

SOAHR 2022

JULY 26-27th

COBB GALLERIA CENTRE



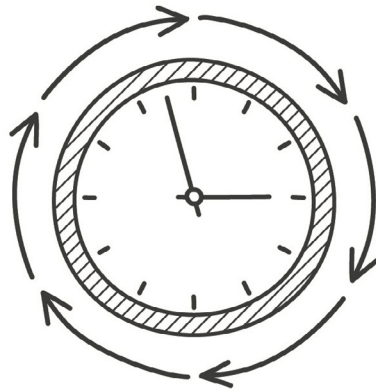
SOAHR attracted over 1,000 Human Resources professionals in 2019 and 2020, and we hope to return to these numbers when the pandemic wanes. What better venue to showcase your company's products and services than a meeting attended by the key thought-leaders and decision-makers in the field of HR? Do not miss the opportunity to be part of this important gathering of the Atlanta human resources community.

Prior attendees note that the exhibit hall and partner networking breaks provide significant opportunities to learn about the newest developments, discuss innovations, share knowledge, and exchange ideas while networking directly with service providers and industry leaders.

SOAHR AUDIENCE PROFILE

YEARS IN HR

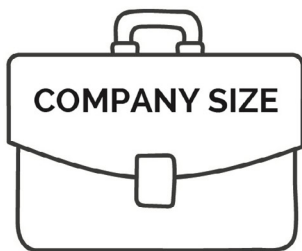
37% 16+ YEARS
40% 6 - 15 YEARS
23% <5 YEARS



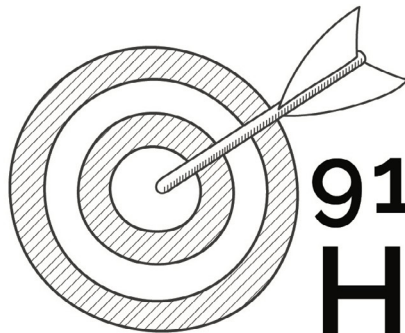
**75% OF ALL ATTENDEES HAVE
8+ YEARS OF EXPERIENCE IN HR**



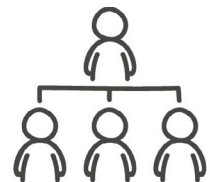
ATTENDEES
1,000+
from across the Southeast
+ globally via virtual.



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



91%
HR
DECISION MAKING
AUTHORITIES



900+
COMPANIES
REPRESENTED



SOAHR SPONSORS LEVELS CHART

	TITLE	PARTNER	LEADING	DIAMOND	PLATINUM	GOLD	SILVER+	SILVER	EXHIBITOR
Booth Size	10 x 20	10 x 20	10 x 20	10 x 20	10 x 20	10 x 20	10 x 10	10 x 10	10 x 10
Complimentary Registrations	2	2	2	2	2	1	1	✗	✗
Extra Event Signage	✓	✓	✓	✓	✓	✓	✓	✓	✗
Access to VIP Lounge	✓	✓	✓	✓	✓	✓	✓	✓	✗
Social Media Mentions	✓	✓	✓	✓	✓	✓	✓	✓	✗
Program Guide Ad	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	1/2 Page	1/4 Page	✗
Prime Booth Space	✓	✓	✓	✓	✓	✓	✗	✗	✗
Podium Time	10 mins	5 mins	✗	5 mins (Happy Hour)	✗	✗	✗	✗	✗
Banner Ad on Website	✓	✓	✓	✓	✗	✗	✗	✗	✗
Logo in Email Marketing	✓	✗	✗	✗	✗	✗	✗	✗	✗
Keynote Photo	✓	✗	✗	✗	✗	✗	✗	✗	✗
Dedicated Email Intro	✓	✗	✗	✗	✗	✗	✗	✗	✗
Inclusion in Interactive Mobile App	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to Host Prize Drawing	✓	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion in Attendee Game	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo + Description in Exhibitor Guide	✓	✓	✓	✓	✓	✓	✓	✓	✓
Listing in virtual Exhibitor Directory	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pre + Post Attendee Lists	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lunch/Break Recorded Commercial	✗	✗	✗	✗	✗	✗	✓	✗	✗

Each booth includes 2 staff only registrations



*attendee lists include name, company, title, email, and physical address of those who do not opt-out.

