



# SPONSOR + EXHIBITOR OPPORTUNITIES

October 14 - 16, 2020  
Gurney's Resort & Marina - Newport, RI  
[nehra.com/conference](http://nehra.com/conference)

**nehra**  
NORTHEAST HR ASSOCIATION



# #NEHRA2020

The Northeast HR Association (NEHRA) is excited to be heading to Gurney's Resort and Marina in Newport, RI for our 2020 Annual Conference! This new venue not only provides a beautiful backdrop for #NEHRA2020, but also allows us to reimagine the attendee experience and add exciting new offerings to our sponsor line up!

While the venue is changing, the attendees remain among the best and brightest of HR in the Northeast. The majority have over 16 years of experience in HR and hold the title of VP/Director. We also host approximately 50 CHRO's at the Conference's Executive Track. They represent organizations of all sizes from small startups to Global Fortune 500 companies, as well as industries including tech, financial services, health care, and higher ed. We also host approximately 50 CHRO/CPO's at our Executive Track that runs during the event.

#NEHRA2020 is not simply an HR Conference, it is a business event that attracts participants eager to engage and learn about what is next and best in their profession. We encourage sponsors and exhibitors to attend both educational sessions and social events. It's the ideal way to reach and engage with hundreds of HR professionals in a relaxed, welcoming environment!

**SPONSOR/EXHIBITOR SCHEDULE:** *The conference includes approximately 8-10 hours of subject to change dedicated time for attendees to interact with sponsors.*

## TUESDAY, OCTOBER 13

2:00PM Exhibitor/Sponsor Move-In (set by 8:00PM)  
2:00PM Early Check-In/Registration  
3:00PM Pre-Conference Educational Sessions & Activities

## WEDNESDAY, OCTOBER 14

7:00AM - 4:45PM (exhibitors and sponsors)  
4:45 - 6:00PM Welcome Reception with Sponsors  
6:00 - 9:00PM Opening Party

## THURSDAY, OCTOBER 15

7:00AM - 3:30PM (standard booths)  
7:00AM - 5:00PM (preferred booths/sponsors)  
3:30 - 5:30PM Exhibitor/Sponsor Move-Out\*

## FRIDAY, OCTOBER 16

7:00AM - 1:30PM (preferred booths/sponsors)  
1:30 - 3:30PM Exhibitor/Sponsor Move-Out\*

*\*Varies depending on level selection; please see pages 3-6 for details. To enhance the experience of both attendees and sponsors, NEHRA requires that all booths must remain fully set up and attended until the specified tear-down time.*

## IMPORTANT DEADLINES

**December 31, 2019** - Early Bird Discount Ends (10% off of each level)

**September 11, 2020** - Deadline to appear in printed materials/signage (all sponsors will appear in mobile app)

**September 11, 2020** - Deadline for NEHRA to receive conference bag inserts

**October 2, 2020** - All payments due in full



**CONTACT: CAROLE EDSON, DIRECTOR OF PARTNERSHIPS**  
**CEDSON@NEHRA.COM -OR- 781-239-8705**  
**NEHRA.COM/CONFERENCE FOR AVAILABILITY & TERMS & CONDITIONS**

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# DETAILS

## UPGRADES & EXTRAS

All booths/table tops come with a 6' table, 2 chairs and WiFi and basic electric. Our exclusive contractor, Capital Convention Contractors can help with upgrades and extras for your booth or sponsorship including specialty furniture, custom signage, shipping/receiving, and more. An Exhibitor Service Kit will be emailed to you approximately 8-10 weeks in advance of the conference with ordering details.

Please note you cannot ship directly to the hotel; all shipments must go through Capital Conventions.



## ATTENDEE COMMUNICATIONS

This is a great opportunity to invite people to your booth - share any opportunities you may be offering at the conference, etc.

If included in sponsorship level, we will send (1) pre-Conference email for you between September 21 - October 9, 2020. Emails may go as part of a group message with other sponsors depending on sponsorship level. Per your sponsorship agreement, please remember that attendees may not be added to a recurring mailing list or database of any kind.

Due to changes in our privacy policies we are not able to share the email addresses of our attendees.

## ACCOMMODATIONS

A block of rooms is available at Gurney's Resort & Marina at a discounted rate of \$229/night. A block of rooms is also available at the Newport Marriott at a discounted rate of \$269/night. Information to book your room will be sent once sponsorship is confirmed.

## PAYMENT

All payments are due to NEHRA in full on or before October 2, 2020. Refund requests must be made in writing. Cancellations made on or before June 1, 2020 will be charged a 50% cancellation fee of the full sponsorship amount. Sponsors requesting a refund after June 1, 2020 will forfeit the entire sponsorship fee. Agreements made after July 1 are not eligible for a refund.

