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**February 1, 2019**

Denver Marriott Tech Center

**Mile High SHRM 2019 HR Conference**

**EXHIBITOR PACKET**

Presented by Ogletree Deakins

# WELCOME

Mile High SHRM (MHSHRM) is pleased to invite you to participate in Denver's largest Human Resources event: The 16th Annual MHSHRM Conference,

## **Don't Stop Achievin': Turn Up Your Skills.**

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.

Today's HR professionals are focused on building strong, sustainable teams and reviving lackluster organizational models. These HR objectives are brought to life by the resources you offer that will assist HR practitioners in achieving their company's success. Take this opportunity to develop new connections and turn up the volume on existing relationships with hundreds of HR professionals attending this conference.

**Don't Stop Achievin': Turn Up Your Skills** will be held Friday, February 1, 2019 at the Denver Marriott Tech Center. Join us in amplifying the world of HR!

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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: [MileHighSHRM.org/page/2019hrcehibitors](https://MileHighSHRM.org/page/2019hrcehibitors)

For more information and details please continue reading.

## **QUESTIONS?**

Call Mile High SHRM at 303-465-3522  
or contact the Sales Team:

Kelly Hawker | 303-391-1575

Pamela Lehman | 303-465-3522

[Sales@MileHighSHRM.org](mailto:Sales@MileHighSHRM.org)

# HOW TO MAKE THE MOST OF YOUR CONFERENCE EXPERIENCE

Tips-n-tricks for maximizing the value of your conference booth.

- Align your booth theme with the conference theme and have fun!
- Find a way to engage the conference attendees.
- Make your booth visually attractive.
- Get some fun swag- we recommend thinking beyond pens, business cards and flyers.
- Entice participants to provide their info with a prize offering or game.

## GENERATE ENTHUSIASM FOR YOUR COMPANY WITH THE MILE HIGH SHRM AUDIENCE IN 2019

Your company will benefit when you add additional sponsorship opportunities to engage with the Mile High SHRM membership over the course of the whole year. Let MHSHRM help you create a package that fits your goals and your budget.



- Basic
- Premium



- Conference Bag Sponsor
- Lanyard Sponsor
- Breakfast Sponsor
- Lunch Sponsor
- Break Out Room Sponsor
- DJ Sponsor
- WiFi Sponsor
- Beverage Station Sponsor
- Floor Decal Sponsor



- Hosted Webinar
- HR Emerging Leaders Conference Booth
- Sponsored Email Blast
- Banner Ad on MHSHRM website
- Monthly Member Program Sponsor
- HR Emerging Leaders Happy Hour Sponsor
- Summer Social Sponsor
- Holiday Social Sponsor
- Mailing List Rental

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

Featuring keynote speakers and a comprehensive array of educational sessions, this conference attracts more than 400 attendees from the Denver metro area including HR professionals with titles ranging from mid-level HR generalists to senior HR executives.

## EXHIBITOR OPPORTUNITIES

2019 Packages	Premium	Basic
<b>Early Bird</b> (through November 1, 2018)	<b>\$2,100</b> Pick your booth location** *½ page ad. <b>Due December 15th</b> Conference Bag Insert Included in Conference Game 6' Draped Table 4 Exhibitor Registrations	<b>\$1,500</b> MSHSRM selects booth location *¼ Page Ad. <b>Due December 15th</b> Included in Conference Game 6' Draped Table 2 Exhibitor Registrations
<b>Standard Registration</b> (November 2, 2018 through December 15, 2018)	<b>\$2,300</b> Pick your booth location** *½ page ad. <b>Due December 15th</b> Conference Bag Insert Included in Conference Game 6' Draped Table 4 Exhibitor Registrations	<b>\$1,700</b> MSHSRM selects booth location *¼ Page Ad. <b>Due December 15th</b> Included in Conference Game 6' Draped Table 2 Exhibitor Registrations
<b>Final Registration</b> (After December 15, 2018)	<b>\$2,500</b> Pick your booth location** Conference Bag Insert Included in Conference Game 6' Draped Table 4 Exhibitor Registrations	<b>\$1,900</b> MSHSRM selects booth location Included in Conference Game 6' Draped Table 2 Exhibitor Registrations

