Keeping you in front of Atlanta’s top HR talent and leaders.

SHRMATLANTA.ORG/PARTNERS
INFO@SHRMATLANTA.ORG
404-442-7335
The mission of SHRM-Atlanta is to empower Atlanta’s HR professionals and people managers to create best-in-class Atlanta workforces and workplaces by enhancing their HR skills and knowledge, developing their business acumen, and increasing their leadership capacity.

SHRM-Atlanta strives to provide our partners with opportunities to connect with our members and greater audience in ways that best fit your marketing goals.

SHRM-Atlanta is the only SHRM chapter in the Atlanta area, covering eight Metro Atlanta counties: Fulton, DeKalb, Gwinnett, Cobb, Clayton, Coweta, Douglas, and Fayette.

Members with decision-making power in their companies

With over 19,000 HR professionals in our online community, we make it easy to get in front of the right audience, the first time.

SHRM-Atlanta sees 1,500+ active members from 1,300+ companies across Greater Atlanta. Our audience truly holds the unique benefit of “something for everyone.”
WHO PARTNERS WITH SHRM-ATLANTA?

Compensation & Benefits Companies
Recertification Programs
Health & Wellness Services
Staffing Agencies
Talent Management Solution Providers
Payroll Solutions
Tech Innovators
Banks
Brokerages
Financial Wellness Programs
HRM Providers
Employment Law Firms
Educational Programs
Rewards & Recognition
Consultants & Coaches
Employee retention is the most commonly reported goal for 2023. Professionals are striving to address it by:

- Enhancing organizational culture
- Reimagining their total rewards package
- Reshaping policies and procedures following the pandemic
- Emphasizing succession planning and leadership development
- Adopting new technologies and process automations to make operations more efficient

They’re exploring new and different employee benefits, including:

- Retirement savings
- Medical/vision/dental insurance
- Employee assistance provider
- Pet insurance
- Relocation and housing
- Disability insurance
- Flex spending
- Life insurance

Caregiving and mental health challenges often interfere with HR professionals’ work

46% are seeking new software

Many would consider outsourcing training

They’re interested in automations for scheduling meetings, reducing email correspondence, streamlining recruitment, conducting investigations, and developing reports.
PARTNERSHIP ENGAGEMENTS

Annual partnerships with SHRM-Atlanta offer bundled approaches to exposure beyond the traditional conference or event sponsorship. These packages allow you to gain membership benefits, top-tier positioning and visibility, discounted rates, acknowledgement at events and in communications, advance notice of new SHRM-Atlanta initiatives and opportunities to support, and much more.

The benefits for each level below may be taken “as is,” or SHRM-Atlanta will work with you to design an engagement strategy to meet your specific goals and objectives.

New this year is an OFFICIAL PARTNER category, which includes:

• Website recognition as SHRM-Atlanta’s official partner in a designated product or thought leadership category (e.g., payroll, recognition, analytics, retirement savings, health insurance, executive coaching, talent acquisition, women in HR, HR Dept of One, Global HR Leadership); with logo linked to your website, description, and thought leadership PDF
• Contacted first about new opportunities among partners in the category
• Best-of-category placement and separation from competitors for advertising and booth assignments
• Support in curating participants in a free roundtable or focus group opportunity (5-10 professionals; virtual or in meeting room in Atlanta)
• Mention as official partner in three newsletters annually

