

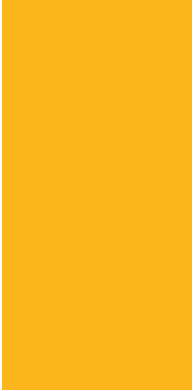
# SHRM's Diversity & Inclusion

Conference & Exposition

October 25-27, 2016 | JW Marriott | [Austin, Texas](#)

[Exhibitor & Sponsorship Prospectus](#)





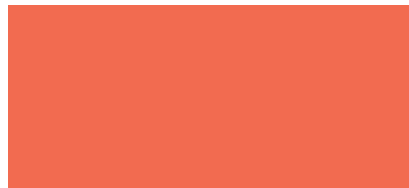
The SHRM Diversity Initiative, established in 1993, seeks to foster awareness and appreciation of workplace diversity issues among HR professionals, their employers and other business leaders. Making the business case for diversity and valuing individual differences are cornerstones of this initiative. 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.

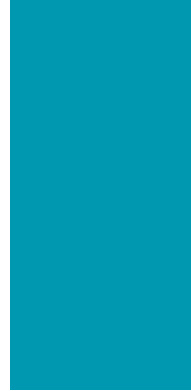
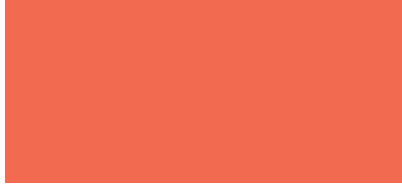
Exhibiting at SHRM's Diversity & Inclusion Conference & Exposition will enable you to meet human resource professionals that represent top leaders in the field of diversity and inclusion management. With more than 500 attendees expected, you'll have the opportunity to showcase your company in an intimate setting that encourages dialogue and fosters strong relationships.

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Here are the types of attendees you'll have the opportunity to interact with at the Diversity & Inclusion Conference & Exposition!

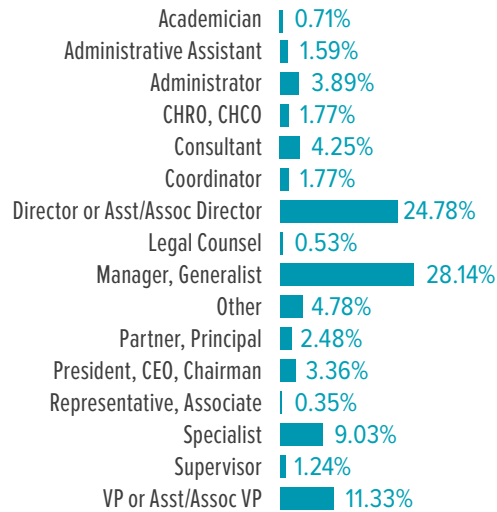
- HR generalists and managers providing tangible, actionable diversity & inclusion solutions to their organizations
- Senior HR and business leaders whose mission is to implement diversity & inclusion programs
- Diversity & inclusion educators seeking the best, most comprehensive information available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



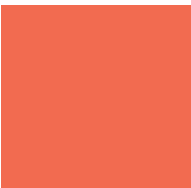
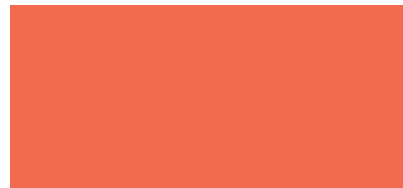


# Conference Demographics (2015)

## Job Title



## Job Function

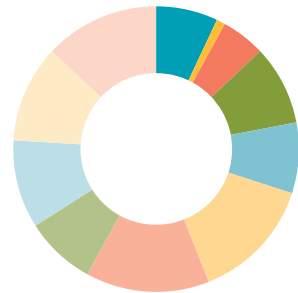




# Conference Demographics (2015) Continued

## Company Size

1-24	6.83%
25-49	1.08%
50-99	4.86%
100-249	8.99%
250-499	7.55%
500-999	14.39%
1000-2499	14.39%
2500-4999	8.09%
5000-9999	10.25%
10,000-24,999	10.79%
25,000 and over	12.77%