\*Print advertising specs: Full page 7.5" w x 10" h. Half page 7.5" w x 4.875" h. Quarter page 3.625" w x 4.875" h. All ads are full color, no bleed. Please submit high resolution PDFs to [info@milehighshrm.org](mailto:info@milehighshrm.org). Deadline December 15, 2018. **Contracts executed after December 15, 2018 will not include an advertisement in the conference program due to printing deadlines.**

\*\*Premium Exhibitors will select their booth location in the order payment is received, not on the registration date.

## ALL EXHIBITOR PACKAGES INCLUDE

- Listing on the MSHSRM website in the Resource Provider Directory for one year.
- A one-year MSHSRM membership for one individual which you may use to extend your current membership an extra year or gift it to another person in your organization.
- Additional registrations for company representatives may be purchased at \$150 per person. Exhibitors wishing to provide registrations for clients may purchase an individual registration.

# SPONSORSHIP OPPORTUNITIES

## TITLE/PRESENTING SPONSOR: ~~\$9,999~~ EXCLUSIVE SPONSOR

Achieve the highest level of prestige and visibility. Your company name is attached to the entire event as presenter, and the Mile High SHRM Conference becomes: "Don't Stop Achievin'", presented by YOUR COMPANY NAME." It's a great way to promote your brand and reward your most valuable players, with premiums that include:

- Premium Exhibitor package and benefits as described in Exhibitor Opportunities Section
- Company Name/Logo appears within all appropriate marketing materials
- Recognition (by keynote Emcee) during keynote session
- Opportunity to display your signage in the keynote and exhibit hall
- Additional table (for literature) in keynote area 30 minutes prior to keynote session
- Opportunity to provide thumb drives with your logo and pre-loaded conference content at your booth
- 10 conference registrations

**SOLD**

### CONFERENCE BAG SPONSOR:

**\$1,100 with booth**

- Company logo printed on every participant's conference bag

### LANYARD SPONSOR:

**\$900 with booth**

- Company's name and logo prominently featured on the lanyard for conference attendees

### BREAKFAST SPONSOR:

**\$700 with booth**

- Company logo prominently displayed on all tables during breakfast in Partner Pavilion
- Company logo on screen in Partner Pavilion during breakfast
- MHSHRM will recognize your company during closing announcements

### LUNCH SPONSOR:

**\$700 with booth**

- Company logo prominently displayed on all tables during lunch in Partner Pavilion
- Company logo on screen in Partner Pavilion during lunch
- MHSHRM will recognize your company during closing announcements

### BREAK OUT ROOM SPONSOR:

**\$700 with booth;**

**Three available**

- Company's approved collateral on the chairs in rooms for each breakout session. Company representative must be present to place literature.
- Company logo on room sign
- Recognition at the start of each session

### DJ SPONSOR:

**\$600 with booth**

- Company logo on DJ table in Partner Pavilion
- Company logo on screen in Partner Pavilion
- Verbal mention by DJ in Partner Pavilion

### WIFI SPONSOR

**\$500 with booth**

- Logo on a minimum of four WiFi signs throughout conference venue.