SOAHR SPONSORSHIPS



\$25,000

TITLE SPONSOR

Be front and center at SOAHR 2022. This top exposure opportunity enjoys maximum logo recognition, 5 minutes of podium time per day, key location throughout the hall and more.

[Click Here to Purchase](#)



\$11,500

SUPPORTING PARTNER

Be seen as a supporting partner to SHRM-Atlanta by supporting the learning and development opportunities through the conference. Enjoy dedicated podium time and prime exposure at this high exclusive level.

[Click Here to Purchase](#)



\$10,000

LEADING SPONSOR

These high visibility sponsorship options allow for top level branding opportunities.

AVAILABLE: *Name Badge Sponsor* (full back of badge real estate), *Keynote Sponsor* (5 min podium time), *Technology Sponsor* (exclusive logo recognition for technology)

[Click Here to Purchase](#)



\$8,000

DIAMOND SPONSOR

Each diamond sponsor has their option of an exclusive benefit allowing for logo recognition in prime locations.

Available: *Experience Hall Sponsor* (includes logo recognition at entrance of hall), *Happy Hour Sponsor* (dedicated cocktail, and 5 minutes to address audience at HH), *Charging Station Sponsor* (logo on charging station), *WiFi Sponsor* (namesake in WiFi network name)

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\$7,000

PLATINUM SPONSOR

Platinum sponsors receive exclusive benefits in general conference areas which allow for heavy foot traffic and visibility.

AVAILABLE: *Registration Sponsor* (logo recognition on/near the conference registration site), *Digital Learning Sponsor* (logo recognition in on-demand library for 30 days after the conference completes)

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SOAHR SPONSORSHIPS



\$6,000

GOLD SPONSOR

These high visibility sponsorship options allow for exclusive exposure:

AVAILABLE: *Lanyard Sponsor* (logo on conference lanyards), *Conference Bag Sponsor* (logo on conference bag), *Conference Promo Item Sponsor* (logo recognition on conference promo item)

[Click Here to Purchase](#)



\$5,000

SILVER+ SPONSOR

Breaks and entertainment were a huge success at SOAHR 2021. The unique opportunity to sponsor at the Silver+ level allows you to be a part of the most fun and interactive parts of SOAHR.

AVAILABLE: *Lunch Sponsor* (pre-recorded message during 1 lunch), *Break/Entertainment Sponsor* (pre-recorded message during 1 break)

[Click Here to Purchase](#)



\$4,000

SILVER SPONSOR

Silver sponsors allow for great exposure opportunities for those joining us at SOAHR with the goal of just a bit more exposure!

AVAILABLE: *Conference T-Shirt Sponsor* (logo on conference t-shirt), *First Timers Orientation Sponsor* (logo recognition during the first time attendee and exhibitor orientation(s))



VARIES

EXHIBITOR

[Click Here to become an Exhibitor](#)

10' x 10' EARLY: by April 30th (\$2,000)

10' x 10' REGULAR: by June 30th (\$2,300)

10' x 10' LATE: Starting July 1st (\$2,600)

Add Prime Booth Location: Add \$250/ 10x10 booth

[Click Here to Purchase a Prime Booth Location](#)



VARIES

A LA CARTE OPTIONS

Product Demo: \$650 [Click Here to Purchase](#)

Mobile App Ad or Push Notification: \$650 [Click Here to Purchase](#)

30-second Commercial in Session: \$1,000 [Click Here to Purchase](#)

Swag Bag Collateral Drop: \$750 [Click Here to Purchase](#)

Full Page Print and Digital Ad: \$1,000 [Click Here to Purchase](#)

Half Page Print and Digital Ad: \$750 [Click Here to Purchase](#)

Quarter Page Print and Digital Ad: \$500 [Click Here to Purchase](#)