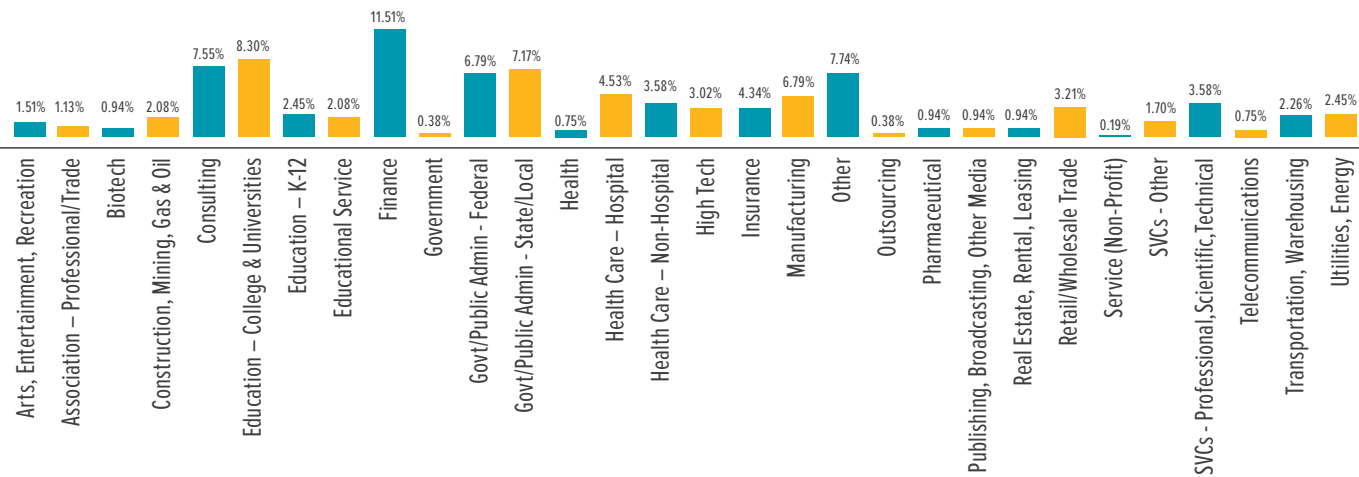


## Department Size

0-1	10.07%
2-4	15.22%
5-9	16.63%
10-24	22.48%
25-49	10.77%
50-99	8.20%
100 and over	16.63%



## Industry





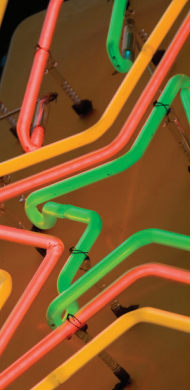
# RESERVE YOUR BOOTH NOW!

**E**xhibit at the Diversity & Inclusion Conference and interact with professionals who are responsible for diversity management within their organizations!

HR professionals from all industries attend the Diversity & Inclusion Conference. Here's a sample of companies who sent representatives in 2015:

- |                             |   |  |
|-----------------------------|---|--|
| 3M                          | Exxon Mobile Corp.                            | State Farm Insurance Companies             |
| Aera Energy                 | Georgia Power                                 | Suntrust Bank                              |
| Arcelormittal               | Metropolitan Washington Airports Authority    | Toyota Motor Engineering and Manufacturing |
| Blue Cross Blue Shield      | Michigan State University                     | Wawa, Inc.                                 |
| Chevron                     | National Aeronautics and Space Administration | Wells Fargo                                |
| Costco Wholesale            | National Security Agency                      | U.S. Census Bureau                         |
| Department of Defense (DOD) | Stanley Black & Decker                        |  |
| Enterprise Holdings         |   |  |





## Exhibit Space Rates

10'x10' 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 (provides access to the exhibit hall only but is eligible to be upgraded to a full-conference registration for only \$650)
- Six+ hours of exhibit time to educate attendees about the value of using your company's products and services
- Company listing and 50-word company description in the Conference Program & Exhibitor Directory (subject to print deadlines) and on the official Diversity & Inclusion Conference app

Exhibit space will be assigned on a first-come, first-served basis. Return signed [contracts](#) to **Tim Thoms-Cappello!**

[Click Here](#) to view the 2016 online floorplan.

