



SOAR
TO NEW

HEIGHTS

SOLUTION PROVIDER PROSPECTUS

SHRM Arizona State Con '27

August 31 - September 3, 2027

Sheraton Grand at Wild Horse Pass | Phoenix, AZ

Reach Arizona's HR community.
Build trusted relationships. Soar to New Heights!

SHRM® **Arizona**

SHRMARIZONA.ORG

A STATEWIDE GATHERING BUILT FOR MEANINGFUL CONNECTION

The SHRM Arizona State Conference is the chapter's largest annual event, bringing together HR professionals, organizational leaders, and trusted business partners at the Sheraton Grand at Wild Horse Pass in Phoenix.

PARTNER WITH US

Show up as a resource - not just a vendor.

- Start practical conversations attendees can bring back to work.
- Share expertise, tools, and ideas that solve real HR challenges.
- Build familiarity and trust before, during, and after the conference.



The Solution Center is designed to foster meaningful conversations, trusted connections, and lasting partnerships.

A MESSAGE FROM THE CONFERENCE DIRECTOR

At the SHRM Arizona State Conference, meaningful partnerships are at the heart of the experience. Our attendees are looking for more than products and services - they value practical guidance, trusted expertise, and resources that can help them address the challenges they face every day.

That's why our exhibit hall is called the **Solution Center** and our exhibitors are known as **Solution Providers**. These names reflect a shared focus on helping, problem-solving, and building lasting relationships.

We encourage every Solution Provider to approach each interaction with a simple question: "How can I help?" By leading with curiosity, insight, and a genuine desire to support attendees, you become more than an exhibitor - you become a valued resource and collaborator.

We hope you'll join us at State Con '27 as we Soar to New Heights together!



Jennifer de Laix

Jennifer de Laix

SHRM AZ State Con '27 Director



YOUR NEXT BEST CONVERSATION COULD BE HERE

Please find below our historical attendee data from 2025 and previous state conferences.

HISTORICAL BENCHMARK

920+

AVERAGE ATTENDANCE

TOP 5 INDUSTRIES

1. Government
2. Consulting & Pro. Services
3. Insurance
4. Education & Training
5. Non-Profit

81%

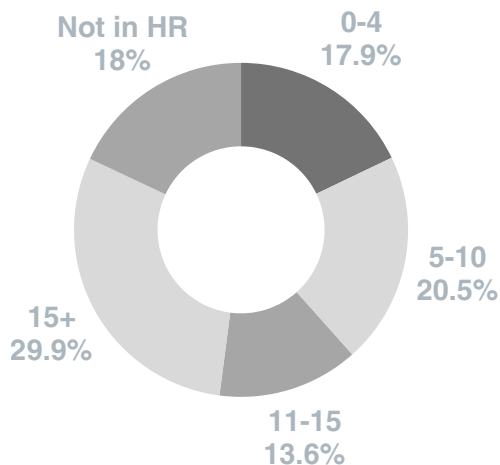
MAKE OR INFLUENCE DECISIONS

2024 PROVIDER MIX

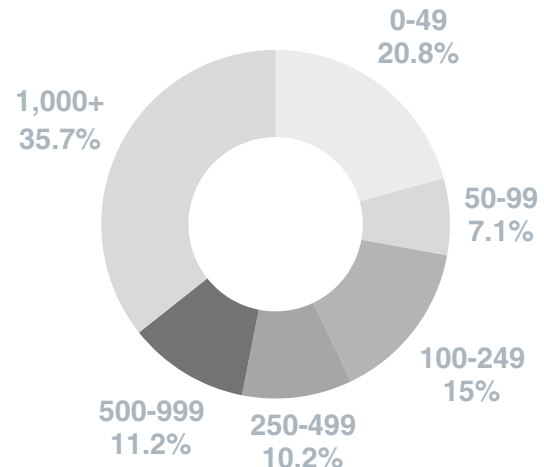
75 Solution Providers

13 sponsors + 62 exhibitors

HR Experience Level by Number of Years



Organization Size by Employee



CHOOSE THE VISIBILITY THAT FITS YOUR GOALS



SPONSORSHIP PACKAGES

High-impact recognition, speaking opportunities, included booth space, registrations, and year-round visibility.

EXHIBIT BOOTHS

A dedicated home base in the Solution Center, plus attendee access, app visibility, and pre-conference connection opportunities.

ADD-ON VISIBILITY

Extend your presence through bag inserts, newsletter banners, signage, breakout introductions, and volunteer apparel.

BUNDLE + SAVE

Commit to the **State Conference '27** and **Legislative Conference '28** together and receive a discount.

KEYNOTE + PLATINUM

\$20,000

SAVE \$5,000

AWARDS + GOLD

\$15,000

SAVE \$2,000

LUNCH + SILVER

\$12,000

SAVE \$1,000

PREMIUM PACKAGES PUT YOUR BRAND AT THE CENTER

KEYNOTE

\$15,000

1 available*

AWARDS

\$12,000

1 available*

LUNCH

\$10,000

3 available*

REGISTRATION

\$10,000

1 available*

	KEYNOTE	AWARDS	LUNCH	REGISTRATION
Booth	10x20 / 8 staff	10x20 / 6 staff	10x10 / 4 staff	10x10 / 4 staff
Registrations	8 registrations	6 registrations	3 registrations	3 registrations
Stage Time	2-min keynote	During awards	1-min keynote	1-min keynote
Email exposure	2 dedicated emails	1 dedicated email	—	—
Signature branding	Lanyards Kiosk wraps Conference bags Printed schedules	Conference bags	Lunch-area visibility	Registration kiosk wrap

ALL SPONSORSHIPS ALSO INCLUDE pre- & post-attendee list access, app and website recognition, conference email visibility, and a promotional bag insert.

