



2024 MISHRM STATE CONFERENCE

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

October 23rd-25th
DeVos Place
Grand Rapids, MI
mishrmconference.org



STATE CONFERENCE 2024
MISHRM
MICHIGAN COUNCIL OF SHRM
Forward Your Path

Sponsorship Opportunities

All Sponsorships include:

- Sponsorship call out on the website and app by name (i.e. Keynote Opening Sponsored by ABC Company)
- Logo with link to company website on the conference website
- Logo on the conference app
- Industry exclusivity where more than one sponsorship is available
- Right of first offer for 2025 conference
- Ability to purchase two conference registrations at \$500 each (\$150 discount)

2024 Opening Keynote Sponsor (1 available)

- Provide welcome remarks before the keynote presentation
- Ability to play up to an informational video (up to 2 minutes long)
- Premium VIP reserved table seating at the opening keynote function
- Double exhibit booth with four attendees
- Logo on transitional slideshow during opening keynote functions
- Custom push notification sent out on the app with thank you



SOLD!

2024 Closing Keynote Sponsor (1 available)

- Provide welcome remarks before the keynote presentation
- Ability to play up to an informational video (up to 3 minutes long)
- Premium VIP reserved table seating at the closing keynote function
- Double exhibit booth with four attendees
- Logo on transitional slideshow during opening keynote functions
- Custom push notification sent out on the app with thank you



SOLD!

Water Bottle/Cup Sponsor (1 available)

\$5000

- All attendees will receive a water bottle upon registration check in
- Logo co-branded with MISHRM on water bottle/cup

Lanyard Sponsor (1 available)

- All attendees will receive a lanyard upon registration check in
- Logo co-branded with MISHRM on conference lanyard



SOLD!

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

Sponsorship Deadline: September 1st. Logo placement and advertisements are subject to deadlines

For more information on sponsorship & exhibitor opportunities please contact Alejandra Juarez / alejandra.juarez@usi.com

Sponsorship Opportunities Continued

Room Key Sponsor (1 available)

\$5000

- All hotel guests will receive a room key upon check in
- Logo co-branded with MISHRM on hotel room key

2024 Thursday HR Extravaganza Sponsor (1 available)

SOLD!

- Logo on signage at event
- Ability to provide welcome from the stage
- Logo on Transitional Slideshow
- Push notification sent out on the app with thank you
- Logo on drink tickets provided to attendees

Exhibit Hall Kick Off Reception Sponsor (1 available)

\$4000

- Signage at the event
- Push notification sent out on the app with thank you
- Logo on drink tickets provided to attendees

Selfie Station Sponsor (1 available)

\$2500

- Signage at selfie station throughout the conference
- Push notification sent out on the app with thank you

Legislative Workshop Sponsor (1 available)

\$2500

- Logo recognition during the workshop
- Push notification sent out on the app with thank you

Leadership Workshop Sponsor (1 available)

\$2500

- Logo recognition during the workshop
- Push notification sent out on the app with thank you

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

Sponsorship Deadline: September 1st. 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 2024 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 24, 2024.

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- Logo with link to company website on the conference website
- Logo on the conference app
- Right of first offer for 2025 conference

HR Award Sponsor: Platinum Level

\$1500 or equivalent in-kind donation (2 available)

- Logo recognition during the awards
- Push notification through conference app
- Ability to be on stage during the awards
- Present the award & prize to either Lifetime Achievement or Emerging HR Professional with a less than 2 minute speech

HR Award Sponsor: Gold Level

\$1000 or equivalent in-kind donation (4 available)

- Logo recognition during the awards
- Push notification through conference app
- Ability to be on stage during the awards

HR Award Sponsor: Silver Level

\$750 or equivalent in-kind donation (5 available)

- Logo recognition during the awards
- Push notification through conference app

HR Award Sponsor: Bronze Level

\$500 or equivalent in-kind donation (5 available)

- Logo recognition during the awards

**** In-kind donations for award recipients (physical awards, gift cards for prize basket, etc)**

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

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Exhibit at the MISHRM State Conference

The MISHRM State Conference is the largest HR Solutions gathering in Michigan. Throughout this conference, attendees are able to meet with providers of the latest HR products/services and hear presentations from top industry speakers. The conference attracts CEOs, Owners, Presidents, Vice Presidents, Directors, Assistant Directors, Managers, Supervisors, Coordinators, Administrators, and so much more.

Quick Schedule

Tuesday, October 22nd

10:00am-5:00pm: Exhibitor Load-in Hall C

Wednesday, October 23rd

8:00am-12:00pm: Exhibitor Load-in Hall C

1:00pm-2:00pm: Exhibit Hall C Opens

4:00pm-6:00pm: Exhibit Hall Kick Off Reception

Thursday, October 24th

7:00am-5:00pm: Exhibit Hall Hours

7:00am-8:30am: Breakfast & Exhibit Hall

11:30am-2:00pm: Lunch & Exhibit Hall

4:30pm-5:00pm: Exhibit Hall Prize Giveaway

5:00pm-8:00pm: Exhibitor Load Out

6:30pm-9:30pm: HR Extravaganza



Each Booth Includes:

- 10' deep X 10' wide booth space (Double is 10' Deep, 20' Wide)
- 8' clothed table with 2 chairs & 1 wastebasket
- Electrical hookup & WIFI
- Meals for booth attendees (number changes based on booth size)
- Exhibitors receive 10% discount on all sponsorships
- Additional booth representatives may be registered at the rates listed below:
 - Before September 1st: \$250/person
 - After September 1st: \$300/person
 - On-site: \$350/person

SINGLE BOOTH

- Two attendees
- \$2,250 May 24-- June 21
- \$2,550 June 22 - September 1

DOUBLE BOOTH

- 2 Booths/Four attendees
- \$4,500 May 24-- June 21
- \$5,100 June 22 - September 1

MEGA BOOTH

- 4 Booths/up to eight attendees
- \$8,600 May 24-- June 21
- \$9,800 June 22 - September 1

PREMIUM BOOTH

\$300 per additional booth, see the registration website for locations

Exhibitor Deadline: September 1st

For more information on exhibitor opportunities please contact Alejandra Juarez / alejandra.juarez@usi.com