

INCLUSION

SHIFTING

WORKPLACE

CULTURE

Exhibitor & Sponsorship Prospectus

Conference October 28-30 | Exposition - October 28-29

[CONFERENCES.SHRM.ORG/INCLUSION](https://conferences.shrm.org/inclusion)



WHY EXHIBIT

Too often, employers focus more on diversity than they do on inclusion only to lose time, money and talented people in the end. Getting workplace diversity right is not enough; **you must shift to a culture that fosters inclusion.**

INCLUSION 2019 will help you connect the dots and bridge the gap between a diverse workforce and one that is inclusive.

At SHRM's **INCLUSION 2019** you'll gain strategies and insights needed to mitigate bias, shift exclusive workplace habits, transform workplace culture and create better, more productive workplace environments. These practices will **boost both employee satisfaction and bottom line business results.**

Join us in New Orleans to learn how you can build and maintain a diverse workforce that thrives together in a truly inclusive environment.

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

INDUSTRY TYPE

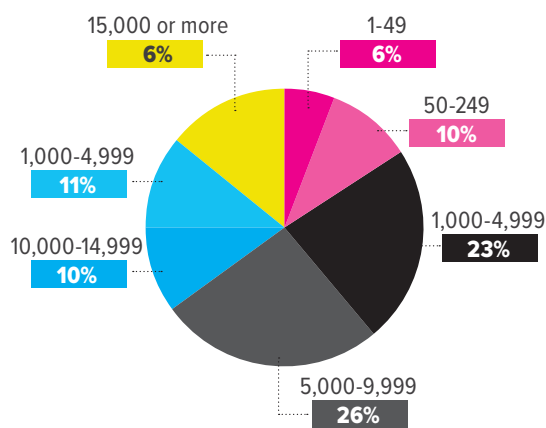
GOVERNMENT	26%
UTILITIES/ENERGY	27%
EDUCATION	16%
HEALTHCARE	7%
MANUFACTURING	7%
INSURANCE	4%
OUTSOURCING	7%
OTHER	26%

2018 HR EQUIPMENT FUNDS

LESS THAN \$5,000	18%
\$5,000-9,999	17%
\$10,000-24,999	12%
\$25,000-49,999	13%
\$50,000-74,999	3%
\$75,000-99,999	14%
\$100,000-199,999	9%
\$200,000-499,999	11%
\$500,000 OR MORE	3%

