



# HRD 2018 Conference in the Americas



*Exhibiting & Sponsorship*  
**Opportunities**  
*25<sup>th</sup> Anniversary Conference*

FEBRUARY 14–17, 2018 | MARRIOTT RICHMOND | RICHMOND, VIRGINIA USA

# The AHRD Vision

Leading human resource development through research.

## AHRD Mission Statement

To develop a community of interest recognized as a global human resource development center of excellence that promotes ethical research and practice.

To influence and encourage the creation and systematic study of theories, processes, and techniques that advance human resource development.

To foster research-practice linkages.

To disseminate knowledge of human resource development theories, processes, and techniques.

To encourage the incorporation of research results into HRD degree and professional development programs.

To provide fellowship for individuals with scholarly and professional interests in human resource development.

# More About AHRD

AHRD is a global organization made up of, governed by, and created for the Human Resource Development (HRD) scholarly community of academics and reflective practitioners. The Academy was formed to encourage systematic study of human resource development theories, processes, and practices; to disseminate information about HRD; to encourage the application of HRD research findings; and to provide opportunities for social interaction among individuals with scholarly and professional interests in HRD from multiple disciplines and from across the globe.

## 2018 Conference

This is the Academy's 25<sup>th</sup> Annual International Research Conference in the Americas.

Participants include national and international HRD thought leaders and HRD scholars, scholar-practitioners, practitioners, graduate students, and university faculty. The organizations represented include national and international universities, nonprofits, governments, and corporations from around the world.

Registration for the 2018 International Research Conference in the Americas will open in October.

## Explore Richmond

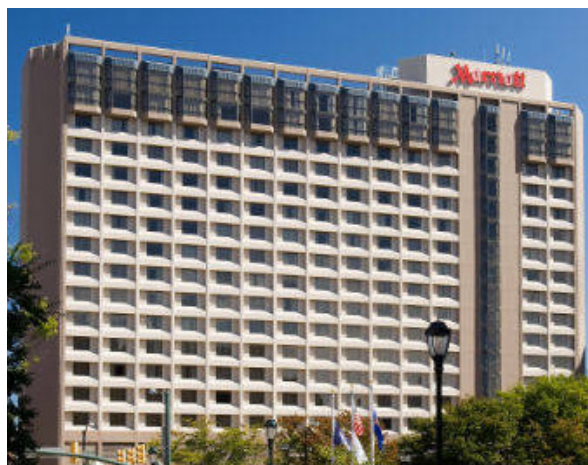
### Touring Richmond

There are not many cities, none in fact, where you may kayak and raft class II and IV rapids in an urban setting. Richmond is the only place in the country where you can run the rapids, pull out and walk to a downtown brewery, bar or restaurant. The James River in Richmond, VA is so much more than a place to shoot rapids. Belle Isle is a gathering place with rocks perfect for picnicking, and refreshing waters for wading and swimming. The James River Park system features single track trails that are perfect for hiking, running, and mountain biking.

### Dining in Richmond

Colorful and iconic umbrellas shade riverside tables as there's a reason National Geographic said Richmond is a place to visit for food and Condee Nast Traveler said Richmond was the "Southern Food Destination You Need to Know About." The best Richmond region restaurants are locally-owned and offer everything from farm-to-table to Asian fusion. Richmond chefs have been nominated for James Beard awards.

## Conference Location



### Marriott Richmond

500 East Broad Street, Richmond, VA 23219

- **Phone:** 1+(800) 643-3400 or 1+(800) 228-9290
- **Website:** [www.marriott.com](http://www.marriott.com)
- **Room Rate:** \$159 plus tax

# Sponsor/Exhibit Opportunities

## President's Dinner (1 available)

**\$1,500**

- Logo and link to your site on the conference page of the AHRD website
- Listing in program agenda next to sponsored dinner and logo prominently displayed on sponsor page in conference program book
- Signage at the President's Dinner and conference
- Exhibit table with preferred location
- Two full conference registrations (\$700 value)
- Verbal recognition of your sponsorship at the conference
- Three complimentary tickets for your staff to attend the President's Dinner

## President's Reception (1 available)

**\$1,000**

- Logo and link to your site on the conference page of the AHRD website
- Listing in program agenda next to sponsored reception and logo prominently displayed on sponsor page in conference program book
- Signage at the President's Reception and conference
- Exhibit table
- One full conference registration (\$350 value)

## Opening Reception Sponsor (1 available)

**\$1,000**

- Logo and link to your site on the conference page of the AHRD website
- Listing in program agenda next to sponsored reception and logo prominently displayed on sponsor page in conference program book
- Signage at Opening Reception and conference
- One full conference registration (\$350 value)
- Two complimentary tickets for your staff to attend the Opening Reception
- Exhibit table

## Mobile App Sponsor (3 available)

**\$1,000**

- Sponsorship of the conference mobile app (including logo recognition in pre-conference marketing)
- Logo in the conference mobile app
- One full conference registration (\$350 value)
- Logo and link to your site on the conference page of the AHRD website
- Signage at the conference
- Exhibit table

## Entertainment Sponsor (1 available)

**\$750**

- Logo and link to your site on the conference page of the AHRD website
- Listing in program agenda next to sponsored entertainment and logo prominently displayed on sponsor page in conference program book
- Signage at the President's Dinner and conference
- Exhibit table
- Two complimentary tickets for your staff to attend the President's Dinner

## Exhibit Table Space Details

Full details, including setup times, show times, and tear down will be sent with your confirmation packet.

