

2014 ANNUAL CONFERENCE & EXPOSITION SPONSORSHIP OPPORTUNITIES



PITTSBURGH HUMAN RESOURCES ASSOCIATION



2014 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Affiliated with SHRM, our chapter operates independently with our own unique membership.

The PHRA includes 1100+ members representing human resource professionals at all levels and from all size companies.

About 70% of our members have indicated they are human resource practitioners. About 5% are students, 8% are in job transition, and about 12% are affiliate members providing a product or service to those practicing human resources.

We offer business partners a variety of opportunities at all price levels to build name recognition and brand, establish connections, meet decision-makers and influencers, strengthen relationships with current customers, and network at chapter events.

We invite you to join, attend events and to consider the various sponsorship opportunities.

The 66th Annual PHRA HR Conference is a two-day conference featuring a high-profile keynote speaker and tracks of concurrent education sessions. This conference typically attracts 500+ attendees primarily from Southwestern Pennsylvania area but does attract some attendees from outside of Pittsburgh. Attendance includes HR professionals from all size companies and range from mid-level HR generalists to more senior HR executives. *A Business Partner exhibitor showcase is held in conjunction with the conference with space for approximately 50 exhibitors & sponsors.*

Platinum Sponsor - \$4,500 (1 Available)

- Company logo on choice of PLATINUM Item (list provided by PHRA)
- 6x6 ft. space with prime entrance spot reserved Includes draped table and 2 chairs.
- Five (5) Full Conference registrations and
- Two (2) Exhibit Hall only Staff Passes
- Full-page Ad on back cover of the Program Guide
- 60-second video presented at Keynote (if provided by sponsor) or opportunity to introduce Keynote speaker
- Banner Ad on conference home page
- Two pre-event email blasts prepared by the sponsor to over 1,100 PHRA mailing list members
- Company logo on signage and PowerPoint display
- Company logo and 50-word description in program book
- Logo and Recognition on PHRA website and pre- and post- conference publicity
- Post conference mailing list of all attendees
- Company literature included in attendee conference bags

Gold Sponsor - \$3,500 (3 Available)

- Company logo on choice of item from list of GOLD items
- 6x6 ft. space with priority selection on first-come basis, includes draped table and 2 chairs
- Four (4) Full Conference registrations and
- Two (2) Exhibit Hall only Staff Passes
- Full-page Ad in Program Guide
- Company logo on signage and PowerPoint display
- Company logo and 50-word description in program book
- One pre-event email blasts prepared by the sponsor to over 1,100 PHRA mailing list members
- Logo and Recognition on PHRA website and pre- and post- conference publicity
- Post conference mailing list of all attendees
- Company literature included in attendee conference bags

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Silver Sponsor - \$2,500 (3 Available)

- Company logo on choice from list of SILVER sponsored Items
- 6x6 ft. space with priority selection on first-come basis.
- Includes draped table and 2 chairs
- Three (3) Full Conference registrations and
- Two (2) Exhibit hall only Staff Passes
- Half-page Ad in Program Guide
- Company logo on signage and PowerPoint display
- Company logo and 50-word description in program book
- Logo and Recognition on PHRA website and pre- and post- conference publicity
- Post conference mailing list of all attendees
- Company literature included in attendee conference bags

Bronze Sponsor - \$1,500 (1 Available)

- Signage and Recognition for sponsoring one of the meal or break functions
- 6x6 ft. space with priority selection on first-come basis, includes draped table and 2 chairs
- Two (2) Full Conference registrations and
- Two (2) Exhibit Hall only Staff Passes
- Quarter-page Ad in Program Guide
- Company logo on signage and PowerPoint display
- Company logo and 50-word description in program book
- Logo and Recognition on PHRA website and pre- and post- conference publicity
- Post conference mailing list of all attendees

Exhibit Booth - \$999 - \$1,150 (18 Remain)

- 6x6 ft. space. Includes draped table and 2 chairs.
- Company logo and 50-word description in program book
- Recognition on PHRA website
- One (1) full conference registration
- Two (2) Exhibit Hall only Staff Passes

Conference Tote Bags - \$4,500 SOLD

- Company name and logo will appear on the totes that will be distributed to all conference attendees
- Company literature included in attendee conference bags
- Many attendees take these tote bags home and use them for many years to come creating a lasting impact featuring your company logo
- Conference Tote Bags will be produced by PHRA
- Post conference mailing list of all attendees

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Breakfast or Lunch Sponsor - \$2,500 (3 Remain)

The way to an HR professional's business is through his/her stomach! Everyone will love you for providing breakfast, and your company representative may staff a small table near the breakfast buffet to greet attendees and provide a giveaway at your option. Signage will be provided.

