

SHRM'S

**diversity &  
inclusion**

CONFERENCE + EXPOSITION

**exhibitor & sponsorship  
opportunities**

OCT 23-25, 2017 | SAN FRANCISCO, CA | HYATT REGENCY SAN FRANCISCO



# why exhibit

**SHRM's** Diversity & Inclusion Initiative, established in 1993, seeks to foster awareness and appreciation of workplace diversity issues among HR professionals, their employers and other business leaders.

Making the business case for diversity and valuing individual differences are cornerstones of this initiative. This two-and-a-half-day conference allows registrants to participate in guided dialogue sessions that focus on emerging issues, current research and compliance legislation.

Exhibiting at SHRM's Diversity & Inclusion Conference & Exposition will enable you to meet with human resource professionals responsible for diversity within their organizations. Attendees represent top leaders in the field of diversity and inclusion management. With more than 700 attendees expected, you'll have the opportunity to showcase your company in an intimate setting that encourages dialogue and fosters strong relationships.

## top reasons to attend

### ■ GENERATE NEW LEADS AND INCREASE SALES

Make the right connections and expand your customer base. Build recognition of your company name, products and services.

### ■ MEET AND NETWORK WITH HIGH-LEVEL DECISION-MAKERS

Reach leading buyers and key stakeholders in the industry from around the country.

### ■ GAIN VALUABLE CUSTOMER FEEDBACK

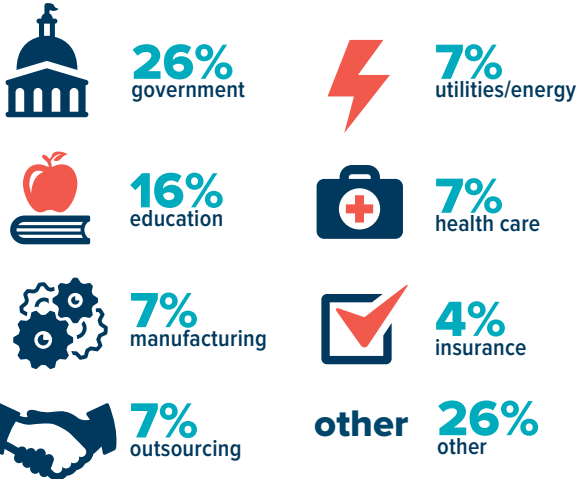
Meet face to face with hundreds of potential customers in a short period of time while also benefiting from brand exposure.

Meeting your customers also gives you the chance to explain your product fully and accurately. Take a look at a small sample of the types of attendees that you'll have the opportunity to interact with:

- HR generalists and managers providing tangible, actionable diversity & inclusion solutions to their organizations
- Senior HR and business leaders whose mission is to implement diversity & inclusion programs
- Diversity & inclusion educators seeking the best, most comprehensive information available on upcoming trends that bring about real change
- Directors of diversity & inclusion who want innovative, forward-thinking strategies that embrace all facets of diversity

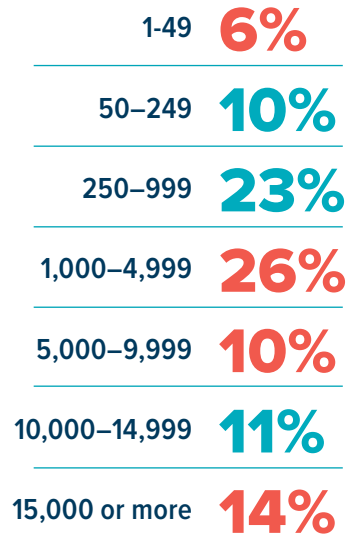
# who attends

## INDUSTRY TYPE

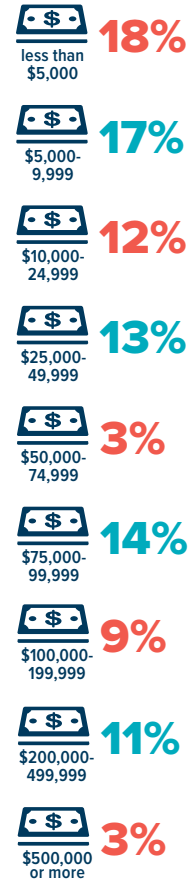


## COMPANY SIZE

### number of employees

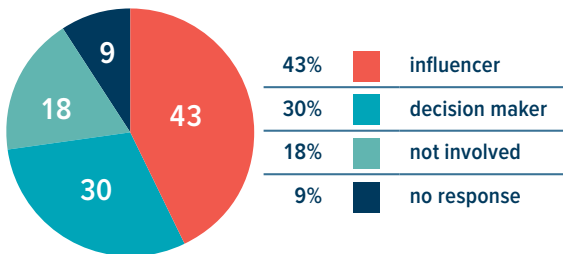


## 2017 HR EQUIPMENT FUNDS



**770**  
total attendees

## PURCHASE DECISION-MAKING ROLE



## JOB TITLE



## JOB FUNCTION



# exhibit information

## LOCATION OF EXHIBITS

Pacific A-K  
Hyatt Regency San Francisco  
5 Embarcadero Center  
San Francisco, CA 94111

