

# **Alabama SHRM State Conference**

**May 19, 2010**

**CAHABA GRAND Conference Center  
Birmingham, Alabama**

## **Sponsorship Information**

### **Platinum Sponsor- \$1,200**

If you select a Platinum Sponsorship level you will receive the following benefits. an **8'X12'** booth, one skirted table (sponsors are welcome to provide their own table skirt) with two chairs, **four** tickets to the conference including lunch, your firm's name placed on the sponsorship signage at registration, on the main stage through out the conference center, and prominent placement on the Alabama SHRM State Council website.

### **Silver Sponsor- \$600**

If you select Silver Sponsorship you will be able to have your firm's name placed on the sponsorship signage at registration, on the main stage through out the conference center and on the SHRM State Council website. No booth is included in this sponsorship but you will be able to have written materials (not a display) placed on the Silver sponsorship table during the conference with other Silver sponsors. You will also receive **two** tickets to the conference, which includes lunch.

### **Gold Sponsor- \$600**

If you select Gold Sponsorship you will receive the following benefits: an **8'x10'** booth space, one skirted table (sponsors are welcome to provide their own table skirt) with two chairs, **two** tickets to the conference including lunch.

### **All of the above sponsors receive the following benefits:**

All participants will receive an alphabetic listing of sponsors and all sponsors will receive an attendee listing after the conference, participants will have two hours set aside for vendor visits, participants will be encouraged to visit sponsor booths throughout the conference, sponsors are encouraged to have a door prize to further promote visitation to tables, **one** door prize will be given away at the end of the conference by your firm's representative, and the exhibit area is included in the main hall for maximum exposure during the entire conference.

Currency totaling \$1,000 will be given away to attendees (not sponsors) that visit all the sponsor on their list and has their square signed or stamped by the booth representative. As with the door prizes, the attendees must be present at the end of the conference to win any prize/ giveaway.

**Conference Brochure Sponsorship- \$2,000** or have it printed and collated.

Your organization's name will be placed on the cover of the brochure and on each divider page and back page of the brochure. Your firm's name will be prominently placed on the Alabama SHRM State Council website.

**Breakfast Sponsorship- \$550**

Your name will be placed on a 24"x36" placard at the beginning of the breakfast hour at the refreshment table. You will have the opportunity to place literature on the table for participants to pick up. Your firm will be verbally recognized at the beginning of the conference.

**Morning and Afternoon Break Sponsorships- \$550**

Your name will be placed on a 24"x36" placard at the beginning of the break at the refreshment table. You will have the opportunity to place literature on the table for participants to pick up. Your firm will be verbally recognized at the general session.

**Lunch Sponsorship- \$1,200**

Your name will be placed on the overhead screen at the beginning of the lunch and verbally announced by the speaker. You will have the opportunity to exclusively place literature on all the tables for participants to pick up. Your firm will be verbally recognized at the general session. (This sponsorship may be shared with another organization.)

**Keynote Speakers Sponsorship- \$2,500**

Your name will be placed on signage in front of the entire audience during the presentations. You will be given the opportunity to say a few words about your organization and then the opportunity to introduce the speaker. Your name will be included in all materials published as to your support of sponsorship depending on timing. Also your firm's name will be prominently placed on the Alabama SHRM State Council website.

**Pre-Conference Speaker Sponsorship- \$1,000**

Your firm's name will be placed on signage in front of the entire audience during the presentation, which will be three hours in length on the afternoon of the 19<sup>th</sup> at the conference center. You will be given the opportunity to say a few words about your organization and then the opportunity to introduce the speaker. Your name will be included in all published materials during the pre-conference and the full conference as to your support of sponsorship depending on timing. Also your firm's name will be prominently placed on the Alabama SHRM State Council website.

### **Special Track Speaker Sponsorship- \$550**

Your firm's name will be placed on signage in front of the entire audience all day during the presentation. You will be given the opportunity to say a few words about your organization and then the opportunity to introduce the speaker in the morning and after lunch when the presenter restarts. Your name will be included in all published materials during the special track where applicable and the full conference as to your support of sponsorship depending on timing. Also your firm's name will be prominently placed on the SHRM Alabama State Council website if your organization has an additional level of sponsorship at this conference.

### **Name Tag Sponsorship- \$550**

Your organization's name will be included on the conference nametag as a sponsor of the conference name tags.

### **Conference Bag Sponsorship- (Variable) \$1,700**

The conference will provide a tote bag for all participants and on that bag we will have the SHRM Alabama State Council logo, the name of the conference and your organizations sponsorship for providing these bags. This is a breakeven opportunity for both your organization and the SHRM Alabama State Council.

### **Book Sponsorship- \$500**

Your organization's name will be recognized as a sponsor of the book for the pre-conference workshop.

\* The Alabama SHRM State Council contracts with Veal Convention Services in Birmingham, Alabama to provide booth space. There will be additional fees payable directly to Veal if you need electricity, additional furniture, etc. Telephone / Internet lines must be ordered through CAHABA GRAND conference center and each sponsor is responsible for that expense.

Space is limited and regular registration with payment (check payable to *Alabama SHRM State Council*) must be received by April 13, 2010.

The Alabama SHRM State Council Tax ID# is 63-1217881.

By signing and submitting the registration form, the registrant acknowledges that the above referenced services will be provided by the Alabama SHRM State Council on May 19, 2010 and that sponsors shall provide the specified sum of \$600 (Silver / Gold), \$1,200 (Platinum), Breakfast / Break (\$600), Lunch (\$1,200), Name Tags (\$500), Book Sponsorship (\$500), Keynote Speaker (\$2,500), Pre-Conference Speaker (\$1,000), Special Track Speaker (\$500), Conference Brochure (\$2,000) and Conference bags (\$1,700 approx.)