### BEVERAGE STATION SPONSOR:

**\$400 with booth;**

**Two available**

- Company logo on beverage station outside session rooms

### FLOOR DECAL SPONSOR:

**\$250 with booth;**

**Ten available**

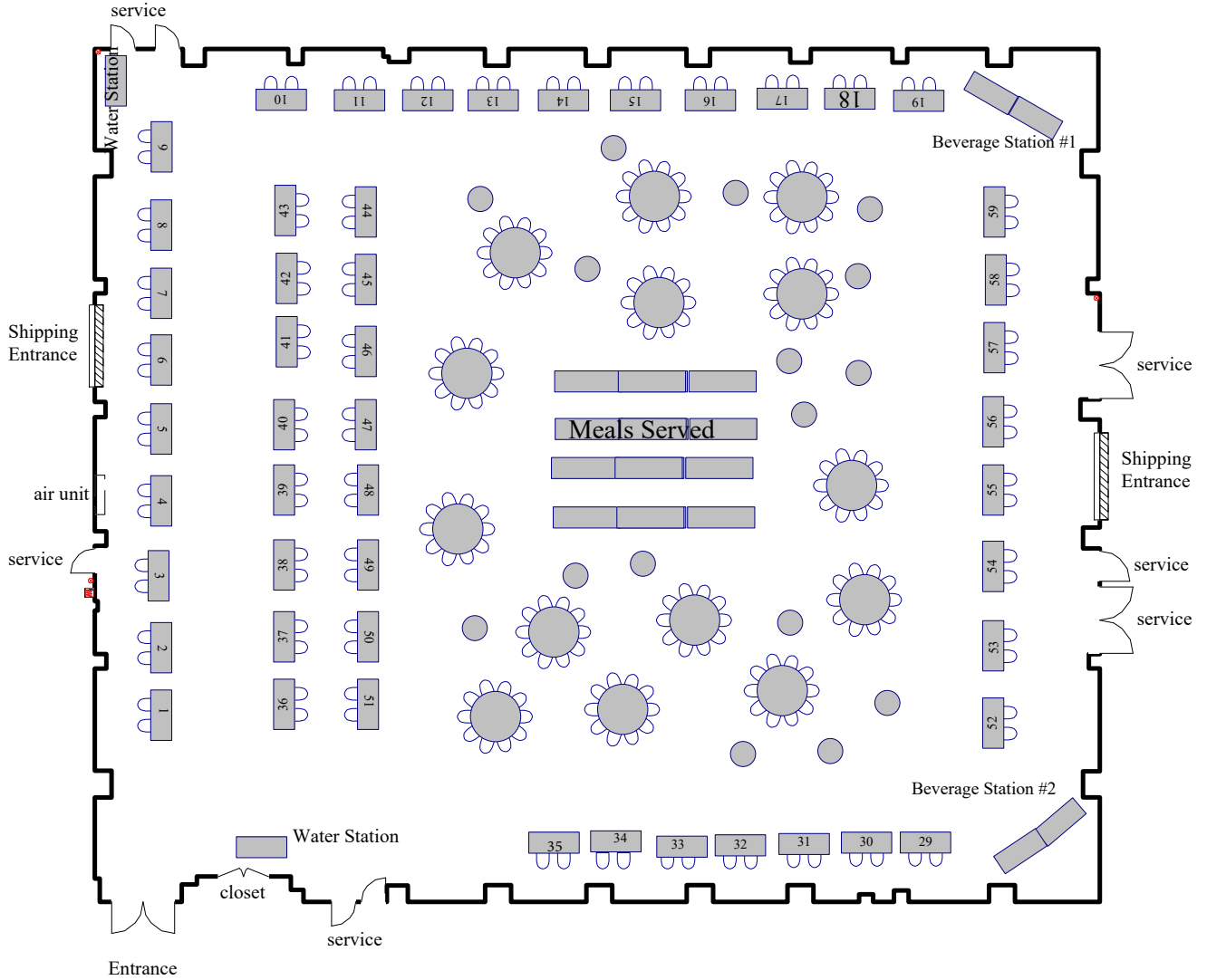
- Company logo filling one 20x20 floor decal lining the walk to Partner Pavilion
- Includes "Join us at Booth #\_\_\_"

All sponsors will be recognized in the conference program.  
Sponsorship opportunities require booth purchase.

# EXHIBIT HALL VENUE MAP

Premium exhibitors get to choose their exhibit location based on their preference (and availability).\*

**REMEMBER: FIRST-COME, FIRST-SERVED!\***



\*Preference is first-come, first-served based on availability and a completed application with payment in full. Disclaimer: The exhibit floor plan is subject to adjustment based on final number of exhibitors.



# *EXHIBITOR REGISTRATION FORM*

Please complete the registration form online at  
[MileHighSHRM.org/page/2019hrcexhibitors](https://MileHighSHRM.org/page/2019hrcexhibitors).