**NEW - Package includes an exhibit booth in the vendor hall.*

Lanyard and Name Badges - SOLD

Lanyards are distributed with all name badges to attendees at registration. With this sponsorship everyone at the conference will be wearing your company logo on the name badges and/or lanyards.

Lanyard - \$1,000

Name Badges - \$1,000

Both - \$1,500

Opening Night Social - \$2,000 - SOLD

Welcome everyone as they enter the social with this sponsorship. Social sponsor will be recognized with appropriate signage and may have their company representatives welcome the attendees and provide a small gift. Sponsor will receive 4 tickets to this event and will have company logo printed on one drink ticket for each attendee.

**NEW - Package includes an exhibit booth in the vendor hall.*

Student Sponsor - \$1,000

This special sponsor level will allow 5 student members admission to the conference. Sponsor Logo/ name will appear on student scholarship name badges with name also being listed in the program. Sponsor has the opportunity to provide literature to the student attendees.

Pens and Notepads

As this exclusive sponsor you will provide your company pens and/or notepads for all attendees to use during the conference. Once the conference is over, attendees will take them back to their office for future use and future exposure for your company.

Official Conference Pens - \$500

Official Conference Notepads - \$500

Sponsor for Both - \$750

Game Card Sponsor - \$1,500 SOLD

As this exclusive sponsor your logo will be featured on the exhibitor game card that attendees will use throughout the conference. All sponsorship levels will receive an electronic list (no emails) of conference attendees after the conference.

**NEW - Package includes an exhibit booth in the vendor hall.*

Patron Package - \$500

Company literature included in attendee conference bags OR

Company logo item can be distributed to attendees (you provide the item)

Break-out session Sponsor - \$200 (10 Available)

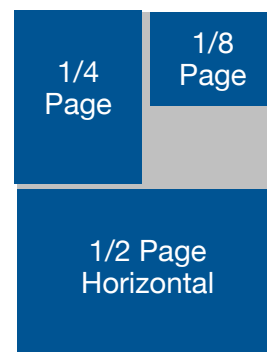
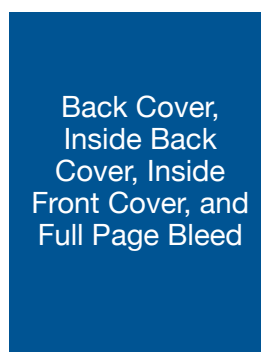
Logo shown before the breakout session

Ability to hand out material at each breakout session

Postconference mailing list of all attendees

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	TRIM	PRICE
Back Cover	8.5" x 11"	SOLD
Inside Back Cover	8.5" x 11"	\$500
Inside Front Cover	8.5" x 11"	\$500
Full Page	8.5" x 11"	\$375
1/2 Page Horizontal	7.915" x 5.063"	\$250
1/2 Page Vertical	3.833" x 10.275"	\$250
1/4 Page	3.833" x 5.063"	\$150
1/8 Page (Business)	3.833" x 2.407"	\$75
*2014 Conference Exhibitors receive a 15% discount off the above rates.		



Artwork:

Artwork needs to be emailed to llamping@pittsburghhra.org along with the form by August 31, 2014. This completed form can be emailed or faxed to PHRA. Payment will be due upon receipt of the invoice.

Deadline Dates:

All ad insertion orders and artwork MUST be received by August 31, 2014.

Due to the size and the other content in the brochure, specific size ads will be available on a first-come, first-serve basis. Please be aware that the ad size you select may not be available and PHRA will contact you to discuss remaining options.

***All fields are required. Please fill in all fields to ensure that your order is processed promptly and accurately.**

Company Name/Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Thank You! A PHRA representative will contact you to confirm your order.

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