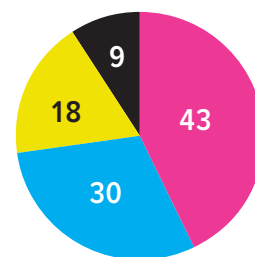
COMPANY SIZE

number of employees



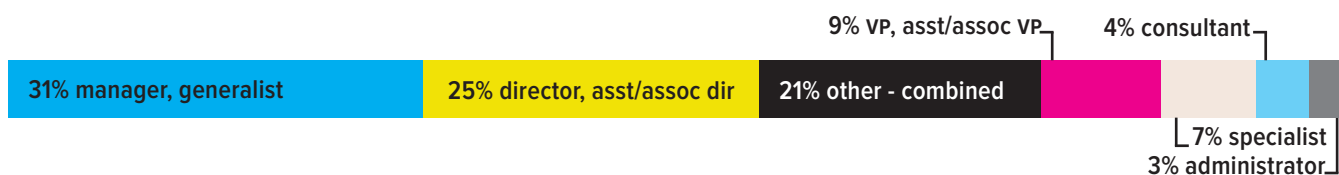
900
total
attendees

PURCHASE DECISION-MAKING ROLE

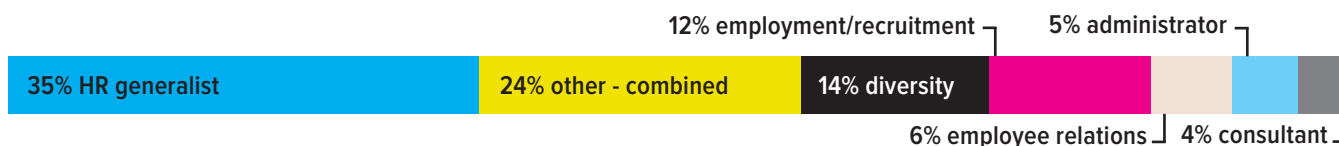


43%	influencer
30%	decision maker
18%	not involved
9%	no response

JOB TITLE



JOB FUNCTION



WHO ATTENDS

LOCATION OF EXHIBITS

New Orleans Marriott
555 Canal Street
New Orleans, LA 70130

EXHIBIT SPACE RATES

10' x 10' booths are \$1,750 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 exposition)
- Two booth personnel registrations (access to the exposition 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)

Exhibit space rental does NOT include any furnishings or utilities, and those must be ordered a la carte. Pricing and order forms will be included in the Exhibitor Services Kit, which will be available online in August 2019.

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**.

STANDARD 10' X 10' EXHIBIT BOOTH EXAMPLE

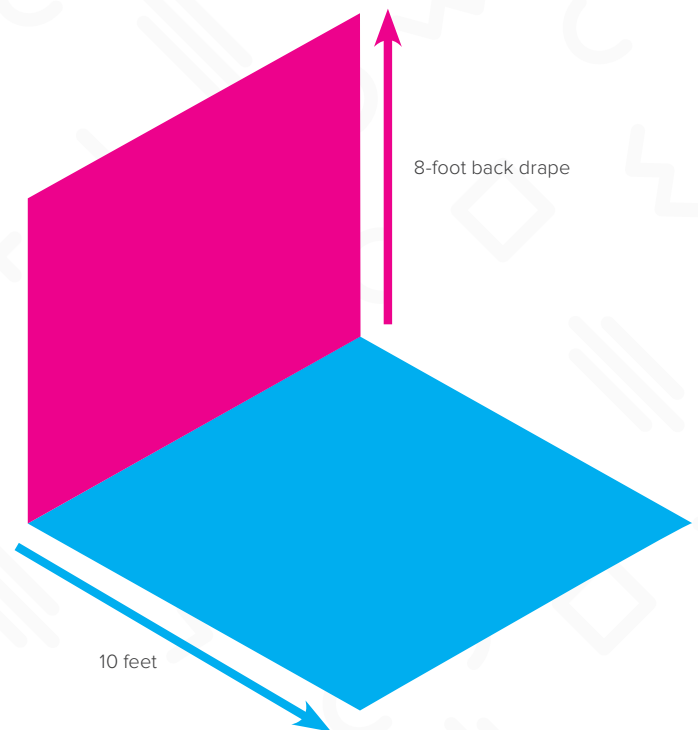


EXHIBIT SCHEDULE

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

MONDAY, OCTOBER 28

- | | |
|---------------------|--|
| 7:30 a.m.-6:30 a.m. | Exhibitor Registration Hours |
| 8:00 a.m.-3:00 p.m. | Exhibitor Move-In
<i>All booths must be set up by 3:00 p.m.</i> |
| 4:30 p.m.-6:30 p.m. | Grand Opening and Reception |

TUESDAY, OCTOBER 29

- | | |
|-----------------------|------------------------------|
| 8:00 a.m.-2:00 p.m. | Exhibitor Registration Hours |
| 10:00 a.m.- 10:30 a.m | Coffee Break |
| 10:00 a.m.-2:00 p.m. | Exposition Open |
| 12:00 p.m.-2:00 p.m. | Networking Lunch |
| 1:45 p.m. | Grand Prize Drawing |
| 2:00 p.m.-6:00 p.m. | Exhibitor Move-Out |

*Exhibit hours are subject to change

SPONSORSHIP OPPORTUNITIES

MAXIMIZE your exposure at SHRM's **INCLUSION 2019** 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.**

Diamond // \$15,000

Concurrent Session Sponsorship: Looking to reach your audience outside of the Expo Hall? We are offering exhibitors the ability to craft their own session and present to conference attendees in a concurrent session room for 1.5 hours. Proposals contingent upon review of Programming team and must meet the deadline date of August 2, 2019. Limited slots available.

