

2023 STATE CONFERENCE

Sponsorship & Exhibitor Opportunities



October 18-20
DeVos Place
Grand Rapids, MI
mishrmconference.org



STATE CONFERENCE 2023
MISHRM
MICHIGAN COUNCIL OF SHRM
Untangle Your Inspiration

Sponsorship Opportunities

All conference 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
- Right of first offer for 2024 conference

Keynote Sponsor (1 available) 2023 Closing Keynote by Mitch Albom



- 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
- Logo on transitional slideshow during keynote functions
- Promotional inserts or items in the conference bag
- Custom push notification sent out on the app thanking you



Water Bottle Sponsor (1 available)

\$10,000

- We are going green! All attendees will receive a water bottle in the conference bag
- Lasting exposure with MISHRM attendees after the conference
- Logo co-branded with MISHRM on high quality water bottle



Lanyard Sponsor (1 available)

- Logo co-branded with MISHRM on the lanyard

Room Key Sponsor (1 available)



- Logo co-branded with MISHRM on room keys for hotel guests

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

Sponsorship Deadline: August 11th. Logo placement and advertisements are subject to deadlines.

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

Thursday HR Extravaganza Sponsor (1 available)



- Logo on signage at event
- Ability to provide 2 minute welcome from the stage at the HR Extravaganza
- Logo on transitional slideshow
- Push notification sent out on the app thanking you
- Logo on drink tickets provided to attendees
- Logo on cocktail napkins

Meal Sponsor (2 available)

\$5,000

- Logo on 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

- Logo on signage at breaks
- Logo on transitional slideshow
- Push notification sent out on the app thanking you



Charging Station Sponsor (5 available)

\$5,000

- Logo on fully branded charging station in exhibit hall

Thursday HR Extravaganza Entertainment Sponsor (1 available)



- 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

Exhibit Hall Kick Off Reception Sponsor (1 available)



- Welcome remarks from the main stage before event
- Signage at the event
- Logo on transitional slideshow
- Push notification sent out on the app thanking you
- Logo on drink ticket provided to attendees

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

Sponsorship Deadline: August 11th. Logo placement and advertisements are subject to deadlines.

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Mobile App Sponsor (1 available)

\$5,000

- Official sponsor of the mobile app
- Includes a logo banner ad on app
- Two push notifications sent out during the event

WiFi Sponsor (1 available)

\$5,000

- Logo on the welcome tile page for logging in



NEW! HR Games Sponsor (7 available) \$2,000 or \$10,000 for all seven

- Sponsor a college team at the HR Games and expose your company to the future workforce
- Logo on signage
- Logo on slide in HR Games
- Main stage thank you from MISHRM leadership

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

Sponsorship Deadline: August 11th. Logo placement and advertisements are subject to deadlines.

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HR Award Sponsorship Opportunities

The Michigan Council of the Society for Human Resource Management (MISHRM) is pleased to announce the 2023 Human Resources Life-time Achievement Award, Emerging HR Professional of the Year, MISHRM Chapter Volunteer Leader of the Year of Award, and MISHRM State Council Volunteer Leader of the Year Award. These awards honor the outstanding performances of HR professional throughout our state. The award presentation will take place on October 20, 2023.

All HR Award 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
- Logo on conference app

HR Award Sponsor: Platinum Level

\$1,000 or equivalent in-kind donation

- Logo recognition during the awards
- Ability to be on stage during the awards
- Ability to place two items in the conference bag

HR Award Sponsor: Gold Level

\$750 or equivalent in-kind donation

- Logo recognition during the awards
- Ability to place one item in the conference bag

HR Award Sponsor: Silver Level

\$500 or equivalent in-kind donation

- Logo recognition during awards

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

Sponsorship Deadline: August 11th. Logo placement and advertisements are subject to deadlines.

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

Exhibit at the MISHRM State Conference

The MISHRM State Conference 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

Tuesday, October 17th

10:00 a.m. – 5:00 p.m. Exhibitor Load In

Wednesday, October 18th

8:00 a.m. – 12:00 p.m. Exhibitor Load In

1:00 p.m. - 2:00 p.m. Exhibit Hall Opens

4:00 p.m. - 6:30 p.m. Exhibit Hall Kick Off Reception

Thursday, October 19th

7:00 a.m. – 5:00 p.m. Exhibit Hall Hours

7:00 a.m. - 8:30 a.m. Breakfast & Exhibit Hall

11:30 a.m. - 2:00 p.m. Lunch & Exhibit Hall

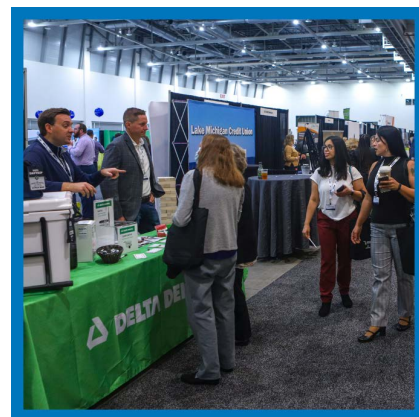
4:30 p.m. - 5:00 p.m. Exhibitor Prize Giveaway

5:00 p.m. - 8:00 p.m. Exhibitor Load Out

6:30 p.m. - 9:30 p.m. HR Extravaganza

NEW!

Increased dedicated exhibit
trade show time by 2.5 hours



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
- Exhibitors receive a 10% discount on all sponsorships
- Additional booth representatives may be registered at the rates listed below:
 - Before September 27: \$250 per person
 - After September 27: \$300 per person
 - On-site: \$350 per person

SINGLE BOOTH

Two attendees
\$2,250 Jan. 1-May 1
\$2,550 May 2-Sept. 27

DOUBLE BOOTH

Four attendees
\$4,500 Jan. 1-May 1
\$5,100 May 2-Sept. 27

MEGA BOOTH

4 Booths / Up to eight attendees
\$8,600 Jan. 1-May 1
\$9,800 May 2-Sept. 27
Buy a mega booth and receive a \$100 discount per booth

PREMIUM BOOTH

\$300 per additional booth
See the MISHRM State Conference Website for locations.

September 27th registration deadline.

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