### Questions or need additional information?

Please contact: **Tim Thoms-Cappello, Senior Exhibits Specialist**  
 Phone: **+1.703.535.6153**  
 Fax: **+1.703.496.5309**  
 E-mail: **tim.thoms-cappello@shrm.org**

## Exposition Event Schedule (subject to change)

Dedicated time and special events have been planned into the exhibit hall hours. This is guaranteed networking time for exhibitors and attendees.

### Tuesday, October 25

**Move-in:** 8:00 a.m. – 3:00 p.m. (booths must be set by 3:00 p.m.)

**Exhibitor Registration:** 8:00 a.m. – 6:30 p.m.

**Grand Opening & Reception in the Exposition:** 4:00 p.m. – 6:30 p.m.

### Wednesday, October 26

**Exhibitor Registration:** 9:00 a.m. – 1:30 p.m.

**Exhibit Hall Open:** 9:30 a.m. – 1:30 p.m.

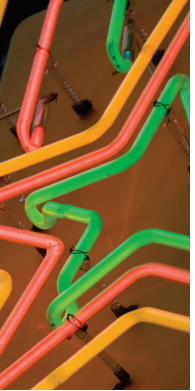
**Refreshment Break in the Exposition:** 9:45 a.m. – 10:15 a.m.

**Lunch in the Exposition with Table Topic Discussion:** 11:30 a.m. – 1:30 p.m.

**Prize Drawing in the Exposition:** 1:15 p.m. – 1:30 p.m.

**Exposition Closes – Tear Down:** 1:30 p.m.

**Note:** Tear down will begin at 1:30 p.m. on Wednesday, October 26, and must be completed by 6:00 p.m.



**M**aximize your exposure at the SHRM Diversity & Inclusion Conference & Exposition and gain additional exposure to Diversity & Inclusion attendees.

## 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:

- Rita Moreno, Kennedy Center Honoree, singer, dancer and actress, Tuesday at 1:30 p.m.
- James E. Wright, SHRM-CP, diversity & inclusion strategist and tech enthusiast, Wednesday at 8:30 a.m.
- Reshma Saujani, founder and CEO, Girls Who Code, Wednesday at 1:45 p.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 onsite conference program
- Logo recognition on the SHRM Diversity & Inclusion Conference 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, \$7,500

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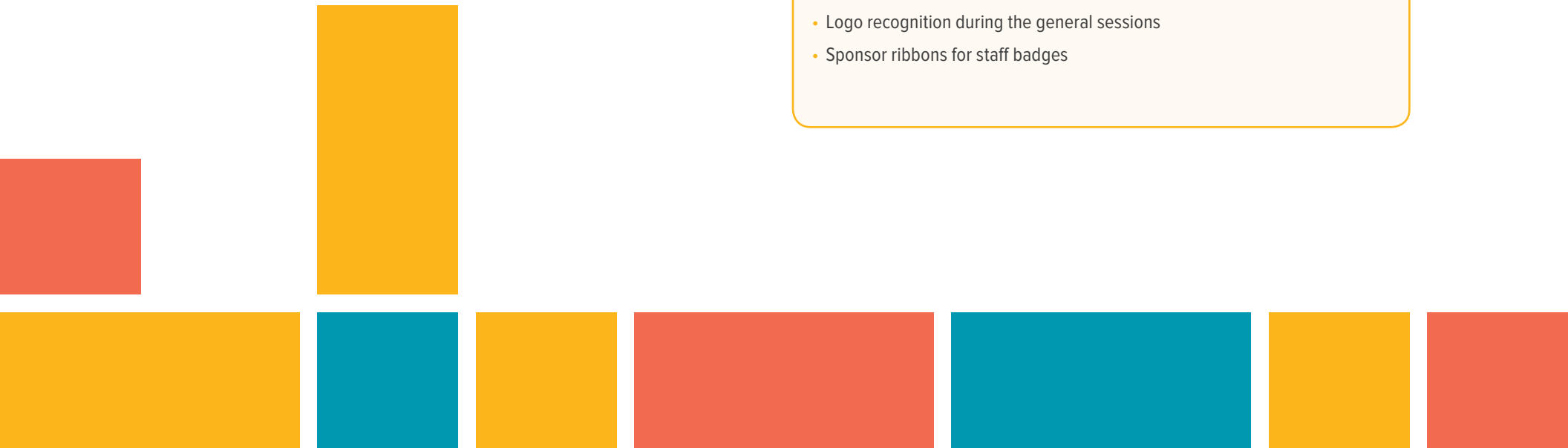
Select from **one of the following:**