INCLUDED IN THE DIAMOND SPONSORSHIP:

- One complimentary, full-conference registration (\$1,785 value), two nights housing (\$530 value), and reimbursed round trip travel (not to exceed \$600) for client presenter (\$2,915 value)
- Four additional complimentary registrations (\$4,500 value)
- Session room that will accommodate up to 300 conference attendees (SHRM cannot guarantee the number of attendees that will attend the session as attendees do not sign up for sessions in advance)
- Standard AV set including two (2) lavalier microphones, screen, LCD projector, and an audio line - the sponsor will be responsible for providing their own laptop and for the cost of any additional AV needs
- The presentation will be posted on the SHRM's **INCLUSION 2019** website and on the mobile app for attendees to download (pending due dates)
- Speaker and session evaluations will be provided approximately six (6) weeks post conference
- Custom signage with logo and company logo on screens preceding the agreed-upon concurrent session
- One complimentary 10x10 exhibit space (\$1,750 value)
- One complimentary pre- and post-conference mailing list (\$500 value)
- Enhanced exhibitor listing on the Conference App and Online Expo Floor Plan
- Logo recognition during General Sessions and on Sponsor Boards at the conference
- Logo recognition in the Conference Guide & Exhibitor Directory
- Logo recognition on the SHRM's **INCLUSION 2019** website with link to company website

SPONSORSHIP OPPORTUNITIES

Platinum // \$10,000-\$12,500

Select from one of the following:

General Session (One per day) — \$10,000

Sponsorship of this heavily attended session includes, 45 to 1 minute video played prior to the start of the General Session, recognition of the sponsor's delegation from the podium, the prominent display of the sponsor's logo on screens, and the sponsor's flier placed on the tables/chairs before the session begins.

Mobile App Sponsorship Opportunities— \$10,000

As the main app sponsor, you'll claim your leadership position on the most widely used resource at SHRM's **INCLUSION 2019**. Includes logo on splash screen startup, main app sponsor tab, banner ad and an enhanced digital listing.

Conference Onsite Program and Exhibitor Directory — \$12,500

Includes one full-page, four-color advertisement on the back cover.

Badges and Lanyards — \$12,500

Brand the only items that attendees are required to wear: their names badges and lanyards. This sponsorship offers one company the sole branding of these items and the exposure that comes with it.

INCLUDED IN YOUR PLATINUM SPONSORSHIP:

- Four complimentary registrations for staff members
- Complimentary exhibit hall booth (10' x 10')
- One complimentary use of the pre- and post-conference attendee mailing list
- Logo recognition on the SHRM's **INCLUSION 2019** website and app
- Custom signage during the event
- Logo recognition during the general sessions
- Sponsor ribbons for staff badges

SPONSORSHIP OPPORTUNITIES

Gold // \$8,500

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

Select from one of the following:

Grand Opening Reception: The opening night reception is one of the signature social events at SHRM's **INCLUSION 2019**. 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. This sponsorship will include company logo on signage and napkins. As well, sponsor will have the opportunity to have bar placed near booth to drive traffic and opportunity for bartenders to wear company branded t-shirt (sponsor provides t-shirt).

Tuesday Luncheon: 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. This sponsorship will include branding during Tuesday's luncheon and company logo on signage and napkins.

Relax & Recharge Lounge: 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.

Conference Notebook: Get your company name and logo in the hands of all conference attendees. All conference attendees and one-day registrants receive a notebook, 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 on SHRM's **INCLUSION 2019** website and app
- Custom signage during the event (if applicable)
- Logo recognition during the general sessions
- Sponsor ribbons for staff badges

SPONSORSHIP OPPORTUNITIES

Silver // \$5,000

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.

