

2021 STATE CONFERENCE

Sponsorship & Exhibitor Opportunities



October 13 – 15
DeVos Place
Grand Rapids, MI
mishrmconference.org



STATE CONFERENCE 2021

MISHRM
MICHIGAN COUNCIL OF SHRM

Live Sponsorships

All Sponsorships Include

- Sponsorship call out on the website and app by name for sponsorship (i.e. Exhibit Hall Sponsored by ABC Company)
- Logo with link to website on the conference website
- Ability to place two items in the conference bag
- Logo on conference app
- Industry exclusivity where more than one sponsorship is available
- Opportunity to have short video hosted on our conference website
- Right of first offer for 2022 conference

Keynote Sponsor (3 Available)

\$10,000

- Provide welcome remarks before a keynote presentation
- Ability to play a 3-5 minute informational video
- Premium VIP reserved table seating at all keynote functions and HR Extravaganza
- Double exhibit booth with four attendees at exhibit hall entrance (\$3500 value)
- Conference Website, App and E-blasts
- Logo on transitional slideshow during keynote functions
- Promotional inserts or items in the conference bag
- Push notification sent out on the app thanking you

Name Badge/Lanyard Sponsor (1 Available)

\$7,500

- Logo on Name Badge and Lanyard

Conference Tote Bag Sponsor (1 Available)

\$7,500

- Logo on high quality conference bags for attendees

Kick Off Happy Hour Sponsor (1 Available)

\$5,000

- Welcome remarks from the stage
- Signage at the event
- Logo on transitional slideshow
- Push notification sent out on the app thanking you

Exhibitors receive a 10% discount, Resource Partners receive a 15% discount.

Sponsorship Deadline: Friday, August 6th Logo placement and advertisements are subject to deadlines.

For more information on sponsorship & exhibitor opportunities please contact: Eric Jones / ejones@workforcepayhub.com

Meal Sponsor (2 Available)	\$5,000
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- Ability to provide line greeters at all meal functions
- Signage at all meal functions
- Logo on transitional slideshow
- Push notification sent out on the app thanking you

All Day Break Sponsor (2 Available):	\$5,000
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- Ability to provide line greeters at all break functions
- Logos on signage at breaks
- Logo on transitional slideshow
- Push notification sent out on the app thanking you

Volunteer Brunch Sponsor (1 Available):	\$5,000
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- Welcome remarks from the stage
- Signage at the event
- Logo on transitional slideshow
- Push notification sent out on the app thanking you

Thursday HR Extravaganza Sponsor (1 Available):	\$5,000
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- Logo on signage at event
- Ability to provide welcome from the stage
- Logo on transitional slideshow
- Push notification sent out on the app thanking you

Thursday HR Extravaganza Entertainment Sponsor (1 Available):	\$5,000
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- Logo on signage at event
- Ability to provide welcome from the stage
- Logo on transitional slideshow
- Push notification sent out on the app thanking you

Mobile App Sponsor (1 Available):	\$5,000
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- Official sponsor of the mobile app
- Includes a logo banner ad on app
- Two push notifications sent out during the event

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Room Key Sponsor (1 Available):	\$5,000
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- Logo on room keys for hotel guests

WiFi Sponsor (1 Available):	\$5,000
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- Logo on the welcome tile page for logging in

Breakout Session Track Sponsor (1 Available Per Track):	\$3,000
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- Select from: Culture, General, Communications, Data Analytics, Compliance & Benefits, Professional Development, Talent Management, Leadership, Recruiting, Other
- Logo on the screen in the corresponding breakout room
- Tracked listed as “sponsored by” in app, agenda and platform

Networking Lounge Sponsor (6 Available)	\$2,500
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- Signage at new networking lounge with couches and conversational seating

Sponsored Giveaways (Multiple)	\$1,500 per prize
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Example below. Attend closing session and winners will be announced LIVE!

Sonos Move

Battery-powered, Smart Speaker, Wi-Fi and Bluetooth and Alexa built-in



Sponsored by

Bose Noise Cancelling Headphones



Sponsored by

iPad

32 GB, Wi-Fi, 10.2" Retina Display



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Additional Sponsorships to Support Virtual Attendees

All Sponsorships Include

- Sponsorship call out on the website and app by name for sponsorship (i.e. Exhibit Hall Sponsored by ABC Company)
- Logo with link to website on the conference website
- Industry exclusivity where more than one sponsorship is available
- Special verbal stage recognition at live event broadcasted to virtual attendees
- Opportunity to have short video hosted on our conference website

Happy Hour Sponsor with Guest Mixologist – VIRTUAL \$2,000

- Special virtual happy hour with guest mixologist. Includes special thank you at beginning and end of happy hour, logo on cocktail making list, two-minute welcome at beginning of happy hour.

Coffee Break Sponsor – VIRTUAL \$5,000

- Treat those attending from home to a coffee! Sponsor a coffee break for those attending virtually with a coffee voucher.

Attendee Welcome Swag Package Sponsor – VIRTUAL (available to the first 200 virtual registrants registered)

Co-branded Orbit Wireless Phone Charging Pad	\$5,000
Custom co-branded “quote” Mouse Pad	\$5,000
MISHRM Logo Socks	\$5,000
Co-branded Notebook & Pen Sponsor	\$5,000
Granola Bar Sponsor	\$ 1,500
Additional Snack Sponsor	\$ 1,500

Sponsored Giveaways – VIRTUAL \$1,500 per prize

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Exhibit at the MISHRM 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. This year the conference will offer live and virtual attendance. There will be exposure to both audiences. Booth numbers will be selected closer to the conference based on state guidelines.

QUICK SCHEDULE (live)

Tuesday, October 12th

1:00 pm – 5:00 pm Exhibitor Load In

Wednesday, October 13th

7:00 am – 10:00 am Exhibitor Load In

11:30 am – 1:00 pm Exhibit Hall Hours (cash prizes for attendees)

4:30 pm – 6:00 pm Exhibit Hall Happy Hour (cash prizes for attendees)

Thursday, October 14th

11:30 am – 1:30 pm Exhibit Hall Hours (cash prizes for attendees)

1:30 pm Exhibitor Load Out

6:30 pm – 9:00 pm HR Extravaganza Networking Event

Friday, October 15th

11:00 am – 12:30 pm Volunteer Leader, Exhibitor and Resource Partner Brunch (NEW)

EACH BOOTH INCLUDES

\$1750 per booth

- 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
- Exhibitors receive a 10% discount on all sponsorships

August 6th registration deadline.

For more information on exhibitor opportunities contact
Eric Jones / ejones@workforcepayhub.com

