

2018 Tri-State SHRM Conference

HR: Achieving Greater Organizational Value

Mohegan Sun Convention Center

April 29, 2018 - May 2, 2018

CONFERENCE OVERVIEW

Sunday April 29, 2018

Afternoon: Welcome lunch followed by experiential networking/teambuilding options

- 18 Hole Golf Tournament [Benefit for a Cause]
- High Ropes Course [Basic/Intermediate/Advanced]
- Cooking Class by Michael Jordan's Restaurant Chef
- Mohegan Sun Scavenger Hunt

Evening: Mohegan Tribal Welcome Reception

How Culture and Leadership Seeds HR Success

all attendees, sponsors, and exhibitors invited to attend

MAIN CONFERENCE

Monday April 30, 2018 and Tuesday May 1, 2018

- Exhibitor Hall Breakfasts and Lunches
- 5 HR Profession Tracks, 6 Sessions Each: CHRO, Culture, Talent Management, HR Business Partners, HR Service Center
- Exhibitor Hall Knowledge Bazaar – Monday Afternoon
- Vista Lounge Gala – Monday Evening
- Luncheon Keynote – Tuesday
- Exhibitor Hall Relaxation Spa and Casino 101 Reception – Tuesday Late Afternoon
- Hospitality Suites' Receptions, Wolf Den Concert and Free Time – Tuesday Evening

SPECIAL INTEREST ONE DAY SUMMITS

Wednesday May 2, 2018

One Day, Special Interest Summits

- Exhibitor Hall Breakfast and Lunch
- 3 Special Interest summits, 3 Sessions Each: D&I, Legislative Update, and Total Rewards
- Closing Keynote



OPPORTUNITIES FOR SPONSORS AND EXHIBITORS

DIAMOND SPONSORSHIP \$10,000

- Two (2) Evening Event Opportunities:
 - Mohegan Tribal Welcome Reception – Sunday
 - Vista Lounge Gala - Monday
- Prime Location, Double-Size Booth – 3 Days
- Hospitality Suite Option [\$167/night] – 3 Days
- Opportunity for Signage Over One (1) Entrance to Exhibitor Hall for all three days
- Opportunity for Signage to and at Event, including Event Directional Mats
- Gala Event Welcome Table
- Event Welcome Presentation [3 minutes]
- Admission for three (3) to both evening events
- Company Name/Logo on Event Napkins and Tickets
- Two Attendee Passes to Educational Sessions [except CHRO]
- Promotional Item in All Conference Bags
- Full Page Color Ad in Conference Program
- Company Name/Logo on Conference Website [up to 18 months]
- Post Conference Attendee List

PLATINUM SPONSORSHIP \$7,500

- One (1) Opportunity: CHRO Track Sponsorship
- Prime Location Booth – 3 days
- Opportunity for Signage in Over One (1) Entrance to Exhibitor Hall
- Opportunity for Signage Inside and Outside Session
- Two (2) Minute Presentation at Each CHRO Session
- One Attendee Pass to CHRO Track Sessions
- Two (2) Passes to Monday CHRO Private Luncheon
- Promotional Item in All Conference Bags
- Half Page Color Ad in Conference Program
- Company Name/Logo on Conference Website [up to 18 months]
- Post Conference Attendee List

GOLD SPONSORS \$6,000

- Two (2) Opportunities:
 - Three Breakfasts
 - Two Lunches [or 3 for \$6,500]
- Prime Location Booth – 3 Days
- One (1) Attendee Pass to Track Sessions [except CHRO]
- Options:
 - Breakfast: Opportunity for Left Side Exhibitor Hall Entry Signage for three days
 - Lunch: Opportunity for Right Side Exhibitor Hall Entry Signage for two or three days
- Table Top Signs/Balloons at Meal Stations
- Company Name/Logo on Event Napkins
- Two (2) Minutes Presentation at Each Sponsored Event
- Promotional Item in All Conference Bags
- Quarter Page Color Ad in Conference Program
- Company Name/Logo on Conference Website [up to 18 months]
- Post Conference Attendee List

SILVER EDUCATIONAL TRACK SPONSOR \$5,000

- 3 Opportunities:
 - Culture, Talent Management, HR Business Partners, and HR Service Center PLUS *Either* D&I, Legislative Update, or Total Rewards Summit
- Prime Location Booth – 3 Days
- Two Minute Presentation at Sponsored Event
- One (1) Attendee Pass to Track Sessions [except CHRO]
- Opportunity for Banner in Ballroom Foyer Throughout Conference
- Opportunity for Signage Outside and Inside Sponsored Track Room
- Promotional Item in All Conference Bags
- Quarter Page Color Ad in Conference Program
- Company Name/Logo on Conference Website [up to 18 months]
- Post Conference Attendee List

TITANIUM EDUCATIONAL TRACK SPONSOR \$4,000

- 1 Opportunity: Monday and Tuesday Track Only
- Prime Location Booth – 2 Days
- Two Minute Presentation at Sponsored Event
- One (1) Attendee Pass to Track Sessions [except CHRO]
- Opportunity for Banner in Ballroom Foyer Throughout Conference
- Opportunity for Signage Outside and Inside Sponsored Track Room
- Promotional Item in All Conference Bags
- Quarter Page Color Ad in Conference Program
- Company Name/Logo on Conference Website [up to 18 months]
- Post Conference Attendee List