Pop-Up Sponsorship: Pop-up sponsorships offer a unique opportunity for your company to draw customers into a mini 'world', completely customized around your brand that will boost brand awareness and affinity. The very impermanence of the pop-up sponsorship means that people find out about their location through word of mouth or social media, creating a natural sense of buzz and excitement.

- Ice Cream Cart (afternoon break)
- Warm Pretzel (afternoon break)
- Pop Corn (afternoon break)

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 on SHRM's **INCLUSION** 2019 website and app
- Custom signage during the event (if applicable)
- Logo recognition during the general sessions
- Sponsor ribbons for staff badges

SPONSORSHIP OPPORTUNITIES

Bronze // \$3,000

Select from one of the following:

Concurrent Session Introduction: Introduce a concurrent session speaker and put your company in the spotlight. 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 on SHRM's **INCLUSION** 2019 website and app
- Recognition during the general sessions
- Custom signage at the event
- Sponsor ribbons for staff badges

Exhibitor Rapid Fire Sessions

// \$5,000

We are offering exhibitors the ability to craft their own mini-sessions and present to conference attendees on our **NEW** “smart stage”! Up to 18 minutes of speaking time. Limited slots available. Gain additional exposure and share information about your products and services in an educational-session setting inside the SHRM’s **INCLUSION 2019**. Exhibitors will have 30 minutes to present on a topic of their choosing during peak Expo Hall hours.

- One time slot
- \$100 credit toward CompuSystems (CSI) for lead retrieval services.
- Presentation area set for 35-50 attendees.

- Audiovisual materials including 46” monitor, sound system, and lavalier microphone.
- Low riser with a standing lectern.
- One-time use of the attendee preconference list for a preshow mailing.
- Session title and presentation time listed in the conference onsite program and in the conference app.
- An audiovisual technician to assist with any technical difficulties.

Proposals contingent upon review of Programming team and must meet the deadline date of August 2, 2019.

INCLUDED IN YOUR EXHIBITOR RAPID FIRE SESSION:

- 18 minutes of presentation time on our Smart Stage (SHRM cannot guarantee the number of attendees that will attend the session as attendees do not sign up for sessions in advance)
- Three full conference badges
- Standard AV set including two (2) lavalier microphones, screen, LCD projector, and an audio line — the sponsor will be responsible for providing their own laptop and for the cost of any additional AV needs
- The presentation will be posted on the SHRM **INCLUSION 2019** website and on the mobile app for attendees to download (pending due dates)
- Speaker and session evaluations will be provided approximately six (6) weeks post conference
- Custom signage with logo and company logo on screens preceding the agreed-upon concurrent session
- One complimentary pre- and post-conference mailing list (\$500 value)
- Enhanced exhibitor listing on the Conference App and Online Expo Floor Plan
- Logo recognition in the Conference Guide & Exhibitor Directory
- Logo recognition on the Diversity Conference web site with link to company website
- Sponsor Ribbons

Advertising & Promotional // \$250–\$300 Opportunities

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: \$200 pre/\$300 post

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 **INCLUSION 2019**. Pricing will be available for confirmed exhibitors in the Exhibitor Service Kit.

Exhibit Hall Passport: \$350 (Limited to 12 participants)

As a supporting participant of the SHRM's **INCLUSION 2019** Passport, your company can join in the fun while greatly increasing your booth traffic. Participating attendees will visit supporting booths to have their passport stamped for a chance to win prizes. Advertiser's corporate logo will be placed on the Exhibit Hall Passport that will be given out at registration.

Mobile App Push Notifications: \$300 (Limited number available)

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).

QUESTIONS OR NEED ADDITIONAL INFORMATION?

Please contact:
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kristina.daniele@shrm.org