, App and E-blasts
- Logo on transitional slideshow during keynote functions
- Promotional inserts or items in the conference bag

RIGHT OF FIRST OFFER FOR 2021 CONFERENCE

MEAL & BREAK SPONSOR

\$20,000 (1 available)

COMPLIMENTARY REGISTRATION

- Up to four conference attendee registrations
- Premium VIP reserved table seating at all keynote functions and HR Extravaganza
- Double exhibit booth with electricity at exhibit hall entrance

ADDITIONAL VISIBILITY & PREMIUM LOGO PLACEMENT

- Ability to provide line greeters at all meal functions
- Logos on signage on all meal tables
- Full page/full color ad in program
- Signage at all meal functions
- Conference Website, App and E-blasts
- Logo on transitional slideshow
- Promotional inserts or items in the conference bag

RIGHT OF FIRST OFFER FOR 2021 CONFERENCE

Sponsorship Deadline: Monday, August 10th

Logo placement and advertisements are subject to deadlines.

**Complimentary registrations, logo placement and advertisements are subject to deadlines.
Additional registrations may be purchased a la carte at a discounted rate.*

ADDITIONAL SPONSORSHIPS

All sponsorships below include:

- Sponsorship call out in the program by name for sponsorship (i.e. Wednesday Welcome Reception Sponsored by ABC Company)
- Logo with link to website on the conference website
- Logo in the conference program
- Logo on the sponsor page in the conference app
- Half page ad in the conference program
- Ability to place two items in the conference attendee bag
- Industry exclusivity where more than one sponsorship is available

WEDNESDAY WELCOME RECEPTION SPONSOR (1 available): \$5,000

Logo on signage at the welcome reception

HR LEADERSHIP SUMMIT SPONSOR (1 available): \$5,000

Logo on the screen and signage in the room

Opportunity to place information on seats in the room

BREAKOUT SPEAKERS TRACK SPONSOR (1 available per track): \$5,000

Select from: Culture, General, Communications, Data Analytics, Compliance & Benefits, Development, Talent Management and Leadership

Logo on the screen and on signage in the corresponding breakout room

Opportunity to place information on seats in the room before each session

THURSDAY HR EXTRAVAGANZA SPONSOR (1 available): \$5,000

Logo on signage at event and ability to provide welcome from the stage

CONFERENCE TOTE BAG SPONSOR (1 available): \$5,000

Logo on high quality conference bags for attendees

ROOM KEY SPONSOR (1 available): \$4,000

Logo on room keys for hotel guests

NAME BADGE & LANYARD SPONSOR (2 available): \$3,000

Logo on name badge or lanyard

PHONE CHARGING STATION SPONSOR (2 available): \$3,000

Full logo and custom graphic design on one charging station

THURSDAY HR EXTRAVAGANZA ENTERTAINMENT SPONSOR (1 available): \$3,000

Signage on stage with entertainment

Special recognition from the entertainers from the stage

For more information on sponsorship & exhibitor opportunities contact

Eric Jones / ejones@workforcepayhub.com



EXHIBIT AT THE MISHRM STATE CONFERENCE

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SINGLE EXHIBIT BOOTH

Early Bird \$1,750
Before July 17

Regular Price \$1,900
July 18 - September 1

DOUBLE EXHIBIT BOOTH

Early Bird \$3,500
Before July 17

Regular Price \$3,800
July 18 - September 1

EACH BOOTH INCLUDES:

- 10' deep x 10' wide booth space (Double is 10' deep x 20' wide)
- 8' clothed table with 2 chairs and 1 wastebasket
- Electrical hookup and WiFi
- Meals for two (2) individuals
- Access to all speakers and conference events
- Ability to provide item for conference bag

Additional booth representatives may be registered for \$175 additional each

Click here for current booths available
<https://mishrmconference.org/exhibitors.html>

QUICK SCHEDULE

Wednesday, October 14

5:30pm-7:00pm	Exhibit Hall Hours
7:00am-2:00 pm	Load In with light continental breakfast
11:30am-12:45 pm	Lunch with conference attendees in Main Ballroom
5:30 pm - 7:00 pm	Exhibit Hall Grand Opening and Reception

Thursday, October 15

7:00 am-4:00 pm	Exhibit Hall Hours
7:00 am-8:20 am	Breakfast in Exhibit Hall
11:30 am-1:00 pm	Lunch in Exhibit Hall
6:30 pm-9:00 pm	HR Extravaganza

Friday, October 16

7:00 am-9:00 am	Exhibit Hall Hours
7:00 am-8:30 am	Breakfast in Exhibit Hall
9:00 am-12:00 pm	Load Out

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