- Cost: \$300  
University/College/Institution Cost: \$175
- Tabletop exhibit includes: draped 6' table and 2 chairs
- AHRD will assign tabletop exhibits with higher level sponsors receiving highest exposure
- Setup: Thursday, Feb. 15, 10:00am to 2:00pm
- The exhibit area will host breaks throughout the conference for highest possible exposure.
- Teardown: Saturday, Feb. 17 at 5:00pm
- Electricity \$50

## Program Ads

### Full-Page Ad

**\$250**

Contact Sijia Fan at [sijiaf@ahrd.org](mailto:sijiaf@ahrd.org) for ad specs.  
**Ads must be submitted by January 8, 2018.**

### Half-Page Ad

**\$150**

Contact Sijia Fan at [sijiaf@ahrd.org](mailto:sijiaf@ahrd.org) for ad specs.  
**Ads must be submitted by January 8, 2018.**

### Important Information About Your Company Logo:

*If your sponsorship benefit includes a logo, please email an .eps or .PDF (for print) and a .jpg or .png (for web) to [office@ahrd.org](mailto:office@ahrd.org). Including color logos and greyscale logos will ensure the best marketing possible for your company. Or use this form: [www.ahrd.org/page/Submit\\_Logo](http://www.ahrd.org/page/Submit_Logo)*

**Note:** This is an application to sponsor. All sponsor applications are subject to review and approval by AHRD. Moreover, we reserve the right to deny sponsor privileges to any applicant.

# 2018 AHRD Sponsor & Exhibitor Registration

February 14–17, 2018 | Marriott Richmond | Richmond, Virginia USA

Register online at [www.ahrd.org](http://www.ahrd.org).



## Select Sponsorship Level

### Sponsor/Exhibitor Options

- President's Dinner \$1,500
- President's Reception \$1,000
- Opening Reception \$1,000
- Mobile App Sponsor \$1,000
- Entertainment Sponsor \$750
- Exhibit Table \$300
- Exhibit Table – University/College/Institution\* \$175

### Program Ad Opportunities

- Full-Page Ad \$250
- Half-Page Ad \$150

Exhibitors: Indicate if you will need the following:

- Electricity \$50

\* Must be approved by the Office to qualify. Contact Kathie Pugaczewski at [office@ahrd.org](mailto:office@ahrd.org) or 1+(651)265-7859.

## Contact Information

Main Contact for Logistics (First and Last Name) \_\_\_\_\_  
Onsite Exhibitor Representative (First and Last Name) \_\_\_\_\_  
Company or Institution Name \_\_\_\_\_  
Address \_\_\_\_\_  
Country \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ +( ) - \_\_\_\_\_ Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ Email (print) \_\_\_\_\_

All listings and signage should read: \_\_\_\_\_  
(Complete institution, facility, or company.)

## Payment Options

- Check (payable to AHRD)  Visa  Mastercard

**If you are paying by credit card, all fields are required.**

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ 3-digit security code \_\_\_\_\_  
Cardholder Name and/or Company (print) \_\_\_\_\_  
Cardholder Phone \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

**Credit Card Billing Address:**  Same as the address above (OR complete the following fields)

Address \_\_\_\_\_  
Country \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ Postal Code \_\_\_\_\_

*Payment must accompany form to guarantee sponsorship.*

**Audio/Video Policy:** Registration and attendance at, or participation at association events constitutes an agreement by the registrant to association's use and distribution of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

**PCI Compliance:** Please do not send credit card information via email. Per standard by the Payment Card Industry, AHRD has met the requirements of the Payment Card Industry-Data Security Standards (PCI-DSS).

**Cancellation Policy:** All Sponsor/Exhibitor cancellations by January 26, 2018 will be refunded, less a \$100 handling fee. Cancellations received after January 26, 2018 will not receive a refund.

**Grand Total: \$** \_\_\_\_\_

### Mail to the AHRD Office at:

1000 Westgate Drive, Suite 252  
St. Paul, MN 55114 USA  
Office Phone: 1+(651)290-7466  
Office Fax: 1(651)290-2266

### Questions?

Contact Kathie Pugaczewski at [office@ahrd.org](mailto:office@ahrd.org) or 1+(651)265-7859.

(For office use only)

initials	fin.	CK/KC
date		paid