

# AHRD 2025 SPONSORSHIP OPPORTUNITIES

**FEBRUARY 18 - 22, 2025**

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CRYSTAL GATEWAY MARRIOTT  
1700 RICHMOND HWY, ARLINGTON, VA 22202



academy of human resource development

Join over **300+** Human Resource scholars & scholar practitioners from around the world on February 18-22, 2025, for this content-rich conference!

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### MEMBERS INCLUDE:

**HRD researchers** - network with peers, support HRD research, attend research-focused conferences and learn about HRD research happenings worldwide.

**HRD practitioners** - learn about cutting edge-research and theory, meet those who produce HRD research and theory, and network with leaders of HRD practices.

**HRD students** - network with senior HRD academics from around the world, present research, and support their journey as emerging researchers and practitioners.



Crystal Gateway Marriott - Arlington Ballroom



Crystal Gateway Marriott - Arlington, Virginia

**Premier Keynote Sponsor - Exclusive Opportunity - \$5,000**

**BENEFITS**

- Sponsorship of a keynote presentation, including a company representative to introduce this keynote session
- 1-Year of Promotion on AHRD website, including social media recognition before and during event
- Logo in the conference mobile app
- Three (3) complimentary full conference registrations, including tickets to the Welcome Reception and Exhibit table with preferred location
- Company logo on the AHRD website
- Company name in marketing materials and program
- Half-page program ad (design provided by sponsor)
- First right of refusal for this sponsorship for the 2025 AHRD Conference Sponsorship
- Opportunity to add 6' exhibit table--no additional charge

**President's Dinner Sponsor - Exclusive Opportunity - \$2,500**

**BENEFITS**

- 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
- Two (2) complimentary full conference registrations, including tickets to the Welcome Reception
- Four (4) complimentary tickets for your staff to attend the President's Dinner
- Verbal recognition of your sponsorship at the conference
- Opportunity to add 6' exhibit table--no additional charge

**Proceedings Book Sponsor - Exclusive Opportunity - \$2,500**

**BENEFITS**

- A digital collection of technical submissions, the conference proceedings are a valuable reference document for attendees
- Your branding will be featured on the downloadable eBook supplied to attendees
- Your company logo displayed on the eBook proceedings front cover
- One (1) full page advertisement in the eBook proceedings
- 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
- Two (2) complimentary full conference registrations, including tickets to the Welcome Reception
- Opportunity to add 6' exhibit table--no additional charge

**Town Hall Sponsor - Exclusive Opportunity - \$1,500**

**BENEFITS**

- Opportunity to showcase your brand during an essential conference activity** 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
- One (1) complimentary full conference registration
- Two (2) complimentary tickets for your staff to attend the Town Hall
- Opportunity to add 6' exhibit table--no additional charge

**Lunch Hospitality Sponsor - Two Available - \$1,000**

**BENEFITS**

- Opportunity to showcase your brand during an essential conference activity
- 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 Lunch and conference
- One (1) complimentary full conference registration
- Two (2) complimentary tickets for your staff to attend the Opening Reception
- Opportunity to add 6' exhibit table--no additional charge

\*\*NEW SPONSOR LEVEL\*\*

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**Welcome Reception Sponsor - Two Available - \$1,000**

BENEFITS

- 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 Lunch and conference
- One (1) complimentary full conference registration
- Two (2) complimentary tickets for your staff to attend the Opening Reception Exhibit table
- Opportunity to add 6' exhibit table - no additional charge

**Friday Break Sponsor - Exclusive Opportunity - \$1,000**

BENEFITS

- Opportunity to supply branded cups (*sponsor to provide*)
- Opportunity to provide a pull-up banner to sit beside the coffee machines (*sponsor to provide*)
- 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 (1) full conference registration

**Saturday Break Sponsor - Exclusive Opportunity - \$1,000**

BENEFITS

- Opportunity to supply branded cups (*sponsor to provide*)
- Opportunity to provide a pull-up banner to sit beside the coffee machines (*sponsor to provide*)
- 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 (1) full conference registration

**President's Reception \$1,500**

BENEFITS

- 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
- Opportunity to add 6' exhibit table--no additional charge
- One (1) complimentary full conference registration
- Two (2) complimentary tickets to attend the President's Dinner

**Future Scholars & Leaders Academy \$1,500**

BENEFITS

- Logo and link to your site on the conference page of the AHRD website
- Listing in program agenda
- Signage with company logo during the AHRD
- Future Scholars and Leaders Academy
- Opportunity to add 6' exhibit table--no additional charge

