

# SHRM<sup>®</sup> Michigan

## Resource Partners

Our Resource Partner Program gives businesses unique opportunities to stand out and connect with Michigan's HR community. Partners gain year round visibility through MISHRM events and communications, keeping your brand top of mind with HR professionals across the state.

The program is flexible. Whether you have limited time or want to fully engage, you will find value. Enjoy benefits at your own pace while strengthening your presence and impact in the HR community.

Resource Partner Benefit - State Conference	Silver	Gold	Platinum
Logo on the State Conference app	✓	✓	✓
Ticket(s) to Reception for Volunteers, Chapter Leaders and RPs Platinum - Three (3) Tickets, Gold - Two (2) Tickets, Silver - One (1) Ticket	✓	✓	✓
Single Booth in Exhibit Hall Opened Two weeks Prior to Public Sales - \$2,550 Value		✓	✓
Digital Slide Recognition in Breakout Rooms		✓	✓
Digital Slide Recognition on Main Stage		✓	✓
Tickets to an Exclusive Resource Partner Event during the state conference Platinum - Six (6) Tickets, Gold - Four (4) Tickets		✓	✓
One Potential speaking engagement at the State Conference. Must submit speaker application by deadline to approval of speaker committee			✓

Resource Partner Benefit - Marketing & Communications	Silver	Gold	Platinum
Logo, Bio, and Link to Company Website on the SHRM Michigan Website	✓	✓	✓
Company Branded Posts on MISHRM Social Medias Platinum - Six (6) Posts, Gold - Three (3) Posts, Silver - One (1) Post	✓	✓	✓
One (1) Submission to the Vine Newsletter per month	✓	✓	✓
Company & Speaker Added to Online Speaker Database		✓	✓
One (1) Eblast to 16,000 subscribers per year.			✓

Resource Partner Benefit - Meetings & Networking	Silver	Gold	Platinum
Monthly Resource Partner Virtual Meeting	✓	✓	✓
Ticket(s) to the Bi-yearly Volunteer Leadership Summit (VLS) Networking events Platinum - Three (3) Tickets, Gold - Two (2) Tickets, Silver - One (1) Ticket	✓	✓	✓
Introduction to Chapter Leaders for opportunities to speak at Chapter Meetings		✓	✓
Logo recognition at meetings and events		✓	✓
One (1) Ticket to attend the Learn & Lean regional educational networking events		✓	✓
One (1) ticket to the MISHRM @ SHRM National Networking Event		✓	✓

# 2026 New Partner Payment Prorating



Month	Silver	Gold	Platinum
	** No Conference Booth	** Conference Booth	** Conference Booth
January	\$2,500	\$5,000	\$7,500
February	\$2,500	\$5,000	\$7,500
March	\$2,500	\$5,000	\$7,500
April	\$2,500	\$5,000	\$7,500
May	\$1,700	\$4,100	\$6,200
June	\$1,500	\$3,800	\$5,700
July	\$1,300	\$3,600	\$5,300
August	\$1,100	\$3,400	\$4,900
September	\$900	\$3,200	\$4,500
October	\$700	\$3,000	\$4,100
November	\$500	\$500	\$900
December	\$300	\$300	\$500

## Platinum Partnership Level Offers Industry Segment Exclusivity

Resource Partners receive priority selection in exhibit booths, based on availability. Premium booth availability is not guaranteed after registration opens. Booth fees are nonrefundable, even if the booth is not used.

Contracts signed after July 1, 2026 will include the prorated for 2026 and the full payment for 2027.

# Ready to Commit?



Platinum



Gold



Silver

