

2021



**ANNUAL HR
CONFERENCE**

February 26, 2021

Virtual

EXHIBITOR PACKET

NEW THIS YEAR

Mile High SHRM (MHSHRM) is pleased to invite you to participate in Denver's largest Human Resources event: The 18th Annual MHSHRM Virtual Conference.

As resource providers, your services support the HR industry, allowing companies to function at their optimal level. At this event, your company has the incredible opportunity to influence the future of HR and achieve lasting relationships within the field.

Moving to a virtual event has allowed us to create some unique opportunities for our attendees and for you, our exhibitors. At the 2021 conference our attendees will have access to 13+ credits instead of the usual 6, and we have been able to offer this at a lower price. We are also using this virtual opportunity to bring in speakers from across the country! For our exhibitors and sponsors we are offering you direct connections with our attendees without charging you more! And, we are limiting the number of exhibitors to 20 instead of our traditional 50 when in-person.

We have worked to select an optimal platform that will provide you with great opportunities to connect with our attendees, both the day of the event plus the following three months as attendees continue to have access to the platform.

Exhibitor and sponsor spaces are filled on a first come, first served basis. Don't let these opportunities pass you by, **ACT NOW!**

Register online here: www.milehighshrm.org/page/2021HRCExhibitorPage

See full schedule here: www.milehighshrm.org/page/2021Schedule

For more information and details please continue reading.

QUESTIONS?

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Pamela Lehman | 303-465-3522

BE A PART OF THE LARGEST ANNUAL HR CONFERENCE IN THE ROCKY MOUNTAIN REGION

Featuring top HR industry experts delivering keynote presentations and a comprehensive array of educational sessions, this conference attracts more than 400 HR professionals from the Denver metro area and beyond.

As part of this virtual experience, we have created opportunities for our service providers to be an integral part of the event with great exposure throughout the conference and after. The virtual event will remain accessible to attendees for 90 days following the event.

2021	Exhibitor Package
Standard Registration \$1,700 (Through February 1, 2021)	<ul style="list-style-type: none">• "Booth" in virtual Partner Pavilion• Registrations for 3 booth representatives from your company• Up to 4 Playlist Media options (includes PDFs and Videos)• Opportunities to start live Roundtables with attendees• Featured in conference game• List of attendees to your booth• List of conference attendees who haven't opted out• Chat capability with attendees• Logo on sponsor page on Mile High SHRM website• One-year membership to Mile High SHRM (may be gifted or used to extend a current membership)
Final Registration \$1,900 (After February 1, 2021)	
<p>*The title sponsor will receive the first location in the virtual Partner Pavilion. Additional sponsors will receive the next locations on a first come, first served basis, and then exhibitors will be located in order of first come, first served.</p>	

EXHIBITOR REGISTRATION FORM

Please complete the registration form online at
www.milehighshrm.org/page/2021HRCExhibitorPage

SPONSORSHIP OPPORTUNITIES

TITLE/PRESENTING SPONSOR: \$7,000 EXCLUSIVE SPONSOR

SOLD

Achieve the highest level of prestige and visibility. Your company name is attached to the virtual event as presenter, and the Mile High SHRM Conference becomes: Mile High SHRM Annual HR Conference, presented by YOUR COMPANY NAME. It's a great way to promote your brand and reward your most valuable players, with premiums that include:

- Exhibitor package and benefits as described in Exhibitor Package Section
- Company Name/Logo within all appropriate marketing materials
- Logo appears on landing page and home page of the virtual platform
- Company will be located first in the virtual Partner Pavilion
- Opportunity to show a video or speak at the beginning of one of three keynote presentations
- Company will be featured in one social media post on all Mile High SHRM platforms
- Six conference registrations to share with clients
- Focus of one "notification" during conference on virtual platform

SESSIONS PAGE SPONSOR:

\$850 with booth

- Company logo prominently displayed on this high traffic page
- Preferred location in virtual Partner Pavilion

BREAKOUT ROOM SPONSOR:

\$850 with booth

Three available

- Show video or speak before each of three sessions
- Preferred location in virtual Partner Pavilion

HELLO WORLD & IDEA PAGE SPONSOR:

\$800 with booth

- Company logo prominently displayed on this video engaging page
- Preferred location in virtual Partner Pavilion

SPEAKER PAGE SPONSOR:

\$850 with booth

- Company logo prominently displayed on this high traffic page
- Preferred location in virtual Partner Pavilion

PRE-EVENT SPONSOR

\$850 with booth

- Logo on all marketing for event
- Show video or speak at beginning of event
- Focus of one "notification" during conference on virtual platform
- List of attendees from event
- Preferred location in virtual Partner Pavilion

GENERAL SESSION INTRO SPONSOR:

\$700 with booth 1 Left
Three available

- Show video or speak prior to presentation
- Noted sponsor in social media post for keynote
- Preferred location in virtual Partner Pavilion

Sponsorship opportunities require booth purchase.

QUESTIONS?

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WHY YOU SHOULD EXHIBIT

1. The Mile High SHRM Annual Conference is the largest HR conference in the area. Because the conference will be virtual in 2021, we are reaching beyond the Denver metro area to the rest of Colorado and neighboring states.
2. We are able to offer 13+ credits (instead of 6) to attendees at a lower price, which is a big draw to HR professionals.
3. By exhibiting at the Mile High SHRM Annual HR Virtual Conference, you are supporting HR professionals as well as Mile High SHRM, while supporting your company's goals of connections and leads in the HR industry. Your support allows us to offer affordable registration fees to the HR community.
4. Because a virtual experience is new to us and so different than an in-person experience, we want to give you as much visibility as possible. We are limiting the number of exhibitors to 20 to make it as manageable as possible for our attendees to connect with you.
5. While 2020 has been the year of the virtual experience, it is not going away any time soon. Let's embrace this new conference platform and continue to connect HR professionals with each other and the resources they need, YOU!

FAQs

1. How many exhibitors will there be?

We are limiting the number of exhibitors to 20 to make it as manageable as possible for our attendees to connect with you and to give you as much visibility as possible.

2. How does the virtual booth component work?

Attendees will visit your booth and receive game points for visiting. In order for you to collect their information, they will need to scan their badge. We recommend you do a prize drawing for those who scan their badges so you can collect their contact information. Please take a couple minutes to view this video of how the site will work.

Video about the sponsor experience:

<https://vimeo.com/439559278>

Password: social27

3. What are the Playlist Media Options?

In your Partner Pavilion "booth", also referred to as a microsite, you will have the option to include four links to share with attendees, including videos, PDFs, brochures, etc.

4. Do exhibitors get a list of all attendee contact information?

Yes, all exhibitors will receive a list that includes those who visited their booth, as well as a full list of attendees who have not opted out.

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