*Availability and benefits are first-come, first-served and subject to SHRM Arizona approval.

OWN A MEMORABLE MOMENT IN THE ATTENDEE JOURNEY

SOCIAL NIGHT: FOOD**\$7,500**

1 available • 10x10 booth • 3 staff • 2 registrations • 1-min keynote

SOCIAL NIGHT: BAR**\$7,500**

1 available • 10x10 booth • 3 staff • 2 registrations • 1-min keynote

SOCIAL NIGHT: ACTIVITY**\$7,500**

1 available • 10x10 booth • 3 staff • 2 registrations • 1-min keynote

BREAKS**\$5,000**

5 available • 10x10 booth • 2 staff • visibility in the break area

SOLUTION CENTER HAPPY HOUR**\$5,000**

5 available • 10x10 booth • 2 staff • Solution Center visibility

BREAKFAST**\$5,000**

2 available • 1 registration • breakfast-area visibility

Select packages may include one branded item or placement,
such as lectern signage or a logoed item.

MAKE THE SOLUTION CENTER YOUR HOME BASE

Booths are available first-come, first-served. The floor plan will be designed to encourage traffic and place attendee activities and refreshments throughout the hall.

10 x 10 BOOTH

\$2,750

Includes 2 staff

10 x 20 BOOTH

\$4,750

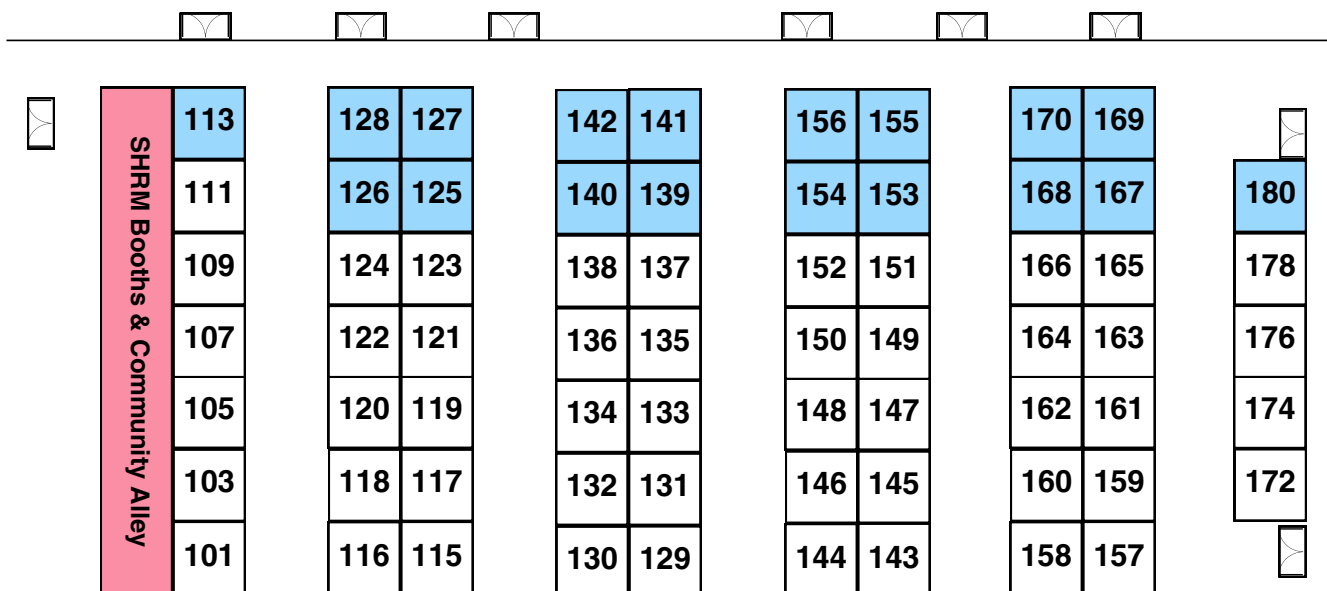
Includes 4 staff

Additional booth staff: \$250 each

WHAT'S INCLUDED

- 6' draped table, two chairs, and wastebasket
- Wi-Fi access
- Pre-conference attendee list
- Mobile app listing
- Conference meals and reception access
- Social Night access
- Education-session access
- Complimentary staff based on booth size

2027 SOLUTION CENTER + BOOTH MAP



STAND OUT BEFORE ATTENDEES REACH YOUR BOOTH

Volunteer T-shirts	\$1,000
Swag Bag Insert	\$500
Monthly Newsletter Banner	\$300
Membership Signage	\$200
Bookstore Signage	\$200
Breakout Session Introduction	\$100

BOOTH CONTEST '27

Bring the conference theme to life through booth design, interactive experiences, or themed giveaways. Attendees will vote, and the winner will be announced on the final day of the Solution Center.

WIN**\$2,750**

credit toward
State Conference '28

SOAR
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HEIGHTS



Ad materials and placements are subject to SHRM Arizona approval. Some add-ons require a sponsorship or exhibit booth purchase.



READY TO SOAR WITH US?

Reserve your 2027 sponsorship or Solution Center booth.

SIGN UP TODAY

CLICK HERE TO REGISTER AS AN ATTENDEE FOR STATE CON '27

Questions or custom package ideas?

events@shrmarizona.org • 480.360.6848

All sales are final. Availability, benefits, placements, and dates are subject to change.

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