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# SPONSORSHIP OPPORTUNITIES

Level	Quantity Available	Passes	Booth	Program Book	Exposure	When	Investment before 12/31/2019	Investment after 12/31/2019
Headliner (Exclusive) *	1	3	Preferred 8x10	Full Page Ad	<p>Customized Tab &amp; Landing Page on Conference Website</p> <p>Opportunity to address attendees from podium during conference</p> <p>Opportunity to present (1) breakout session (topic subject to approval)</p> <p>Exclusive Signage at conference</p> <p>One complimentary hotel room night (room and tax only) - opportunity to upgrade to hospitality suite at host hotel</p>	Tuesday - Friday	\$13,500	\$15,000
Opening Party *	1	3	Standard 8x8	1/2 Page Ad	<p>Branded Signage and Cocktail Napkins at party</p> <p>Opportunity to address attendees at party</p>	Wednesday	\$10,800	\$12,000
Welcome Reception *	1	3	\$2,000 Upgrade	1/2 Page Ad	<p>Branded Signage, Cocktail Napkins and Signature Element at reception</p> <p>Opportunity to address attendees during reception</p>	Wednesday	\$9,000	\$10,000
Executive Track *	1	2	\$2,000 Upgrade	1/2 Page Ad	<p>Access to (1) pass to executive track</p> <p>Opportunity to introduce executive track speaker</p>	TBD	\$9,000	\$10,000
StoHR *	1	2	Preferred 8x10	1/2 Page Ad	<p>Act as host of the NEHRA StoHR (involves staffing the StoHR, stocking items, providing prizes to attendees in exchange for tokens earned, etc.)</p> <p>Provide branded items along with NEHRA for StoHR inventory</p>	Wednesday	\$6,750	\$7,500
Partner Lounge *	1	2	n/a	1/2 Page Ad	<p>Approved collateral on tables in the Partner Lounge where attendees come to catch up on email, take a break, have a coffee and more!</p> <p>Prominent signage/branding in Partner Lounge area</p> <p>NEHRA to select and provide Lounge furnishings</p>	Tuesday - Friday	\$6,750	\$7,500
Audio Visual (AV) & LMS *	1	2	\$2,000 Upgrade	1/2 Page Ad	<p>Branded linen on Tech Table in main ballroom</p> <p>Prominent signage/branding in meeting rooms and on presentation screens</p> <p>Branding on post-event conference session available on our online LMS</p>		\$6,300	\$7,000

\*Indicates level that includes a pre-conference email to attendees    \*\*Indicates level that includes a pre-conference attendee mailing list  
 Preferred booths will be located in the Grand Ballroom pre-function area; standard booths will be located in Brenton Hall

HR Live Stage *	1	2	\$2,000 Upgrade	1/2 Page Ad	Prominent signage/branding in Partner Stage area Opportunity to host all HR Live talks at the Partner Stage Opportunity to present (1) 10-minute HR Live talk at the Partner Stage	Wednesday + Thursday	\$5,400	\$6,000
Entertainment Keynote/Pop-Up Bar *	2	1	\$2,000 Upgrade	1/2 Page Ad	Opportunity to introduce the Water Coolers Keynote Entertainment group Hosted beer & wine bar for 30 minutes prior to session; branded cocktail napkins	Wednesday or Friday	\$4,500	\$5,000

# SPONSORSHIP OPPORTUNITIES

Level	Quantity Available	Passes	Booth	Program Book	Exposure	When	Investment before 12/31/2019	Investment after 12/31/2019
Annual Awards Luncheon *	2	1	\$2,000 Upgrade	1/2 Page Ad	Recognition on Awards Luncheon tables & signage in room Opportunity to address attendees from the podium during the Awards Luncheon	Thursday	\$4,500	\$5,000
Registration/Check-In *	1	2	\$2,000 Upgrade	1/2 Page Ad	Prominent signage/branding in check-in area Logo featured on iPad screens for check-in	Tuesday - Friday	\$4,500	\$5,000
Coaching Center *	2	2	\$2,000 Upgrade	1/2 Page Ad	Opportunity to host individual coaching/counseling sessions with conference attendees Dedicated meeting room to host individual sessions marked with branded signage	Tuesday - Friday	\$4,050	\$4,500
Breakfast *	2	2	\$2,000 Upgrade	1/2 Page Ad	Branded napkins and signage at sponsored breakfast	Wednesday – Friday	\$4,050	\$4,500
Sustainability *	1	2	\$2,000 Upgrade	1/2 Page Ad	Help us go green by developing and implement our 2020 sustainability program!	Tuesday - Friday	\$4,050	\$4,500
Dessert *	2	2	\$2,000 Upgrade	1/2 Page Ad	Branded napkins and signage at sponsored dessert	Wednesday + Thursday	\$4,050	\$4,500
Mobile App *	1	3	\$2,000 Upgrade	1/2 Page Ad	Featured banner ad on the mobile app Opportunity to send out (1) push notification in advance of the conference, (1) during and (1) after	Tuesday - Friday	\$3,600	\$4,000
Keynote Speaker *	2	1	\$2,000 Upgrade	1/2 Page Ad	Opportunity to introduce one of two keynote speakers Chair drop during sponsored keynote session	Wednesday or Friday	\$3,150	\$3,500
Social Event *	1	2	\$2,000 Upgrade	1/2 Page Ad	Be the host of our Thursday evening outdoor social activity ( <i>weather dependent</i> )	Thursday, 8:00 – 10:00PM	\$3,150	\$3,500
Welcome Sponsor *	1	1	Tabletop	1/2 Page Ad	Tabletop in hotel lobby entrance to meet and greet attendees as they arrive to check in Branded signage at welcome table	Tuesday Afternoon + Wednesday Morning	\$2,700	\$3,000