Questions? rbeasley@shrmatlanta.org
### Partnership Engagements

<table>
<thead>
<tr>
<th></th>
<th>Investing</th>
<th>Supporting</th>
<th>Contributing</th>
<th>Advocate</th>
<th>Official</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual memberships to be used by company or distributed among clients and prospects</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>10</td>
<td>No</td>
</tr>
<tr>
<td>Full-year website banner ad on SHRM-Atlanta home page</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Podium time at quarterly Chapter Meetings</td>
<td>5 Minutes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Exclusive email sent to 8,000+ introducing company</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Discount on all sponsorships and advertising opportunities (sold separately)</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>No</td>
</tr>
<tr>
<td>Hold a speaking role at SHRM-Atlanta events</td>
<td>Two Events/One-Hour Concurrent Sessions</td>
<td>One Event/One-Hour Concurrent Session</td>
<td>One-Hour Webinar/Concurrent Session/Panel Seat</td>
<td>One-Hour Webinar/Concurrent Session/Panel Seat</td>
<td>One-Hour Webinar/Concurrent Session/Panel Seat</td>
</tr>
<tr>
<td>Logo at in-person and virtual events</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Within Topical Area</td>
</tr>
<tr>
<td>Priority consideration and placement for all engagement opportunities including SOAHR</td>
<td>First</td>
<td>Second</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Host and lead intimate roundtable discussions (either virtual or in-person)</td>
<td>4</td>
<td>4</td>
<td>No</td>
<td>No</td>
<td>1</td>
</tr>
<tr>
<td>Logo on weekly enewsletters and general email correspondences</td>
<td>All</td>
<td>All</td>
<td>No</td>
<td>No</td>
<td>3 Annually</td>
</tr>
<tr>
<td>Access for all company employees to SHRM-Atlanta events at discounted member rate (including conferences)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Discount on all job postings</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>No</td>
</tr>
<tr>
<td>Inclusion in quarterly Partner Updates email to full audience (8,000+)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Prominent logo recognition on SHRM-Atlanta homepage and event calendar page</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Sponsor a topic area year round</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Access to SHRM-Atlanta Connect, online HR community, with ability to post responses to questions and prompts</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Investment</strong></td>
<td><strong>$60,000</strong></td>
<td><strong>$40,000</strong></td>
<td><strong>$25,000</strong></td>
<td><strong>$10,000</strong></td>
<td><strong>$8,000</strong></td>
</tr>
</tbody>
</table>

Questions? rbeasley@shrmatlanta.org
ADVERTISING OPPORTUNITIES

Connect with your target audience.

SHRM-Atlanta has a marketing reach of over 19,000 HR professionals in Greater Atlanta with 1,500+ active members. If you are looking to reach HR practitioners, decision makers and HR influencers, SHRM-Atlanta is the best start.

Audience Numbers

**COMMUNITY**
- SHRM-Atlanta Marketing Audience: 22,250
- Active Members: 1,500+

**SOCIAL MEDIA**
- LinkedIn Followers: 5,400+
- Twitter Followers: 4,600+
- Facebook Followers: 3,200+
- Instagram Followers: 1,400+

**WEBSITE & EMAIL**
- Mailchimp Subscribers: 8,000+
- Monthly Website Homepage Clicks: ~1,100/month
- Average Email Click Rates and Open Rates:
  - Open – 30.7%
  - Click – 4.8%

SHRM-Atlanta’s Instagram and Facebook accounts have an average Engagement Rate of 2.4% with is over two times the industry Engagement Rate standard of 1%.
ADVERTISING OPPORTUNITIES

SPONSORED CONTENT eBLAST

Share your upcoming event, product, or service with the SHRM-Atlanta audience by sponsoring a dedicated "sponsored content" message. SHRM-Atlanta will send a single email on behalf of your organization.

The Specifics: Only one email may be sent per topic and/or event and only one topic or event per email. Email content should include up to 250 words of copy and one (1) image (max size 1200px wide by 1300px high). No HTML coding is permitted.

Investment
- Sponsored Content eBlast to entire mailing list ($2,000)
- Sponsored Content eBlast to entire mailing list (Non-Member) ($2,500)
- Sponsored Content Members Only eBlast ($1,500)
- Sponsored Content Members Only eBlast (Non-Member) ($2,000)

eNEWSLETTER ANNOUNCEMENT

Our SHRM-Atlanta newsletter reaches 8,000+ HR professionals in Greater Atlanta. This email is an added resource to our audience and contains curated content from 25+ business and HR related sources, and keeps the HR community abreast of upcoming events and other learning opportunities.

The Specifics: Your announcement should include 100 words of copy, one (1) URL, and image as a .png ready file (max size 1200px wide by 500px high). No HTML coding is permitted. Announcements are mentioned as “Partner Events” and are placed at the bottom of the email.

Announcements will be accepted if the advertised event is related to the mission of SHRM-Atlanta, does not directly conflict or compete with a SHRM-Atlanta event, and is approved by SHRM-Atlanta.

Investment
- One (1) Announcement ($300)
- One (1) Announcement (Non-Member) ($400)

Questions? rbeasley@shrmatlanta.org
ADVERTISING OPPORTUNITIES

WEBSITE BANNER AD

Show your support and gain visibility for your brand by placing your ad directly on the SHRM-Atlanta website. Your ad will be placed within our rotating carousel located at the end of our homepage or on our community calendar page. The sponsored content carousel is adjacent to our Calendar, Member News & Celebrations, and Instagram feed for maximum exposure.

