# Sponsorship Opportunities

**SOAHR 2024**  
**SHRM-ATLANTA HR CONFERENCE**

April 17-18  
Atlanta Convention Center at AmericasMart

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Presenting</th>
<th>Spotlight</th>
<th>Supporting</th>
<th>Leading</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x20</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

- **Conference Registrations** (includes booth staff)
- **Preconference Video Q&A**
- **Stage Address** (5 minutes)
- **Stage Emcee Role**
- **Journal Ad**
  - Full Page
  - Full Page
  - Full Page
  - Full Page
  - 1/2 Page
  - 1/2 Page
  - 1/4 Page
  - 1/4 Page
- **Banner Ad on SOAHR Website**
- **Company Detail Inclusion in (1) Pre-Event Email**
- **Recognition During General Session**
- **Inclusion on Event Signage**
- **Welcome Packet Inclusion**
- **Prime Booth Space & Inclusion in Attendee Game**
- **Social Media Mentions**
- **Logo on Event T-Shirt**
- **Logo in Email Marketing**
- **Opportunity to Host Own Prize Drawing**
- **Logo + Description in Mobile App**
- **Post-Event Attendee List**

### Investment

<table>
<thead>
<tr>
<th></th>
<th>Presenting</th>
<th>Spotlight</th>
<th>Supporting</th>
<th>Leading</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment</strong></td>
<td>25,000</td>
<td>15,000</td>
<td>11,500</td>
<td>10,000</td>
<td>8,000</td>
<td>7,000</td>
<td>6,000</td>
<td>5,000</td>
<td>4,000</td>
<td>2,400</td>
</tr>
<tr>
<td><strong>Regular Location</strong></td>
<td>$2,700</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Prime Location</strong></td>
<td>$2,700</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$500</td>
</tr>
</tbody>
</table>

**Questions?** Contact Rogers Beasley rbeasley@shrmatlanta.org
Individual Partnership Opportunities

Spotlight

Name Badge Sponsor
(full back of badge real estate)

1 Available

Keynote Sponsor
(3 min podium time)

2 Available

Leading

Lanyard Sponsor
(logo on conference lanyards)

1 Available

Platinum

Virtual Content Sponsor
(logo recognition on event platform and host a prerecorded one-hour session)

4 Available

Journal Sponsor

1 Available

Registration Sponsor
(logo recognition on/near the conference registration site)

1 Available

Bronze

Educational Track Sponsor
(logo recognition on signage of 3+ sessions)

5 Available

Questions?
Contact Rogers Beasley rbeasley@shrmatlanta.org

Supporting

Evening Event Sponsor
(3 min podium time)

1 Available

Diamond

Exhibit Hall Sponsor
(includes logo recognition at entrance of hall; podium time during in-hall presentation)

1 Available

Conference Bag Sponsor
(logo on conference bag)

1 Available

Gold

Conference Promo Item Sponsor
(logo recognition on conference promo item)

3 Available

Silver

Lunch Sponsor
(logo recognition throughout dining area)

2 Available

Breakfast Sponsor
(logo recognition throughout dining area)

2 Available

Break/Entertainment Sponsor
(logo recognition throughout break area)

4 Available

Welcome Sponsor
(30-second prerecorded commercial before general session)

2 Available

April 17-18
Atlanta Convention Center at AmericasMart