

2022 STATE CONFERENCE

Sponsorship & Exhibitor Opportunities



October 19-21
DeVos Place
Grand Rapids, MI
mishrmconference.org



STATE CONFERENCE 2022
MISHRM
MICHIGAN COUNCIL OF SHRM
MAKE YOUR MARK

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 2023 conference

Keynote Sponsor (1 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 (\$3,900 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 5th. 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 Luncheon 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
<ul style="list-style-type: none"> • Logo on room keys for hotel guests 	
WiFi Sponsor (1 available)	\$5,000
<ul style="list-style-type: none"> • Logo on the welcome tile page for logging in 	
Breakout Session Track Sponsor (1 available per track)	\$3,000
<ul style="list-style-type: none"> • 2022 Topics/Tracks: Legal, Recruiting, Training & OD, Benefits, Employee engagement & retention, and Leadership • Logo on the screen in the corresponding breakout room • Track listed as “sponsored by” in app, agenda and platform 	
Dunk Tank Sponsor (Multiple available)	\$2,000
<ul style="list-style-type: none"> • Logo on signage 	
HR Awards Sponsor (Multiple available)	\$1,000
<ul style="list-style-type: none"> • Logo recognition during awards 	

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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.

QUICK SCHEDULE

Wednesday, October 19th

9:00 am – 3:00 pm Exhibitor Load In
4:30 pm - 6:30 pm Exhibit Hall Happy Hour

Thursday, October 20th

7:00 am – 8:30 am Breakfast in Exhibit Hall
9:00 am – 5:00 pm Exhibit Hall Hours
12:00 pm – 1:30 pm Lunch in Exhibit Hall
1:45 pm – 2:15 pm 2023 Booth Location Raffle for Exhibitors
4:00 pm – 5:00 pm Exhibitor Prize Giveaway in Exhibit Hall
5:00 pm – 9:00 pm Exhibitor Load Out
6:30 pm – 9:30 pm HR Extravaganza Networking Event

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
- Ability to provide item for conference bag
- Additional booth representatives may be registered for \$250 additional each
- Exhibitors receive a 10% discount on all sponsorships

Single Booth

Two attendees

\$1,950 Jan. 1-June 1

\$2,050 June 2-Sept. 30

Double Booth

Four Attendees

\$3,900 Jan. 1-June 1

\$4,100 June 2-Sept. 30

NEW Mega Booth (4 Booths)

Up to eight attendees

\$7,400 Jan. 1-June 1

\$7,800 June 2-Sept. 30

Buy a mega booth and receive a \$100 discount per booth – Up to eight attendees

Premium Booths

\$300 additional per booth.

See the MISHRM Conference website for locations. All MISHRM Resource Partners Receive a Premium Booth at no additional cost. Ask how you can join the MISHRM Resource Partner Program!

August 5th registration deadline.

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