- Conference Padfolio: all full-conference and one-day registrants receive a padfolio and your logo will be prominently displayed on it
- Conference Program: includes one full-page advertisement on the back cover
- Grand Opening Reception in Exposition on Tuesday: includes logo on signage and napkins
- Luncheon & Table Topics in Exposition on Wednesday: includes logo on signage, napkins and coffee wraps

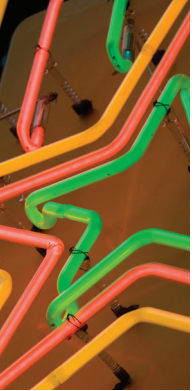
### Included in Your **Gold Sponsorship:**

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- 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 the SHRM Diversity & Inclusion Conference website
- Custom signage during your event (if applicable)
- Logo recognition during the general sessions
- Sponsor ribbons for staff badges







## Silver, \$5,000

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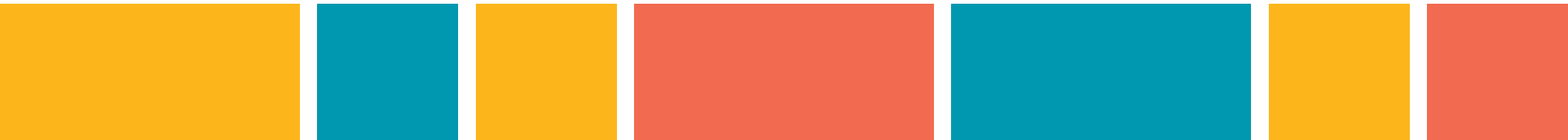
Select from **one of the following:**

- Continental Breakfast: includes logo on signage and napkins
- Coffee and Refreshment Breaks: includes logo on all signage, napkins and coffee wraps

### Included in Your **Silver Sponsorship:**

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- Two complimentary registrations for staff members
- One complimentary use of the pre-conference mailing list
- Logo recognition in the onsite conference program
- Logo recognition on the SHRM Diversity & Inclusion Conference website
- Logo recognition during the general sessions
- Custom signage at your event
- Sponsor ribbons for staff badges





## Bronze, \$3,000

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Select from **one of the following**:

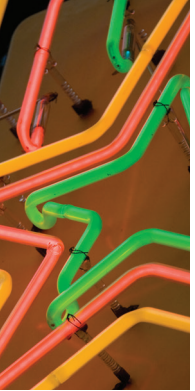
- One Coffee or Refreshment Break: includes logo on all signage and napkins
- Concurrent Session Introduction: Includes up to a two-minute introduction of your company at a concurrent session (pending approval from session speaker)

### Included in Your **Bronze Sponsorship**:

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





## Additional Opportunities

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### Conference App Sponsorship: \$10,000

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The Diversity & Inclusion Conference app will proudly display:

- Your company logo on the welcome screen of the app.
- Your company banner(s) at the bottom of the app linking directly to your website.

Each of these are an excellent way to get the attention of our attendees.

### Conference Mailing Lists

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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 the 2016 SHRM Diversity & Inclusion Conference & Exposition. Pricing will be available for confirmed exhibitors in the Exhibitor Service Kit.

Contact **Tim Thoms-Cappello** / Senior Exhibits Specialist  
Phone: **+1.703.535.6153** / [tim.thoms-cappello@shrm.org](mailto:tim.thoms-cappello@shrm.org)

### Enhanced Digital Listing: \$250

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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.

