



Information for Advertisers and Sponsors



Spring Conference and Fall Legislative Conference

Spring Conference (April) & Fall Legislative Conference (November)

An all-day event for 350+ HR professionals where vendors may display products and information. The Spring Conference features general education for HR Professionals and the Fall Conference features legislative and employment law updates.

Exhibit Table \$600 (Early) - \$650 (Late)

- Exhibit table and registration for two reps.

Platinum Sponsor \$5,000

- Your logo on conference brochure & website
- Recognition as sponsor during the conference
- Opportunity to conduct on-stage prize drawing
- Link to your company's website on conference webpage
- Your logo on CHRA-provided attendee giveaway item
- Complimentary ad on CHRA website for 3 months
- 2 Complimentary Eblasts to CHRA mailing list
- 1 Complimentary hard-copy promotional mailing
- 1 Complimentary Monthly Meeting Sponsorship
- First choice of exhibit booth location
- 3 CHRA memberships

Gold Sponsor \$3,000

- Your logo on conference brochure & website
- Recognition as sponsor during the conference
- Opportunity to conduct on-stage prize drawing
- Link to your company's website on conference webpage
- Complimentary ad on CHRA website for 2 months
- 1 Complimentary Eblast to CHRA mailing list
- Second choice of exhibit booth location
- 2 CHRA memberships

Silver Sponsor \$1,500

- Your logo on conference brochure & website
- Recognition as sponsor during the conference
- Opportunity to conduct on-stage prize drawing
- Complimentary ad on CHRA website for 1 month
- Third choice of exhibit booth location
- 1 CHRA membership

Bronze Sponsor \$1,000

- Your logo on conference brochure & website
- Recognition as sponsor during the conference
- Opportunity to conduct on-stage prize drawing
- Fourth choice of exhibit booth location

Web Page Advertising

CHRA offers banner advertising on its website, which is a popular resource for Human Resources professionals and service providers to obtain information on upcoming HR-related education, certification, special events, legislative updates and industry news. In addition, members visit the site to access the member directory and members-only area.

This is a great opportunity to reach out to human resource professionals across Maryland! Banner ads rotate on the CHRA homepage.

Banner Ad Specifications

Banner must be submitted in a specific size format (contact CHRA headquarters for details).

Advertising Rates (per ad, per month)

1 month	\$100
3 Months	\$75
6 Months or more	\$50

E-Blast Sponsorship

If you have a special event or product that you would like CHRA to promote to our 3,300+ HR members and associates, consider purchasing a CHRA Eblast.

- CHRA will send up to one exclusive sponsored email blast per month, for a total of 12 email blasts the entire year.
- Sponsors will send the email ready details to CHRA and they will be put into our email blast software to send out. We will not provide any graphics work. Details may be sent in a flyer format (jpeg) or simply with wording and logos you would like to have included.
- CHRA reserves the right to decline the promotion of any event that it deems to be a direct conflict with CHRA's mission, or its own events and/or products.
- Cost: Just **\$400 per email blast**.

Post a Job or Internship

Looking to hire a talented HR professional? When you have a job or internship opportunity available, CHRA offers a valuable resource to post your opening. The CHRA Career Center allows postings from any company looking to hire in the HR field. Your opening will be viewed by potential employees who are interested and have a background in positions within Human Resources. We have received positive feedback from numerous employers after posting positions stating their success in finding candidates through our Job Board. The fee is **\$100** to post a position for **30 days**. Internships may be posted for free!

Monthly Meetings Sponsorship

CHRA holds monthly morning or evening educational sessions that feature a keynote speaker on topics of interest to human resource professionals. Sponsorships include:

- Display table
- Three month standard banner on website
- Registration for one representative
- A listing of all attendees with name, company & mailing address
- Logo on brochure, website and email promotions
- 2 minute "commercial" at the event

Morning or Evening Programs \$400

Networking Event Sponsorship

CHRA holds quarterly Members-Only networking events at various host sponsor locations.

Location Host / Food Host Sponsors:

\$100 fee + Cost of Food (Avg. \$250)

Drink Sponsor:

\$100 fee + Cost of Drinks (Soft/Alcoholic, Avg. \$250)

Door Prize Sponsors:

\$100 fee + Cost of Door Prizes (Avg. \$250)

Each Sponsorship includes:

- An exhibit table at the event
- An opportunity to provide a 2-minute commercial to the attendees
- You may keep the business cards from the door prize drawing, to send follow-up letters to the attendees.
- Two free registrations at the event, to network and represent your products and services

Diversity Award Sponsorship

The James W. Rouse Diversity Award is presented annually to the local organization that best exemplifies an environment of acceptance and inclusion. The award is presented at a special CHRA function. Sponsorships of **\$500** are available. Sponsors are recognized in the event promotions and at the event.

CHRF Pathways to Success

Pathways to Success, CHRA's Community Outreach Program, helps to provide local high school juniors the skills necessary to enter the workforce. The uniqueness of this training program is that it occurs at business sites throughout the Metropolitan Baltimore Community and provides exposure to different work environments, enhancing the learning experience for the students. CHRF has recently launched a Corporate Adoption Program.

Corporate Adoption Sponsors

Gold Adoption Sponsors: \$2,500+Adoption Certificate

- Thank you letter from Pathways students
- Exhibit table at either Spring Conference or a monthly meeting
- 12-month standard banner ad on CHRA website
- Recognition in CHRA online newsletter
- CHRA membership for one HR person for one year

Silver Adoption Sponsors:

\$1,250+Adoption Certificate

- Thank you letter from Pathways students
- 9-month standard banner ad on CHRA website
- Recognition in CHRA online newsletter
- CHRA membership for one HR person for one year

Bronze Adoption Sponsors:

\$500+Adoption Certificate

- Thank you letter from Pathways students
- 6-month standard banner ad on CHRA website
- Recognition in CHRA online newsletter

Board Meeting Sponsorship

CHRA allows members to sponsor board meetings, where the sponsor would provide breakfast for the board members in addition to a **\$100** minimum donation to the CHRFoundation. This is a great opportunity to have a one-on-one interaction with the decision makers and leaders of CHRA. Board Meetings typically take place the first Thursday morning of each month in Towson.

To Reserve A Sponsorship, contact info@chra.com - or call 443-966-3870

All sponsor pricing listed is subject to change