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Mother's Room **	1	1	\$2,000 Upgrade	1/4 Page Ad	Branded directional and location signage for Mother's Room for our nursing attendees	Tuesday - Friday	\$1,350	\$1,500
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# EXHIBITOR OPPORTUNITIES

Level	Quantity Available	Passes	Booth	Program Book	Exposure	When	Investment before 12/31/2019	Investment after 12/31/2019
Preferred Exhibitor *	5	2	Preferred 8x8	Listing	Located in the Grand Ballroom Pre-Function area	Wednesday + Thursday	\$3,600	\$4,000
General Exhibitor **	15	2	Standard 8x8	Listing	Located in Brenton Hall	Wednesday + Thursday	\$2,700	\$3,000
Genius Bar **	1	2	Standard 8x8	1/2 Page Ad	Provide onsite tech support to conference attendees Branded signage at Genius Bar	Tuesday - Friday	\$2,250	\$2,500
Not for Profit Exhibitor **	4	1	Tabletop	Listing	Location TBD	Wednesday + Thursday	\$900	\$1,000
Pop-Up Experience **	8	1	Varies based on offering	Listing	Let your brand shine by offering a unique experience to connect with attendees (think bubble tea bar, headshots, flu shots, meditation, infused water, barista, manicures, or design your own!) NEHRA reserves the right to select and hire all outside vendors  *Cost of experience is the responsibility of the sponsor **Day, time and duration will be determined with NEHRA and the exhibitor	Wednesday, Thursday or Friday	Varies based on selection and duration	

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# BRANDING OPPORTUNITIES

Type	Quantity Available	Passes	Program Book	Exposure	When	Investment before 12/31/2019	Investment after 12/31/2019
Conference Bag	1	2	1/2 Page Ad	Logo on conference bag (NEHRA to select and provide bags)	n/a	\$5,850	\$6,500
Lunch Bag	1	2	1/2 Page Ad	Logo on lunch bag (NEHRA to select and provide bags)	Friday	\$4,500	\$5,000
Charging Station	1	1	1/4 Page	Logo on signage at all charging stations	Tuesday - Friday	\$4,050	\$4,500
Lanyard	1	1	1/2 Page Ad	Logo on conference lanyards (NEHRA to select and provide lanyards)	Tuesday - Friday	\$3,600	\$4,000
Program Book	1	1	Full Page	Full page color ad in program book	Tuesday - Friday	\$3,150	\$3,500
Wellbeing	1	1	Listing	Signage at sunrise connections area Opportunity to host (2) sunrise connections sessions (yoga, meditation, boot camp, running group) per day	Wednesday & Thursday	\$3,150	\$3,500
Conference Notebook	1	1	1/4 Page Ad	Logo on conference notebooks for all attendees (NEHRA to select and provide notebooks)	Friday	\$3,150	\$3,500
Coffee Cups	1	1	1/4 Page Ad	Logo on disposable coffee cups (NEHRA to select and provide cups)	Wednesday - Friday	\$2,700	\$3,000
Water Cups	1	1	1/4 Page Ad	Logo on disposable water cups (NEHRA to select and provide cups)	Wednesday - Friday	\$2,700	\$3,000
Sponsor Game Card	1	1	1/4 Page Ad	Logo on sponsor game cards provided to all attendees	Tuesday - Friday	\$2,250	\$2,500
Brand Awareness Opportunities	1/per	0	1/2 Page Ad	Variety of branding opportunities are available around the hotel, including ( <b>select one</b> ): Elevator door vinyl clings Floor decals (variety of areas available) Window clings (variety of areas available)	Tuesday - Friday	\$1,350	\$1,500



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[WWW.FACEBOOK.COM/NORTHEASTHR](http://WWW.FACEBOOK.COM/NORTHEASTHR)



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[@NORTHEASTHRASSOCIATION](https://WWW.INSTAGRAM.COM/NORTHEASTHRASSOCIATION)

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