## EXHIBIT SPACE RATES

10' x 10' booths are \$1,500 each and include:

- An 8'-high draped back wall and 3'-high draped side walls
- One complimentary full-conference exhibitor registration (access to general and concurrent sessions and exhibit hall)
- Two booth personnel registrations (access to the exhibit hall only but eligible for upgrade to full-conference badges for \$650 each)
- Company listing and 50-word company description in the conference onsite program and exhibitor directory (subject to print deadlines) and in SHRM's Diversity & Inclusion Conference & Exposition app

Exhibit space will be assigned on a first-come, first-served basis. Full payment is required with your contract. Return signed contract to **Kristina Daniele**.

Click here to view the **2017 online floor plan**.



## exhibit schedule\*

Dedicated time and special events have been scheduled during exhibit hall hours. This is guaranteed networking time for exhibitors and attendees.

### MONDAY, OCTOBER 23

8:00 a.m.-3:00 p.m.	Exhibit Hall Move-In All booths must be set up by 3:00 p.m.
8:00 a.m.-6:00 p.m.	Exhibitor Registration
4:00 p.m.-6:00 p.m.	Grand Opening and Reception

### TUESDAY, OCTOBER 24

9:00 a.m.-1:15 p.m.	Exhibitor Registration
11:00 a.m.-1:30 p.m.	Exhibit Hall Open
11:15 a.m.-1:30 p.m.	Networking Lunch in Exhibit Hall
1:30 p.m.-6:00 p.m.	Exhibitor Move-Out begins

\*Exhibit hours are subject to change

# sponsorship opportunities

**MAXIMIZE** your exposure at SHRM's Diversity & Inclusion Conference & Exposition and position your company ahead of the competition with one of the following promotional strategies. Partner with SHRM and gain exclusive exposure to attendees during the conference. **Select the sponsorship level that meets your needs.**

## platinum \$10,000

Sponsor a general session speaker and put your company in the spotlight.

Select one of the following keynote speakers:

**Lisa Ling, acclaimed journalist on OWN and CNN; Mon., October 23, at 9:00 a.m.**

**Tony Byers, director, global diversity&inclusion, Starbucks; Tue., October 24, at 9:00 a.m.**

**TBA, surprise celebrity guest; Wed., October 25, at 11:00 a.m.**

### INCLUDED IN YOUR PLATINUM SPONSORSHIP:

- Four complimentary registrations for staff members
- One complimentary use of the pre- and post-conference attendee mailing list
- One complimentary insert in the conference-branded padfolio
- Logo recognition in the conference onsite program
- Logo recognition on the SHRM Diversity & Inclusion Conference & Exposition website
- Complimentary exhibit hall booth (10' x 10')
- Custom signage during the event
- Logo recognition during the general sessions
- Sponsor ribbons for staff badges

## gold \$8,500

Raise your company visibility even further with one of our new gold sponsorship opportunities.

### Select from one of the following:

**NEW! Grand Opening Reception & Lounge:** The opening night reception is one of the signature social events at SHRM's Diversity & Inclusion Conference & Exposition. Attendees will gather in the Exhibit Hall on the first night of exhibits for an unparalleled opportunity to get to know their industry peers in a fun, relaxed environment. New for 2017, the opening reception supporter will receive additional recognition in the "Relax & Recharge Lounge" through the purchase of this sponsorship. The Relax & Recharge Lounge, located in the center of the Exhibit Hall, is a unique and modern space with couches and recharging stations that will provide attendees an informal area to network with colleagues and recharge from sessions. This sponsorship will include branding in the Relax & Recharge Lounge during the evening event and company logo on signage and napkins.

**NEW! Tuesday Luncheon & Lounge:** As Tuesday's lunch supporter, you have the opportunity to reach attendees outside your booth. And, you'll be a hero to all who enjoy a quality luncheon between sessions. New for 2017, the opening reception supporter will

receive additional recognition in the Relax & Recharge Lounge through the purchase of this sponsorship. The Relax & Recharge Lounge, located in the center of the Exhibit Hall, is a unique and modern space with couches and recharging stations that will provide attendees an informal area to network with colleagues and recharge from sessions. This sponsorship will include branding in the Relax & Recharge Lounge during Tuesday's luncheon and company logo on signage and napkins.

**Conference Padfolio:** Get your company name and logo in the hands of all conference attendees. All conference attendees and one-day registrants receive a padfolio, and your logo will be prominently displayed on it.

**Conference Onsite Program Advertisement:** The final onsite conference program is a comprehensive guide to navigate the conference. By providing readers with everything from general information to details on the educational sessions and information about our exhibitors, your advertisement in this program is sure to be seen by attendees during their daily use of it. This sponsorship includes one full-page advertisement on the back cover (maximum: 1).

