

SPONSOR AND EXHIBITOR PROSPECTUS

# 2019 Minnesota HR Tech EXPO

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THE REGION'S **LARGEST SHOWCASE OF KNOWLEDGE  
AND PRODUCT FOR HUMAN CAPITAL MANAGEMENT**

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**April 10, 2019** | RIVERCENTER, ST. PAUL, MINNESOTA

**11th ANNUAL**

## WHY INVEST IN A SPONSORSHIP OR EXHIBIT BOOTH?

You will leave with...

- **an edge on your competition – over 65 vendors attended in 2018**
- **new knowledge - what HR professionals seek**
- **new insight on industry best practices – 12 breakout sessions by thought leaders**
- **new prospects and meetings with potential new clients – over 500 total participants and pre-conference mailings to over 6000 contacts**
- **renewed energy!**

See [www.lehrn.org](http://www.lehrn.org) for participant demographics, 2018 Expo Recaps and 2018 Agenda and Speakers

## SPONSORSHIP OPPORTUNITIES AT A GLANCE

Sponsor Benefits	Leading Edge Sponsor \$5,000	Fast Follower Sponsor \$2,500	Expo Exhibitor Package \$1,250	Incubator / Startup Package \$625
Prime location for your Expo booth	*			
Recognition as an Expo sponsor at the MN HR Tech Expo	*	*		
Recognition including logo on website homepage for one year	*	*		
Opportunity to present on ShopperTrack stage at <b>no</b> additional charge	*	*		
Discounted pricing on additional sponsorship & promotional opportunities at Expo (see inside for details)	*	*		
Ad in program	Full page	Half page		
Special "Incubator Section" setting in Expo Hall				*Includes table top sign with logo
Booth at Expo and 6-foot draped table	Double-wide booth	Standard booth	Standard booth	High top table and two chairs
Passes to the Expo for booth staff and guests	4	3	2	
Company logo and sales info in Expo program guide	*	*	*	*
Company logo on website advertising event	*	*	*	
Access to Expo opt-in attendee list after the event	*	*	*	

*See additional branding and participation offerings:*

## **LEADING EDGE SPONSOR – \$5,000**

- Recognition as a Leading Edge sponsor at the Minnesota HR Tech Expo
- Recognition as Premier sponsor including corporate logo on website homepage for the year
- Opportunity to present on ShopperTrack stage at no charge
- Discounted pricing on additional sponsorship & promotional opportunities at Expo
- Full page ad or infographic in the program guide
- Double-wide booth at EXPO and 6-foot draped table
- Four (4) passes to the EXPO (includes breakfast, lunch, snacks and reception) for booth staff and guests (Extra passes can be purchased for an additional \$125 each)
- Company logo and sales information in EXPO program guide
- Company logo on website advertising the event
- Access to EXPO Opt-in attendee list after the event

## **FAST FOLLOWER SPONSOR – \$2,500**

- Recognition as a Fast Follower sponsor at the Minnesota HR Tech Expo
- Recognition as Premier sponsor including corporate logo on website homepage for the year
- Opportunity to present on ShopperTrack-stage at no charge. FIRST COME FIRST SERVE
- Discounted pricing on additional sponsorship & promotional opportunities at Expo
- Half page ad or infographic in the program guide
- Standard booth at EXPO and 6-foot draped table
- Three (3) passes to the EXPO (includes breakfast, lunch, snacks and reception) for booth staff and guests (Extra passes can be purchased for an additional \$125 each)
- Company logo and sales information in EXPO program guide
- Company logo on website advertising the event
- Access to EXPO Opt-in attendee list after the event

## EXPO EXHIBITOR PACKAGE – \$1,250

- Standard booth at EXPO and 6-foot draped table
- Two (2) passes to the EXPO (includes breakfast, lunch, snacks and reception) for booth staff and guests (Extra passes can be purchased for an additional \$125 each)
- Company logo and sales information in EXPO program guide
- Company logo on website advertising the event
- Access to EXPO Opt-in attendee list after the event

## INCUBATOR/STARTUP COMPANIES PACKAGE – \$625\*

*Exclusively for small, start-up companies*

- *Special “Incubator Section” setting in Expo Hall*
- *High top table and one chair*
- *One (1) passes to the EXPO (includes breakfast, lunch, snacks and reception)*  
*(Extra passes can be purchased for an additional \$125 each)*
- *Table Top signage with logo*
- *Company listing in Program guide*

*\*Availability limited by Expo Hall space allocations*

## 2019 HR TECH EXPO EVENT Additional Sponsorships:

**Add these unique opportunities to your current sponsor or exhibitor package:**

**ShopperTrack Demos – First come-first served!** Back by popular demand! FREE for sponsors; \$500 exhibitors *(as available)* *Calling all shoppers!* Take advantage of this unique opportunity to “sell” in a live format with a product demo and interactive conversation with small group in theatre style format. Only 12 sessions available (4 stages at each of 3 times during exhibit hours).

**Mobile App Sponsor – Available at \$5000** (1 available) *This is a premier opportunity!*

This is the most visible marketing opportunity for the event. Your Banner ad will be featured on every page of the Program guide and additional shout-outs prior to the event in all email promotions.

**Cocktail Reception Sponsor – Available at \$2,500 for sponsors;** (1 available)

*I'll drink to that!* Sponsor the after EXPO reception to be held in the exhibit area. Appetizers served and cash bar for attendees. Includes name on promotional materials, in program where reception is listed, and sign at the reception.

**Lunch Buffet Sponsor – Available at \$2,000 for sponsors;** (1 available)

*Stand in line for this sponsorship.* Includes sponsor credit in program guide and table tent advertising on Buffet and on lunch tables.

**Breakfast Sponsor – Available at \$1,000 to sponsors;** (2 available)

*Don't skip breakfast.* Includes sponsor credit in program guide, table tent advertising at each food station, and signage on participant tables.

**Break Sponsors (morning or afternoon) – Available at \$1,000 to sponsors;** (2 available) *Leave Caffeinated!* Includes table tent advertising at each coffee beverage and food station and on participant tables.

**Lanyard Sponsor – Available at \$1,000 to sponsors;** (1 available)

*Have your name on the neck of every participant!* Lanyards and printing provided by 2019 HR Tech Expo.

**Bag Sponsor – Available at \$1,000 to sponsors;** (1 available)

*This sponsorship is in the bag!* Have your name or logo displayed on conference bags. Bags and printing provided by 2019 HR Tech Expo.

## To Register as a Sponsor or Exhibitor for 2019 Tech Expo Visit:

<https://www.lehrn.org/event/2019exposponsorexhibit>

- If you require an invoice, please contact [lehrn@lehrn.org](mailto:lehrn@lehrn.org)
- To discuss the Sponsor or Exhibitor opportunities, contact: [expo@lehrn.org](mailto:expo@lehrn.org)
- A confirmation email will be sent upon registering which can be used as an invoice. Credit cards, checks and purchase orders accepted
- An exhibitor packet will be sent closer to the event.

### LIABILITY

Sponsors choosing to exhibit assume responsibility and agree to indemnify and defend LEHRN, the Saint Paul RiverCentre, and their respective employees and agents against any cost or expenses arising for the exhibitor's action at the exhibition premises.

### CANCELLATION POLICY

Once booth space has been applied for and assigned, any cancellation of a booth or sponsorship will result in forfeiture of payments as follows:

- **50%** of total cost of booth or sponsorship if cancellation occurs before **February 15, 2019**.
- **100%** of total cost of booth or sponsorship if cancellation occurs on or after **March 15, 2019**