The Specifics: Banner should be a .png image-ready file and 980px wide x 125px high or 400px wide x 400px high if on calendar page. No Flash allowed with a file size under 1MB.

Investment
- One (1) Year Rotation ($3,000)
- One (1) Year Rotation (Non-Member) ($3,250)
- One (1) Two-Week Rotation on Community Calendar Page ($750)
- One (1) Two-Week Rotation on Community Calendar Page (Non-Member) ($1,000)

ONLINE FORUM + EMAIL ADS

SHRM-Atlanta Connect is a resource hub for our members and community partners to share best practices, ask challenging questions, and gain industry insights.

Be a part of the conversation and showcase your niche. Become an Official Partner to sponsor a community and be seen as a thought leader within your company’s vertical.

The Specifics: Ads must be a .png image-ready file. Sizes vary based on location of ad. Please reach out to info@shrmatlanta.org for additional information.

Investment
- One (1) Year Banner Ad ($3,000)
- Six (6) Month Banner Ad ($1,750)
- Event Banner Ad (Up to 1 Month) ($650)
- One (1) Community Sponsorship ($2,500)
- Digest Ad (to all members based on settings) ($750)
- Forum Thread Ad ($250)

Questions? rbeasley@shrmatlanta.org
eHR NEWSLETTER AD

Gain brand recognition by including your ad in SHRM-Atlanta’s monthly information newsletter. SHRM-Atlanta’s members-only eHuman Resource Newsletter provides timely and relevant legislative and legal updates, members-only editorial content, and other important updates specifically targeted to our HR practitioner members.

The Specifics: Your ad can be designed as a banner image with hyperlink and must be no larger than 1200px wide x 500px high or a logo with hyperlink. Events cannot be advertised through eHuman Resources Ads. No text is permitted unless embedded into graphic image.

Investment
- One (1) eHuman Resources Ad ($400)
- One (1) eHuman Resources Ad (Non-Member) ($500)

CALENDAR LISTING

List your organization’s event directly on SHRM-Atlanta’s Calendar of Events page.

The Specifics: SHRM-Atlanta does not handle event registration or actively market your event. The listing may live on our calendar for up to 2 weeks. If a website visitor clicks the event via the calendar, they will be directed to your external registration site. Spaces are limited for partner events on our calendar.

Investment
- Two (2) Week Calendar Listing ($250)
- Two (2) Week Calendar Listing (Non-Member) ($350)

JOB BOARD + FLASH EMAIL AD

See yourself in 13,000+ inboxes by placing an ad in the SHRM-Atlanta job board “Job Flash” emails. These emails are sent to all subscribers to the SHRM-Atlanta job board located on our website.

The Specifics: Ads must be a .png image-ready file. Sizes available in 160 wide x 600 high, 300 wide x 250 high, or 728 wide x 90 high.

Investment
- One (1) Job Flash Email Ad ($800)
- One (1) Annual Job Board Ad ($5,000)
- One (1) Month Job Board Ad ($500)

Questions? rbeasley@shrmatlanta.org
SHRM-Atlanta’s membership is made up of the best kind of people: people people. The gathering of our chapter’s members and friends of SHRM-Atlanta occurs throughout the year. SHRM-Atlanta events have dedicated time to network with sponsors and exhibitors.

**2023 Event Calendar***

February: Demo Days (People Analytics)
February 9: Chapter Meeting, State Farm Arena (Atlanta Hawks)
March 28-29: SOAHR, Gas South District Convention Center
April: Demo Days (Training/Learning Management)
April: 18-19: SOAHR, Virtual
May: Legal Summit
June: Chapter Meeting
July: Inclusion Summit
August: Chapter Meeting
September: Legal Summit
October: Atlanta Works Conference
December: Chapter Meeting

*Subject to change; additional networking events, workshops, and Demo Days will be added.
Join SHRM-Atlanta for our staple events as we gather with our members and friends to promote the advancement of the HR profession. Sponsors and exhibitors play an integral part in making these programs possible with their financial support. It is also one of the best ways to stay in front of our audience throughout the year.

