

SHRM® Greater Baltimore



20TH ANNUAL EMPLOYMENT LAW & LEGISLATIVE CONFERENCE

TUESDAY, NOVEMBER 4, 2025

GREATER BALTIMORE SHRM

Greater Baltimore SHRM is a well-established professional association serving HR practitioners, business leaders, and strategic partners across the Baltimore region. We are committed to advancing the HR profession through education, connection, and advocacy. With a rich history and a future-focused mission, we serve as a trusted resource for more than 500 members across all industries and career levels.

WHAT'S NEW FOR 2025?

We've listened—and we're making bold moves for 2025.

Thanks to valuable sponsor feedback, we're enhancing the Fall Conference experience in meaningful ways:

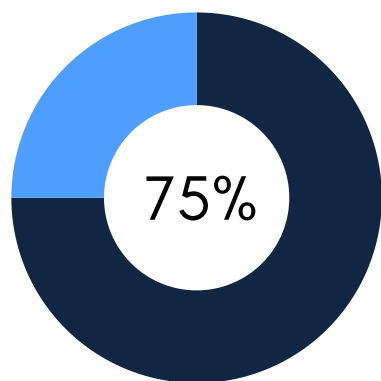
- **New Venue:** We're bringing the event to a refreshed location that offers better visibility, improved amenities, and greater foot traffic for our sponsors.
- **Tiered Pricing:** To reward early commitment, we've introduced a three-tiered pricing model — **Kickoff**, **Advance**, and **Standard** — giving you the opportunity to lock in your spot at the best possible rate.
- **Expanded Exposure:** More touchpoints, more visibility, and more intentional engagement with HR decision-makers throughout the event.

SPONSORSHIP LEVELS

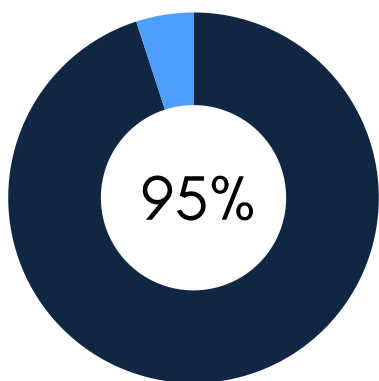
Exposure to Attendees	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Introduction of morning keynote	✓				
Logo on attendee giveaway	✓				
Handouts at attendee seats	✓	✓	✓		
Choice of table location	First	Second	Third		
Logo on event promo materials	✓	✓	✓	✓	
Podium recognition at event	✓	✓	✓	✓	
Logo linked on registration page	✓	✓	✓	✓	✓
Participation in Passport Card	✓	✓	✓	✓	✓
Booth staff included	3	2	2	2	2
Communications to Members					
Sponsorship of 1 education or networking meeting (includes 3 minute intro)	✓				
Direct E-mail blast to over 3,500 HR contacts (within 12 months of event)	2	1			
Logo on homepage scrolling banner	3 months	2 months	1 month		
Contact information of attendees (mailing addresses of those who opt in)	✓	✓	✓	✓	✓
Social Media Presence					
Dedicated social media post with logo	✓	✓	✓		



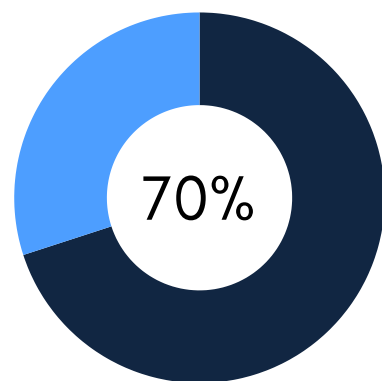
ATTENDEE DEMOGRAPHICS & REACH



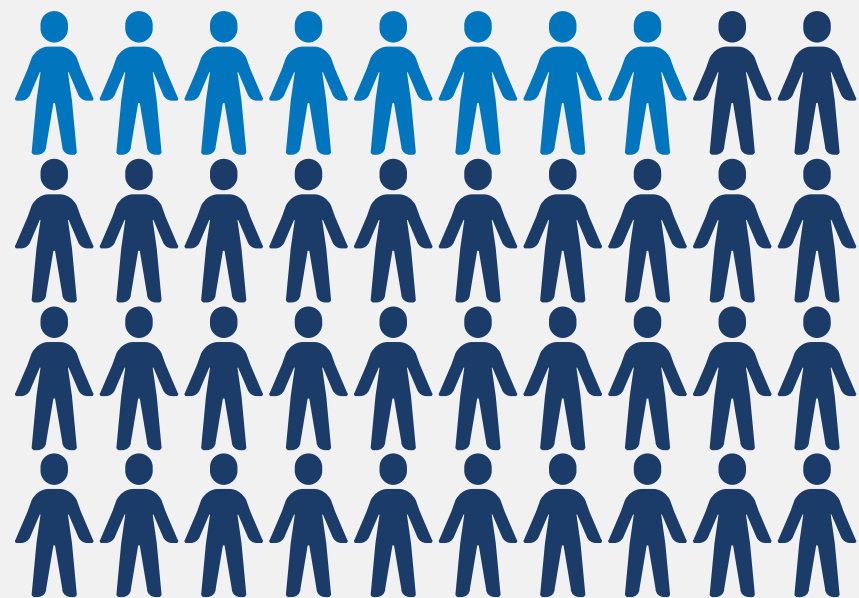
of conference attendees are **decision makers holding manager or higher level positions** within their company.



of conference attendees are **located within the Greater Baltimore area**.



of conference attendees are **Greater Baltimore SHRM members seeking leading & modern HR resources**.



- **Over 400 HR and business professionals** expected in 2025.
- Participants in 2024 represented **30+ industries** including healthcare, tech, education, and marketing.
- In 2024, **168 unique organizations** were represented.



We're excited to offer updated sponsorship pricing for our
2025 Fall Conference now with three tiers:
Kickoff, Advance, & Standard

Sponsorship Prices	Kickoff	Advance	Standard
Platinum	\$4,500.00	\$4,750.00	\$5,000.00
Gold	\$3,100.00	\$3,200.00	\$3,250.00
Silver	\$1,600.00	\$1,700.00	\$1,750.00
Bronze	\$1,100.00	\$1,200.00	\$1,250.00
Exhibitor	\$700.00	\$800.00	\$850.00

- **Kickoff Pricing:** June 18 – July 15th
- **Advance Pricing:** July 16 – August 12th
- **Standard Pricing:** Begins August 13th

Ready to secure your sponsorship?

[Click HERE](#) to complete our digital sponsor submission form.

SECURE YOUR SPOT EARLY TO MAXIMIZE SAVINGS AND VISIBILITY!