TITANIUM CONFERENCE BAG SPONSOR \$4,000

- Prime Location Booth – 3 Days
- Banner in Ballroom Foyer Throughout Conference
- Company Name/Logo on Conference Bags
- Opportunity for Signage at Registration Booth
- Promotional Item in All Conference Bags
- Eighth Page Color Ad in Conference Program
- Company Name/Logo on Conference Website [up to 18 months]
- Post Conference Attendee List

BRONZE TEAM BUILDING SPONSOR \$3,000

- Three (3) opportunities:
 - High Ropes Course, Cooking Class, or Scavenger Hunt
- Basic Exhibitor Booth – 2 Days
- Opportunity for Banner in Exhibitor Hall Foyer and at Event
- One (1) Attendee Pass to Main Conference Track Sessions [except CHRO]
- Promotional Item in All Conference Bags
- Eighth Page Color Ad in Conference Program
- Company Name/Logo on Conference Website [up to 18 months]
- Post Conference Attendee List

BRONZE SPECIAL INTEREST TRACK SPONSOR \$3,000

- Up to Three (3) Opportunities
- Basic Exhibitor Booth – Wednesday Only
- Signage in Exhibitor Hall Foyer
- Opportunity for Signage Inside and Outside Track Session
- Two (2) Minute Presentation at Each Sponsored Session
- One (1) Attendee Pass to Main Conference Track Sessions [except CHRO]
- Promotional Item in All Conference Bags
- Eighth Page Color Ad in Conference Program
- Company Name/Logo on Conference Website [up to 18 months]
- Post Conference Attendee List

BRONZE ACCESSORIES SPONSOR \$3,000

- Four (4) Opportunities: Lanyards, Hotel Room Keys, Mobile App, Session Breaks
- Basic Exhibitor Booth – 3 Days
- Opportunity for Signage in Exhibitor Hall Foyer
- Session Breaks: Table Signs/Balloons, Name/Logo on Napkins, Opportunity for Wall Above Break Area
- One (1) Attendee Pass to Main Conference Track Sessions [except CHRO]
- Promotional Item in All Conference Bags
- Eighth Page Color Ad in Conference Program
- Company Name/Logo on Conference Website [up to 18 months]
- Post Conference Attendee List

SILVER SPECIAL EVENT SPONSOR \$5,000

- 5 Opportunities:
 - Luncheon or Closing Keynote
 - Tuesday Relaxation Spa/Casino 101 Reception
 - Golf Lunch and Tournament [9 Holes Each]
- Prime Location Booth – 3 Days
- Opportunity to Greet Attendees at Event
- Two Minute Presentation at Sponsored Event
- One (1) Attendee Pass to Track Sessions [except CHRO]
- Banner in Ballroom Foyer Throughout Conference
- Keynote Sponsors: Opportunity for Signage over Entry Door to Plenary Session and Interior for Event Day
- Reception: Signage on Sides of Salon A Entrance and Two (2) Tickets to Event
- Golf Tournament: Opportunity for Signage at Event, 9 Tee Box Signs, Golf Balls, Scorecards, Pencils and Two (2) Tickets to Event
- Promotional Item in All Conference Bags
- Quarter Page Color Ad in Conference Program
- Company Name/Logo on Conference Website [up to 18 months]
- Post Conference Attendee List

PRIME LOCATION EXHIBITOR BOOTH

Includes 2 staff as well as listing as Prime Exhibitor on Conference website, mobile app, and program
3 Day \$3,000
2 Day \$2,500

BASIC EXHIBITOR BOOTH

Includes 2 staff as well as listing as Exhibitor on Conference website, mobile app, and program
3 Day \$2,500
2 Day \$2,000
1 Day \$1,250



QUESTIONS? CONTACT THE SPONSOR & EXHIBITOR TEAM

Lindsay Fernandes, Sponsor & Exhibitor Chair
lfernandes@collette.com

Vicki Fry, Sponsor & Exhibitor Team Member
VicFry@TacoComfort.com

Mary Laughlin, Sponsor & Exhibitor Team Member
mlaughlin@deltarf.com

Maureen Mackey, Sponsor & Exhibitor Team Member
maureen@mackeyandquasco.com



TO CONFIRM YOUR SPONSORSHIP & EXHIBITOR OPPORTUNITY

- Executed contract and payment due received within 30 days of contract to reserve option
- Payment Option: 1/3 within thirty (30) days of contract, 2nd 1/3 due by no later than October 1, 2017, and 3rd 1/3 due by February 1, 2018.
- Payments via check or any major credit card
- Make your check payable to:
Tri State SHRM -CTHRC
P.O. Box 7372
Berlin, CT 06037-7372
- Payments are non-refundable for cancellation within 6 months of Conference unless replacement sponsor/exhibitor is obtained.

Please submit this completed form and send to:
Lindsay Fernandes by email at lfernandes@collette.com or mail to 5 Bellmare Road Coventry, RI 02816

___ Sponsor:
 Level and Option _____
 ___ Prime Exhibitor: ___ 3 day ___ 2 day
 ___ Basic Exhibitor: ___ 3 day ___ 2 day ___ 1 day

Company Name: _____

Address:

Name and Title of Authorized Key Contact:

Email: _____

Phone: _____

Signature: _____

Payment:
_____ Check in the amount of \$ _____ mailed to

Tri State SHRM -CTHRC
P.O. Box 7372
Berlin, CT 06037-7372

_____ Credit Card Payment, (Conference Treasurer Will Contact You Directly For Payment)

