



PRESENTS:

NHRMA 2017

The Ever-Changing Waters of HR

SEPTEMBER 25-27 BEND, OREGON

HR
ACADEMY

Become a NHRMA Partner!

Who is NHRMA?

For 78 years, the Northwest Human Resource Management Association Annual Conference & Tradeshow has been the gathering of choice for regional HR leaders who are interested in learning the latest developments and best practices in their field, listening to what nationally-known speakers have to say about today's HR climate, and identifying companies with innovative products and services that align with their organization's current or future needs.

More than 600 new and seasoned HR professionals attend the Annual Conference, and over 300 attendees participate in the two HR Academies each year; making this opportunity an investment in the future. NHRMA represents frontline decision-makers from top companies across the Northwest.

The major benefit to NHRMA Partners is access to the most influential practitioners from senior level to the next generation. These attendees work in all facets of HR, including staffing, compensation, benefits, information technology, organizational development, training and employee/labor relations.

How Will You Benefit?

Become a NHRMA Partner to take advantage of these benefits:

- ✔ Display your commitment and support of the HR profession and best practices by helping to make the Conference and HR Academies possible.
- ✔ Create awareness and position your organization as an ally and a leader in the industry.
- ✔ Showcase your products and services.
- ✔ Reach a concentrated group of diverse Human Resource leaders and professionals.
- ✔ Stimulate leads by engaging prospects in a pertinent environment.
- ✔ Increase your company's visibility throughout the NHRMA and wider HR community.
- ✔ Develop a relationship with NHRMA and extend your reach by promoting in NHRMA publicity pieces.

Why is Partnership Important for NHRMA's Success?

- ✔ To ensure high-quality forums dedicated to sharing knowledge and emerging ideas.
- ✔ To build on existing relationships with industry leaders and foster new relationships.
- ✔ To keep event registration fees affordable — ensuring education remains accessible to all.
- ✔ To provide valuable social and networking opportunities as part of the Conference agenda.

“ The NHRMA Conference blew my expectations out of the water. Speakers and sessions were top notch! ”

~ NHRMA 2016 Attendee



Sign up today
www.nhrmaconference.org

Partnership Benefits

Partnership Level

Platinum \$15,000 SELECT ONE

Gold \$10,000 SELECT ONE

Silver \$7,500 SELECT ONE

Bronze \$5,000 SELECT ONE

Select your level, then choose one of the Conference opportunities that best fits your organization.

- Opening General Session with Keynote Speaker
- Evening Event
- Welcome Reception
- Attendee Wi-Fi

- Mobile App
- Branded Conference Tote
- General Session with Keynote Speaker
- Branded Journal and Pen
- Tradeshow Box Lunch
- Attendee Charging Stations

- Closing Session with Motivational Speaker
- Name Badge Lanyard
- Branded USB Drive and Presentation Download

- Hotel Room Key Ad
- Workshop Track (6 Available)
- Networking Breaks
- Branded Tradeshow Bags
- Branded Promotional Item
- Conference Program with Back Cover Ad

Benefits

Increased Visibility:

- Conference Website (with hyperlink to your website)
- Conference Signs
- Conference Program

Listing on NHRMA.org's Partner Directory for One Year, and in the Conference Program (distributed to all attendees)

Network Over Lunch with NHRMA's Board of Directors

Complimentary Tradeshow Booth

Advertisement in Conference Program

Online Advertisements

Complimentary Registration

Logo Recognition	Logo Recognition	Name Recognition	Name Recognition
Logo Recognition	Logo Recognition	Name Recognition	Name Recognition
2 Invitations	2 Invitations	1 Invitation	1 Invitation
Double Premium Tradeshow Booth	Premium Tradeshow Booth	Standard Tradeshow Booth	
Full Page, Full-Color	Half Page, Full-Color	Half Page, Full-Color	
6-Month Ad on NHRMA.org + Ad on NHRMAConference.org	Ad on NHRMAConference.org		
2 Full Conference Registrations	1 Full Conference Registration		

Customized Sponsorships
Don't see what you're looking for?
Contact the NHRMA Conference Coordinator at 503.244.4294 ext. 203 or via email at NHRMA@ConferenceSolutionsInc.com to discuss how to maximize your visibility and impact and meet all your marketing objectives.

NEW FOR 2017

NHRMA Partnership Benefits!

Logo Recognition at the Spring and Fall HR Academies	Logo Recognition at the Spring and Fall HR Academies*	Logo Recognition at the Spring and Fall HR Academies	Logo Recognition at the Spring and Fall HR Academies
1/4 Page Ad + 3 Articles in NHRMA Newsletter	3 Articles in NHRMA Newsletter*	2 Articles in NHRMA Newsletter	1 Article in NHRMA Newsletter
8 NHRMA Social Media Highlights	6 NHRMA Social Media Highlights	4 NHRMA Social Media Highlights	2 NHRMA Social Media Highlights

*Contingent on sign-up date



Sign up today
www.nhrmaconference.org

Partnership Opportunities

Create strategic sales opportunities, establish market leadership and enhance brand recognition by becoming a Partner of the Northwest Human Resource Management Association.