## INCLUDED IN YOUR GOLD SPONSORSHIP:

- Three complimentary registrations for staff members
- One complimentary use of the pre- and post-conference mailing list
- One complimentary insert in the conference-branded padfolio
- Logo recognition in the onsite conference program
- Logo recognition on SHRM's Diversity & Inclusion Conference & Exposition website
- Custom signage during the event (if applicable)
- Logo recognition during the general sessions
- Sponsor ribbons for staff badges



## silver \$5,000

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Make your presence felt as attendees network and recharge during one of this year's refreshment breaks!

Select from one of the following:

**Continental Breakfast:** As a continental breakfast sponsor, your signage will be placed on each food station for attendees to see. Includes logo on signage and napkins.

**Coffee Breaks:** Three opportunities are available for sponsorship—one morning coffee held each day on Monday through Wednesday. Includes logo on all signage, napkins and coffee wraps.

### INCLUDED IN YOUR SILVER SPONSORSHIP:

- Three complimentary registrations for staff members
- One complimentary use of the pre- and post-conference mailing list
- One complimentary insert in the conference-branded padfolio
- Logo recognition in the onsite conference program
- Logo recognition on SHRM's Diversity & Inclusion Conference & Exposition website
- Custom signage during the event (if applicable)
- Logo recognition during the general sessions
- Sponsor ribbons for staff badges

## bronze \$3,000

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Introduce a concurrent session speaker and put your company in the spotlight.

**Concurrent Session Introduction:** Sponsorship includes up to a two-minute introduction of your company at a concurrent session (pending approval from session speaker).

### INCLUDED IN YOUR BRONZE SPONSORSHIP:

- One complimentary registration for a staff member
- Logo recognition in the onsite conference program
- Logo recognition on SHRM's Diversity & Inclusion Conference & Exposition website
- Recognition during the general sessions
- Custom signage at the event
- Sponsor ribbons for staff badges



## exhibitor workshops \$5,000 (upon availability)

Exhibitors can effectively showcase and demonstrate their products and services, deliver presentations, and run focus groups by sponsoring an exhibitor workshop. By offering content tailored to the needs of your best prospects and customers, your company can attract qualified attendees. Exhibitor workshops are a great opportunity to conduct market research, collect feedback on a new product idea, and collect marketing intelligence from industry experts on a specific topic.

Exhibitor workshops may be held on Monday, October 23, from 12:15 p.m.–1:30 p.m. only. Please note that workshops will be held in meeting rooms assigned for SHRM's Diversity & Inclusion educational program, and the seating arrangement cannot be changed. Sponsors must be prepared to use the audio-visual equipment already provided in the room by SHRM.

Arrangements and cost for additional equipment (for example, laptop, TV/VCR, overhead projector, internet connection, laser pointer or additional microphones) are the responsibility of the organizer and will not be billed to SHRM. As well, exhibitors are encouraged to offer food and beverages during their event. Food and beverage costs are the responsibility of the sponsor and will not be billed to SHRM.

Scheduling is on a first-come, first-reserved basis. For further details, please contact **Kristina Daniele**.

### INCLUDED IN YOUR EXHIBITOR WORKSHOP:

- Meeting room during the event at SHRM's Diversity & Inclusion Conference & Exposition
- Two complimentary registrations for staff members
- Logo recognition on SHRM's Diversity & Inclusion Conference & Exposition website
- Logo recognition in the onsite conference program and in the daily newsletters
- One complimentary use of pre-conference mailing list
- Custom signage during the event

# advertising & promotional opportunities \$250–\$8,500

## **NEW!** Mobile App Sponsorship Opportunities

Select from one of the following:

### **Main App Sponsor: \$8,500 (maximum: 1)**

As the main app sponsor, you'll claim your leadership position on the most widely used resource at SHRM's Diversity & Inclusion Conference & Exposition. Includes logo on splash screen startup, main app sponsor tab, banner ad and an enhanced digital listing.

### **NEW!** Mobile App Push Notifications: \$1,500–\$3,000 (Limited to one per day; one per company)

Get your message in front of attendees by taking advantage of the mobile app's push notifications. Sponsor will receive a push notification at the specific time of their choice each day (based on available time slots).

### **Enhanced Digital Listing: \$250**

Promote your company before, during and after the conference with an enhanced digital exhibitor listing. With an enhanced listing, attendees will be able to see your company description, download a company marketing brochure, read your press release and access social media links from the Online Exhibitor Directory & Floor Plan. Your 50-word description will also be included in the conference app.

## **Conference Mailing Lists**

Attract qualified leads to your booth with a direct mail campaign. Mailing lists of registered attendees are available for rent only to conference exhibitors and are intended for a one-time use in conjunction with SHRM's Diversity & Inclusion Conference & Exposition. Pricing will be available for confirmed exhibitors in the Exhibitor Service Kit.

## **QUESTIONS OR NEED ADDITIONAL INFORMATION?**

Please contact:

Kristina Daniele, CEM

Senior Exhibits Specialist

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Fax: +1.703.496.5309

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