<table>
<thead>
<tr>
<th></th>
<th>Premier</th>
<th>Supporting</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Podium Time</td>
<td>5 Minutes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>30-Second Commercial Before Event Starts</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Company Logo on All Promo Emails</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Social Media Mentions</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Company Logo on Meeting Registration Page/Website</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Event Registrations (includes exhibitor staff)</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>6’ Skirted Table, Two (2) Chairs (In-person events only)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Logo Placement During Meeting</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Opportunity to Host Prize Drawing</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Post-Event Attendee Mailing List</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Investment</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$500</td>
</tr>
</tbody>
</table>

Questions? rbeasley@shrmatlanta.org
MORE OPPORTUNITIES

SUMMITS

Three in-person summits are planned as half-day conferences in 2023. Our Legal Summits are back, bringing the most current information about employment law to HR practitioners. The spring event will emphasize global practice, while the fall event will feature both U.S. law and ethical considerations. In July, a new summit on equity, inclusion, and belonging will help HR enhance the workplace culture of their organizations.

NETWORKING, SERVICE & WORKSHOP EVENTS

Throughout the year, SHRM-Atlanta will regularly host social events, workforce development and community service opportunities, and short workshops both virtually and in Atlanta. For the latest schedule of these, please contact us.

THINK TANKS/FOCUS GROUPS

Collaborate in planning an event that both positions you as a strategic partner interested in innovating and gives you access to market intelligence. Participants benefit from connecting around real-world challenges and learning from peer practices.

**Specifics:** Pre-meeting, SHRM-Atlanta will support you in curating 25-50 participants from a desired target population in a focus group opportunity (e.g., young professionals from midsize companies). We will arrange invitations with sponsor logo, event space, and catering. At the event, we will manage logistics and can provide notetakers and table facilitators if desired. Each table will hold a conversation around set prompts you’ve identified (SHRM-Atlanta reserves right to select at least two questions). Post-event, we will compile the notes from each table and send them to you and the participants.

Pricing on following page
## More Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Summits</th>
<th>Networking, Service, or Workshop Events</th>
<th>Think Tanks / Focus Groups</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Premier</td>
<td>Supporting</td>
<td>Premier</td>
</tr>
<tr>
<td>Podium Time</td>
<td>3 min</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Ad in Mobile or Print Program Guide</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Promotional Materials Distribution at Event</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Company Logo on All Promo Emails</td>
<td>Yes</td>
<td>Yes</td>
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<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>(includes resource partner staff)</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>6’ Skirted Table, Two (2) Chairs (In-person events only)</td>
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<td>Yes</td>
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<tr>
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<td><strong>$1,500</strong></td>
<td><strong>$1,000</strong></td>
<td><strong>$1,000</strong></td>
</tr>
</tbody>
</table>

Questions? rbeasley@shrmatlanta.org
MORE OPPORTUNITIES

DEMO DAYS

Introduced in 2022, SHRM-Atlanta’s Demo Days have rapidly become valued engagements for those seeking new software or exploring what’s new in the industry. Each day’s compact schedule of 30-minute demonstrations allows HR practitioners to quickly review a category of systems, while generating warm leads for resource partners. These events are free to practitioner members and nonmembers.

Specifics: Each company facilitates a live 30-minute demonstration that is recorded and then remains available in the event platform on-demand for both live attendees and future registrants (contact information to be shared with resource partners). The listing also includes sales contact information and a two-page PDF.

Investment
• One (1) 30-minute demo ($1,500)

SPEAKING OPPORTUNITIES

Our content team routinely reviews submissions to our Speaker Database. We look for engaging speakers (proof of performance is extremely helpful here!) and content that will support our HR leaders in solving real-world problems. We look for both informational and experiential learning depending on the speaking opportunity. If your content is a match for any of our programming needs or if new opportunities arise, we will reach out about next steps.

SUBMIT YOUR SPEAKER PROPOSAL HERE

Questions? rbeasley@shrmatlanta.org
If you are committed to our mission of strengthening Atlanta’s workforces and workplaces, let’s work together. SHRM-Atlanta is interested in collaborating with resource partners as part of your corporate social responsibility efforts. This could include donation of services, underwriting workforce development and advocacy initiatives, or sponsoring members and their event attendance.

Interested? Contact us at rbeasley@shrmatlanta.org

WEBINARS

If you have educational content relevant to HR professionals, SHRM-Atlanta hosted webinars are an ideal way to establish your credibility and gain visibility. Sponsors provide speaker(s) and content (to be approved by volunteer review team and may not include a sales pitch) for one-hour presentations using SHRM-Atlanta’s online technology that links attendees with both audio and visual. SHRM-Atlanta promotes the webinar (or webinar series), submits for CEU credits from both SHRM and HRCI on your behalf, and manages registration, evaluations, and communication with the attendees. During the presentation, attendees can submit questions to the speaker online. Webinar attendance ranges from 25-100, and SHRM-Atlanta may charge a fee to attend. The webinar is recorded and would be available in the online content library.

