



## 2014 North Carolina SHRM State Conference September 17-19, 2014

*Presented by NCSHRM & NC Coastal SHRM*

Dear Sponsor:

The 2014 North Carolina Society of Human Resources Management (SHRM) State Conference is an ideal marketing opportunity to reach the majority of North Carolina's human resource professionals.

We want to thank all of our past and future sponsors for your continued support, which allows us to deliver highly successful and innovative programming at the North Carolina SHRM State Conference year after year.

The theme for the 2014 conference is "**Hooked on HR**" and will be held at the Hilton and Greenville Convention Center in Greenville, North Carolina. The conference dates will be September 17-19, 2014 and we are expecting more than 500 registrants and 125 exhibitors.

We invite your organization to join us as a sponsor for this exceptional venue. The sponsorship opportunities available this year provide a wide range of access to, and recognition by, North Carolina's top Human Resources Professionals. As a "Partner", your donation and support of this event will allow us to provide innovative, high quality programs to attendees.

There are six (6) distinct levels of sponsorship. Each level has been carefully considered to meet the budgetary constraints of the diverse partners we serve. Sponsorships are offered on a first-pay basis.

Details regarding the 2014 North Carolina SHRM State Conference are attached. Don't miss your opportunity to build name recognition, establish future customers, meet fact-to-face with key decision makers, network with hundreds of Human Resources Professionals, reach your target audience, and strengthen relationships with current customers.

We look forward to your participation in the 2014 North Carolina SHRM State Conference. For additional information, please visit our conference website at [www.hookedonhr.com](http://www.hookedonhr.com).

Sincerely,

### **Sponsorship Committee**

Please direct any questions to:  
[sponsors@hookedonhr.com](mailto:sponsors@hookedonhr.com)



# Sponsorship Packages

## Diamond Sponsor (One Available) \$25,000

As the 2014 *Diamond* Sponsor, you will be the official co-sponsor of the 2014 North Carolina State SHRM Conference & will receive:

- Inclusion in event title
- Sponsorship exclusivity
- Full page ad in the conference guide
- Five (5) minutes of microphone time at keynote speaker
- 6 booth passes; 6 lunch passes Thursday and Friday; 4 conference registrations; 6 passes to the Thursday Evening Event; 2 concurrent session sponsorship
- Prime exhibit space-*double booth* in the Exhibit Hall
- Pre and Post event attendee information
- Use of hospitality suite to conduct business during conference
- Logo on all press/promotional pieces
- Recognition in all general sessions
- Logo on 2014 North Carolina State SHRM conference mailing
- Recognition Banner
- Logo on Bags/Nametags
- Sponsor Ribbon
- Promotional items in the conference bag

## Ruby Sponsor (Two Available) \$15,000

As a *Ruby* Sponsor, your company receives:

- Full page ad in the conference guide
- Podium time at the closing session
- 4 booth passes; 4 lunch passes for Thursday and Friday; 4 conference registrations; 4 passes to the Thursday Evening event; 1 concurrent session sponsorship
- Prime exhibit booth in Exhibit Hall
- Post event attendee information
- Logo on all press/promotional pieces
- Recognition in all general sessions
- Logo on 2014 North Carolina State SHRM conference mailing
- Sponsor ribbon
- Promotional items in the conference bag

## Pearl Sponsor — \$ 10,000

As a *Pearl* Sponsor, your company receives:

- 1/2 page ad in the conference guide
- 4 booth passes; 4 lunch passes for Thursday and Friday; 4 conference registrations; 4 passes to the Thursday evening event
- Booth in the Exhibit Hall
- Post event attendee information
- Logo on all press/promotional pieces
- Recognition in all general sessions
- Logo on 2014 North Carolina State SHRM conference mailing
- Sponsor ribbon
- Promotional items in conference bag

## Amethyst Sponsor — \$7,500

As an *Amethyst* sponsor, your company receives:

- 1/4 page ad in the conference guide
- 2 booth passes; 2 lunch passes for Thursday and Friday; 2 conference registrations; 2 tickets to the Thursday evening event
- Booth in the Exhibit Hall
- Post event attendee information
- Logo on all press/promotional pieces
- Recognition in the opening session
- Sponsor ribbon
- Promotional items in conference bag

## Emerald Sponsor— \$5,000

As an *Emerald* sponsor, your company receives:

- 1/4 page ad in the Conference Guide
- 2 booth passes; 2 lunch passes for Thursday and Friday; 2 conference registrations; 2 tickets to the Thursday evening event
- Booth in the exhibit hall
- Post attendee information
- Logo on all press/promotional pieces
- Recognition in the closing session
- Sponsor ribbon

## Sapphire Sponsorships

As a *Sapphire* sponsor you may select one of the following: (please notate on the sponsorship agreement form)

Program guide recognition for;

- Conference bag—\$5,000
- Conference portfolio—\$5,000
- Wednesday night social networking—\$5,000
- Thursday night Tailgate Social—\$5,000 each (4 opportunities) or exclusive sponsorship available for Tailgate Social \$20,000
- Lunch Thursday—\$10,000
- Lunch Friday—\$10,000
- Breakfast on Thursday or Friday \$10,000 or exclusive sponsorship available for both breakfasts at \$15,000
- Lanyards—\$3,000
- Morning and Afternoon breaks—\$1,500 each (4 opportunities ) or exclusive sponsorship available for all the breaks at \$5,000
- Printing & Graphics—\$1,500
- Signs/Banners \$1,500
- Speaker Gifts—\$1,500
- T-shirts for volunteers—\$1,500
- Shirts for volunteer leaders—\$1,500

## About NC Coastal SHRM

The North Carolina Coastal Society for Human Resource Management (SHRM) is a local professional association composed of individuals sharing an interest in the practice of human resource management. Found in May 1997, the Chapter received its charter membership from the National Society of Human Resource Management (SHRM) on February 18, 1998.

**NCCSHRM** seeks to provide a wide variety of professional development and networking opportunities for human resources professionals in Eastern North Carolina. Its membership consists of human resource professionals representing organizations in the Eastern part of the state. For more information on NC Coastal SHRM check out our website at [www.nccshrm.com](http://www.nccshrm.com)!

## About NC SHRM

The Mission for the North Carolina Society for Human Resource Management (NCSHRM) is to provide leadership to local SHRM chapters that will support the effective implementation of policies, strategies and objectives consistent with SHRM; to encourage, promote, and share programs and services that add to a higher level of professionals and to recognize those individuals, SHRM chapters, and student chapters that achieve excellence for the profession, their organizations and communities. For more information about NCSHRM go to [www.nc.shrm.org](http://www.nc.shrm.org)!

## About SHRM

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. Representing more than 250,000 members in over 140 countries, the Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China, India and United Arab Emirates. For more information on SHRM go to [www.shrm.org](http://www.shrm.org)!

