SOAHR is SHRM-Atlanta’s 30th Annual HR Conference bringing in the best and brightest of the Atlanta HR community. The SOAHR Resource Partner Showcase is a fun and dynamic trade-show environment where you will find Atlanta’s HR rock stars and royalty eager to discover new and innovative products and services.

The Showcase is designed to help you and your colleagues make new business connections, meet with current clients and showcase the newest innovations in HR solutions and strategies.

“SOAHR WILL CONNECT YOU WITH YOUR TARGET AUDIENCE.”
AUDIENCE PROFILE

COMPANY SIZE
- 25% 100 or Less
- 44% 101 - 2,500
- 14% 2,501 - 10K
- 17% 10,001+

ATTENDEES 1,000+

DECISION MAKERS
- 91%

COMPANIES REPRESENTED
- 75% 8+ YEARS
- 37% 16+ YEARS
- 40% 6 - 15 YEARS
- 23% <5 YEARS

YEARS IN HR
WHO EXHIBITS AT SOAHR?

- REWARDS + RECOGNITION
- STAFFING AGENCIES
- PAYROLL SOLUTIONS
- BANKS
- FINANCIAL WELLNESS PROGRAMS
- BROKERAGES
- SERVICES
- HEALTH & WELLNESS
- COMPENSATION + BENEFITS COMPANIES
- HRM PROVIDERS
- EDUCATION PROGRAMS
- TALENT MANAGEMENT SOLUTIONS PROVIDERS
- CONSULTANTS + COACHES
- STAFFING AGENCIES
- EMPLOYMENT LAW FIRMS
- EDUCATION PROGRAMS
- INSURANCE COMPANIES
- YOU.
# Sponsor Benefits

<table>
<thead>
<tr>
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<th>Title</th>
<th>Partner</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Titanium</th>
<th>Gold</th>
<th>Silver</th>
<th>Emerald</th>
<th>Exhibitor</th>
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<tbody>
<tr>
<td><strong>Booth Size</strong></td>
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<td><strong>Access to VIP Lounge</strong></td>
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<td><strong>Program Guide AD</strong></td>
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<td><strong>Prime Booth Space</strong></td>
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<td><strong>Podium Time</strong></td>
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<td><strong>Banner AD on Website</strong></td>
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<td><strong>Keynote Photos</strong></td>
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<td><strong>Dedicated Email Intro</strong></td>
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**No Matter Your Level... Everyone Gets:**

- ✔️ Pre + Post Attendee Lists*
- ✔️ Logo + 50-words in Program Guide
- ✔️ Online Directory Listing
- ✔️ Inclusion in Exhibit Hall Game
- ✔️ Opportunity to Host Prize Drawing
- ✔️ Inclusion in Interactive Mobile App

*Includes email addresses of those who have not opted out from receiving messages from our partners
SOAHR 2020: Unleash The Future. SHRM-Atlanta’s 30th Annual HR Conference presented by YOU.

SHRM-Atlanta is excited to announce this exciting, top exposure, sponsorship opportunity that will keep you and your business front and center. With the Title Sponsorship your company name and logo remain a key focus throughout the entire conference.

**001. SOLD OUT**

**TITLE SPONSOR**

$25,000

Take home the highest level of exposure possible. 5 minutes of podium time each day, extra large logo recognition through the venue, and your logo on all of the promotional emails sent to our audience of over 7,000 Atlanta HR professionals. (Limit 1)

**PARTNER SPONSORS**

**002. NEW!**

**KEYNOTE SPONSOR**

$13,000

Gain maximum exposure as a top sponsor along with 5 minutes of dedicated podium time to address the full audience before the keynote. (Limit 2: One per keynote)

**003. NEW!**

**NAME BADGE SPONSOR**

$13,000

Be a part of everyone’s conference experience. Enjoy your logo plus a custom ad on the back of each of our attendee name badges. (Limit 1)
004. HAPPY HOUR SPONSOR
$10,000
Drinks on you! Be the happy hour hero and receive immense exposure as our HH sponsor including 4 minutes of podium time to welcome guests. (Limit 1)

005. EXHIBIT HALL SPONSOR
$10,000
Prime entrance booth space, extra branded signage, and 4 minutes of podium time to welcome attendees via a video played in general session makes this sponsor the talk of the hall! (Limit 1)

006. MOBILE APP SPONSOR
$8,500
Your logo, booth # and two push notifications in the hands of our 1,000+ attendees via SOAHR’s highly anticipated and interactive mobile app. (Limit 1)
007. CHARGING SPONSOR
$8,500
Be front-and-center with brand exposure on this conference must-have. This sponsor receives logo recognition on each charging station in our hall!
(Limit 1)

008. NEW! SOLD OUT WIFI SPONSOR
$8,500
First things first - connect to the wifi. With your company name as the wifi password to the SOAHR 2020 network, you will keep everyone throughout the entire venue connected on all three days of the conference.
(Limit 1)

009. NEW! REGISTRATION SPONSOR
$7,500
Be the first thing attendees see by sponsoring the Registration Station. Your logo will be featured throughout the registration area and its fixtures for immediate recognition by attendees, speakers and exhibitors alike.
(Limit 1)
010. **NEW! SOLD OUT**

**SOAHR HUB SPONSOR**

$7,500

The SOAHR HUB is SHRM-Atlanta's official booth space in the middle of our Exhibit Hall! With prize drawing, the SHRM-Atlanta info station, happy hour festivities and more taking place in the HUB, you can’t beat this level of organic exposure. (Limit 1)