Webinar hosting includes:
- Company logo and link on the webinar registration site
- Company logo and link on all promotional emails dedicated to the webinar
- Sponsor-provided speaker and content (subject to approval and may not include a sales pitch)
- Sponsor-provided PowerPoint for presentation and direct distribution for attendees (optional)
- SHRM-Atlanta provides promotion, registration, and coordination of the webinar
- Sponsor receives post-event attendee mailing list

Investment
- Two (2) Series Webinar ($1,250)
- Two (2) Series Webinar (Non-Member) ($1,750)
- Single Webinar ($750)
- Single Webinar (Non-Member) ($1000)

Questions? rbeasley@shrmatlanta.org
SHARE THOUGHT LEADERSHIP

eNEWSLETTER

SHRM-Atlanta wants to showcase the expertise and thought leadership from our resource partners. This eNewsletter will be sent to SHRM-Atlanta’s over 8,000 contacts and will feature up to five articles from our resource partners. You provide the article, your logo, and a 50-word description of the article. As an added-value bonus, we will also place your article in our online resource content library.

**Investment**
- One (1) Article Placement ($500)
- One (1) Article Placement (Non-Member) ($750)

*Limit two (2) articles per company, per issue*

BLOG POSTS

Share your content to our blog! The content must be educational in nature and should not contain a sales pitch or highlight a specific product/service/etc.

**The Specifics:** Acceptable formats are Word, or a link to an article already online (with appropriate permissions to copy/paste). If you have images that go along with the article, please include them as separate attachments.

Please include a short “about” paragraph (3-5 sentences) for the end of the article.

**Investment**
- One (1) Blog Post ($750)

SHRM-ATLANTA MEMBERSHIP

Individuals who provide goods or services to support and/or enable human resource professionals as well as those individuals who do not meet the qualifications of the other classes of membership, and who demonstrate interest in human resource management and the mission of SHRM-Atlanta. Associate members may not vote or hold elected office in the Chapter.

To maintain the integrity of our Professional Associate Membership, Professional Associate Members are asked to agree to our SHRM-Atlanta Professional Associate Member Rules of Engagement.

**Investment**
- One (1) Year Individual Professional Associate Membership ($149)

Looking for multiple bundle memberships? Please see our Partnership Engagements.

Questions? rbeasley@shrmatlanta.org
GENERAL TERMS & CONDITIONS

SHRM-Atlanta, at its discretion, may make reasonable changes, amendments or additions to these Terms and Conditions. Any changes, amendments, or additions shall be binding on the partner.

Inclusion

It matters to us that our partners, events, and exhibit halls embrace the diversity of our community and that we provide a safe, welcoming, and inclusive environment to all participants. During our programs, we want all participants to share ideas, network, and enjoy the company of others, and we recognize that our ability to create this experience depends on the behavior of all in attendance.

Partners are expected to conduct themselves according to SHRM-Atlanta’s core values, policies, and the ethical standards of the profession. All members of the SHRM-Atlanta community are to be considerate; refrain from any demeaning, harassing, or discriminatory behavior or speech; and immediately comply with any requests to discontinue objectionable behavior.

Cancellation

All exhibitor and sponsor payments must be paid in full prior to the date of any event, publication, or placement. No access (virtual, hybrid, or in-person) will be granted into the exhibit halls or events for those companies who have not paid in full. Request for Cancellation and Refunds must be in writing. For cancellations received 90 days prior to an event, publication, or placement will result in SHRM-Atlanta retaining 25% of total purchase price. Cancellations received 60 days prior to the event, publication, or placement will receive a 50% refund of total package value. No requests for refunds will be granted within 60 days of the event, publication, or placement.

If SHRM-Atlanta should be prevented from holding an exposition for any reason beyond SHRM-Atlanta’s control (such as, but not limited to, damage to building, riots, strikes, act of government, or act of God) or if an exhibitor cannot occupy assigned space due to reasons beyond SHRM-Atlanta’s control, SHRM-Atlanta has the right to cancel the exposition or any part thereof, with no further liability to the exhibitor other than a refund of exhibit fees less proportionate share of the exposition costs incurred.

Liability

Each exhibitor and partner shall indemnify and hold harmless SHRM-Atlanta appointed service contractor and the exposition location for all liability that might ensue from any cause including accident or injury to invitees, guests, exhibitors, their agents, and employees; including loss or damage to personal property.