**Mobile App Sponsor - Five Available - \$1,000**

BENEFITS

- The conference app is frequently referred to throughout the conference, and is used for:
  - *connecting delegates, sponsors and exhibitors*
  - *viewing the conference program, speaker profiles and proceedings*
  - *keeping up to date with notifications and important announcements.*
- Your company logo displayed alongside the hosts logo in a prominent position on the conference app.
- Sponsorship of the conference mobile app
- Logo in the conference mobile app
- One (1) complimentary full conference registration
- Logo and link to your site on the conference page of the AHRD website
- Signage at the conference
- Opportunity to add 6' exhibit table - no additional charge

**General Sponsorship \$500**

BENEFITS

- Logo and link to your site on the conference page of the AHRD website
- Promotion of your company onsite, all pre-event marketing and mobile app
- Listing in program agenda

**For the option to bring (at sponsor expense): your company's brand on: pens, notepads, bags, coasters, coffee sleeves, water bottles, stress balls, hand sanitizer, or sponsor's choice of item handed to attendees at registration - please contact our team at [Office@AHRD.org](mailto:Office@AHRD.org) for details**

## Exhibit Table Space Details

**Sponsorship and Exhibitor deadline is January 31, 2025.**

Your dedicated, 6' table with two chairs is an effective, convenient and inexpensive way to increase your visibility and meet with attendees. The ballroom will be the hub of attendee activity during all refreshment breaks, lunches, and receptions.

### Cost

Exhibit Table	\$350
Add Electricity	\$50
University/College Institution Exhibit Table*	\$175
Add Electricity	\$50

\* Must be approved by the Office to qualify. Contact [office@ahrd.org](mailto:office@ahrd.org).

### Tabletop exhibit includes:

- Draped 6' table and two chairs
- AHRD will assign tabletop exhibits with higher level sponsors receiving highest exposure
- Two complimentary staff exhibit registrations (does not include full conference registration)
- \$75 off ONE (1) full conference registration

Floorplan Booths will be allocated in order of receipt by AHRD and payment must be received in full to secure your booth placement.

Full exhibitor details will be sent with your confirmation packet. Exhibitors have the option to give away door prizes at their booths. Exhibitors are responsible for contacting the winners directly. AHRD is not responsible for any prizes that are won and not collected.

## Program Ads

### Ads must be submitted by January 31, 2025

Full-Page Ad: \$250 (4.5in x 7.5in)

Half-Page Ad: \$150 (4.5in x 3.75in)

### 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)

# AHRD SPONSOR OPPORTUNITIES

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.



## Please select level of Sponsorship:

- Premier Keynote Sponsor \$5,000
- Name Badge & Lanyard Sponsor \$2,500
- President's Dinner Sponsor \$2,500
- Proceedings Book Sponsor \$2,500
- Future Scholars & Leaders Academy \$1,500
- Lunch Hospitality Sponsor \$1,000
- Welcome Reception Sponsor \$1,000
- Mobile App Sponsor \$750
- Friday Break Sponsor \$1,000
- Saturday Break Sponsor \$1,000
- Town Hall Sponsor \$1,000
- President's Reception Sponsor \$1,500
- General Sponsor \$500

- Exhibit Table \$350
- Add Electricity \$50
- Exhibit Table<sup>University/College/Institutions\*</sup> \$175
- Add Electricity \$50

## Program Ad Opportunities

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

PAYMENT AND COMPANY LOGO (IN HIGH RESOLUTION JPG & EPS PRINT FORMAT) MUST BE RECEIVED WITH YOUR COMPLETED FORM

Please complete your Sponsor/Exhibitor registration at [AHRD.org](http://AHRD.org)

Contact Name:

Email:

Company/Institution Name:

Company Address:

State:

Postal Code:

Phone:

All Listings/Signage should read:

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

**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:** Cancellation requests for exhibit booth space must be submitted in writing and received by conference staff by December 18, 2024 will be refunded, less a \$100 handling fee. Cancellations received after December 18, 2024 will not receive a refund.

**SPONSORSHIP AND EXHIBITION BOOKINGS ARE NOT CONFIRMED UNTIL PAYMENT HAS BEEN MADE IN FULL PLEASE RETURN COMPLETED FORM TO EVENT MANAGEMENT.**

**Mail to the AHRD Office at**

Academy of Human Resource Development

1935 County Road B2 W., Ste 165

Roseville, MN 55113

OR

[Office@AHRD.org](mailto:Office@AHRD.org)

All Forms Due January 31, 2025