011. **NEW!**

**LANYARD SPONSOR**

$6,500

Gain great exposure with your company’s logo on each attendee lanyard alongside the SOAHR logo. Our lanyards are always fun and eye-catching! (Limit 1)

012. **NEW!**

**PROMO ITEM SPONSOR**

$6,500

Each year, SOAHR offers one official promo logoed item. You recieve logo recognition through this sponsorship that every attendee will take home. (Limit 1)
013. OFFICIAL PEN SPONSOR
$6,500
Keep your logo in the hand of each attendee by sponsoring the official conference pen. Let this pen be a part of many attendee's daily uses for time to come. (Limit 1)

014. NEW! GIFT SPONSOR
$5,000
Each year SHRM-Atlanta recognizes our speakers and special guests with a gift. Be a part of this gift giving with your logo included. (Limit 3).

015. NEW! DEMO STAGE SPONSOR
$5,000
SHRM-Atlanta will feature a Demo Stage in 2020 where exhibitors and speakers alike can host sessions at a cost. Sponsoring the Demo Stage will allow for your logo to be in front of all demo attendees. You also will receive a FREE demo session! (Limit 3)
016. **SOLD OUT**

**T-SHIRT SPONSOR**

$5,000

The Official SOAHR T-shirts are seen on all of our volunteers, staff, and those who purchase this awesome swag. Have your logo be a part of history by sponsoring the SOAHR 2020 t-shirt. *(Limit 3)*

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**EMERALD SPONSORS**

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017. **MEAL SPONSOR**

$4,000

Refueling with food + coffee is a MUST in the land of SOAHR. Have your logo near all of the food stations to keep your recognition high throughout the conference. *(Limit 5)*

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018. **NEW!**

**FIRST TIMERS SPONSOR**

$4,000

With the huge buzz of SOAHR, we see more new attendees now than ever. Be a part of the First Timers Orientation by sponsoring this level and seeing your logo on orientation signage and handouts. *(Limit 5)*
019. NEW! MOM’S LOUNGE SPONSOR
$4,000
Being a MOM is hard work. We are introducing a lovely upgrade to our previous nursing accommodations and inviting our nursing mothers to our SOAHR Mom’s Lounge. Sponsor this space and show your appreciation for some of the hardest working women in HR. (Limit 5)

020. VIP LOUNGE SPONSOR
$4,000
Gain great logo signage exposure as the VIP Lounge Sponsor. This space is open to our top tier sponsors, speakers, special guests, board members and strategic partners. (Limit 5)

021. VOLUNTEER LOUNGE SPONSOR
$4,000
Our volunteers make it happen! Give back by sponsoring the volunteer lounge and having logo exposure throughout the space. (Limit 5)
022. NEW! SOLD OUT CONNECT SPACE SPONSOR
$4,000
Gain exposure as a Connect Space Sponsor. The Connect Space is a separate area inside the Exhibit Hall that is made just for collaboration between attendees, special groups and exhibitors. (Limit 5)

EXHIBITORS

Don’t wait! The SOAHR 2020 Resource Partner Showcase is set to sold out. Take advantage of extra savings, first dibs at booth selection and get the most out of our pre-marketing efforts. Looking for a 10’x20’ booth or special island booth? Send an email to jchoice@shrm-atlanta.org.

$2,300 $2,450 $2,675
EARLY BIRD REGULAR RATE LATE RATE
ENDS NOV 30, 2019 DEC 1, 2019 - FEB 1, 2020 AFTER FEB 1, 2020

A LA CART

PRODUCT DEMO $650
PRIME BOOTH SPACE ADD-ON $200
MOBILE APP PUSH NOTIFICATION $650
MOBILE APP BANNER AD $650
SOAHR WEBSITE BANNER AD $1,000
SWAG BAG COLLATERAL DROP $750
FULL PAGE PROGRAM GUIDE AD $1,000
HALF PAGE PROGRAM GUIDE AD $750
QUARTER PAGE PROGRAM GUIDE AD $500
OUR 2019 SPONSORS!

THANK YOU!
SOAHR 2020 SPONSOR REGISTRATION FORM

Please complete this form in its entirety and email it to jchoice@shrmatlanta.org

COMPANY NAME: 

FIRST NAME: _______________ LAST NAME: _______________

ADDRESS: ______________________________________________________

CITY: ___________________ STATE: __________ ZIP: ___________________

EMAIL: ____________________________

COMPANY WEBSITE: _______________________________________________

SPONSORSHIP LEVEL: ___________________ SPONSORSHIP PRICE: ________

A LA CARTE OPTIONS: ___________________ A LA CARTE PRICE: ________

ADD PRIME ($200):  □ YES  □ NO

TOTAL COST: __________________________

PREFERRED PAYMENT METHOD:  □ CHECK  □ CREDIT CARD

By filling out this paper registration form, an email will be sent to the provided email address with a URL giving you access to your invoice. You can save, print and pay it via this easy link. If there is someone else you would like to receive the invoice, please provide that email address in your email submission of this form.

PLEASE REVIEW THE SHRM-ATLANTA TERMS & CONDITIONS.
By signing and returning this form, you are agreeing to the terms & conditions.

______________________________
SIGNATURE

______________________________
PRINTED NAME

______________________________
DATE
SEE YOU SOON!
WWW.SOAHR.NET

FOR MORE INFORMATION:
Jackie Choice, Business Development Director, SHRM-Atlanta
jchoice@shrmatlanta.org, +1-404-442-7335 x 101