



2020 AHRD International Research Conference in the Americas

February 26-29, 2020
Atlanta, Georgia



Exhibiting & Sponsorship Opportunities

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.

2020 Conference

This is the Academy's 27th 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.



Conference Location

Atlanta Marriott Buckhead Hotel & Conference Center
3405 Lenox Road NE, Atlanta, Georgia 30326
(404) 261-9250

[Book your group rate for AHRD 2020 ANNUAL CONFERENCE](#)

\$168/night (plus tax)

Block ends Thursday, February 6th, 2020

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

Friday Break Sponsor (1 available) \$1,000

- Logo and link to your site on the conference page of the AHRD website
- Listing in program agenda and logo prominently displayed on sponsor page in conference program book
- Signage during all Friday networking breaks
- One full conference registration (\$350 value)

Saturday Break Sponsor (1 available) \$1,000

- Logo and link to your site on the conference page of the AHRD website
- Listing in program agenda and logo prominently displayed on sponsor page in conference program book
- Signage during all Saturday networking breaks
- One full conference registration (\$350 value)

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 27, 10:00am to 2:00pm
- The exhibit area will host breaks throughout the conference for highest possible exposure.
- Teardown: Saturday, Feb 29 at 5:00pm
- Electricity \$50

Program Ads

Full-Page Ad

\$250 (4.5in x 7.5in)

Half-Page Ad

\$150 (4.5in x 3.75in)

Ads must be submitted by January 7, 2020.

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. 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

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.

2020 AHRD Sponsor & Exhibitor Registration

February 26-29, 2020 | Atlanta Marriott Buckhead Hotel | Atlanta, Georgia USA

Register online at 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
- Friday Break Sponsor \$1,000
- Saturday Break 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

Grand Total: \$ _____

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

Have an idea for a sponsorship or attendee giveaway? Email office@ahrd.org

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: m Same as the address above (OR complete the following fields)

Address _____

Country _____ City _____

State _____ Postal Code _____

(For office use only)

initials	fin.	CK/CC
date		paid

I have read and grant consent to use my data as outlined in the [privacy policy](#).

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 December 20, 2019 will be refunded, less a \$100 handling fee. Cancellations received after December 20, 2019 will not receive a refund.

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 or 1+(651)265-7859