If your goal is to increase your visibility with HR leaders, select one of the many branded partnership opportunities that put your company brand in the hands of Conference attendees.

If your goal is to get in front of prospective customers, one of our event partnerships would allow you an opportunity to speak directly to them during your welcome announcement. Your representatives can greet and mingle with your prospects during the event and branded materials may be distributed at the Conference.

SIGN UP EARLY! Your NHRMA partnership runs for the full calendar year, with benefits beginning in January 2017 (or as soon as you sign up, whichever occurs later), and runs through all of 2017, providing your organization with visibility at the Spring HR Academy, the NHRMA Annual Conference, and the Fall HR Academy. Sign up early to take advantage of all of the benefits available!

Platinum Partner \$15,000

Opening General Session with Keynote Speaker

This is the first formal meeting where all attendees will be convened together in one room. Kick off the Conference with your company name and image fresh in everyone's mind. Your organization will be the first one mentioned as the Master of Ceremonies invites you up to the podium for a brief introduction. Along with a "Sponsored by" sign at the entrance, your organization's logo will be projected onscreen during this event. Your promotional materials may also be placed at attendees' seats.

Evening Event

NHRMA attendees look forward to this annual event as an opportunity to network and to get to know the host city. Your organization's logo will be prominently displayed on event-related signage and on custom printed menus or programs, where applicable. You will have the opportunity to speak to the entire group for up to three minutes, and are entitled to six complimentary tickets to the event. Send your team to personally welcome the attendees.

Welcome Reception

Gain early exposure at the Welcome Reception in the Tradeshow, the first official "networking" event. Your organization's name or logo will be prominently displayed on beverage napkins and event signage. Attendees will appreciate your contribution as they sample the local flavor with a complimentary beverage ticket and relax before the next day's meetings. You will have the opportunity to speak to the entire group for up to three minutes, and up to four additional representatives from your organization may attend the reception to personally welcome the group.

Complimentary Attendee Wi-Fi

Help attendees stay connected while attending the NHRMA Conference & Tradeshow by sponsoring complimentary Wi-Fi. Your company logo will be prominently displayed on signs promoting the Wi-Fi throughout the Riverhouse, in the Conference Program, and on the Wi-Fi landing page.



Gold Partner \$10,000

Mobile App

Sponsor the Conference's mobile app and be recognized in a hands-on and tech-savvy way! Your company's logo will be featured on a mobile application that provides the Conference agenda, speaker information, maps and Tradeshow information at the fingertips of every NHRMA attendee with a smart phone or tablet. The app will be promoted on the Conference homepage and on eFlyers, earning you additional recognition.

Branded Conference Tote

Your organization's logo will be prominently displayed on the reusable Conference tote given to every attendee at check-in. Attendees will continue to advertise for you throughout the region as they take their tote home and use it again and again.

Charging Station for Attendees

Attendees are always looking for places to charge their electronic devices. Keep them close to the Conference action and recharged with branded Charging Stations throughout the common areas!

Silver Partner \$7,500

Closing Luncheon Session with Keynote Speaker

What a great way to end the Conference! Attendees will remember your organization as the sponsor of the final event, plus lunch! You will be invited to the podium to introduce your organization to the group. Along with a "Sponsored by" sign at the entrance, your organization's logo will be projected onscreen. Your promotional materials may also be placed on attendees' seats.

Branded Journal and Pen

Your organization's logo will be imprinted on the outside of this journal and pen combo. It is a highly visible conference tool that attendees use for note-taking in workshops and back at the office.

General Session with Keynote Speaker

Sponsorship of a General Session offers your organization exposure to all attendees at the same time. You will be invited to the podium to introduce your organization to the group. Along with a "Sponsored by" sign at the entrance, your organization's logo will be projected onscreen. Your promotional materials may also be placed at attendees' seats.

Tradeshow Box Lunch

Your company logo will be prominently displayed on napkins at the event, box lunch stickers, and on Networking Lunch signage!

Name Badge Lanyard

Worn by every Conference attendee throughout each day, this sponsorship offers great visibility with your organization's name displayed on a reusable lanyard. The effect is sure to create a lasting impression.

Branded USB Drive & Presentation Download

Your company name or logo will be featured on a USB drive given to every attendee, to be used to download Conference presentations during and after the Conference. Your logo will be prominently displayed on the Presentation Download page of the NHRMA Conference website.



Bronze Partner \$5,000

Hotel Room Key Advertisement

Your organization's ad or logo will appear on each NHRMA guest's hotel room key; putting your name in attendees' hands from the start. It's a fun and unique way to increase your visibility.

Workshop Track

The NHRMA 2017 Conference Committee has selected six Workshop Tracks as areas of emphasis for the Conference. These tracks highlight key information for Human Resource professionals to grow and be successful. Your company logo will be featured on signage outside your track's meeting room and on the workshop podium. The Moderator will thank you for your support at the start of each workshop. There will also be a table available near the workshop room where you can display your promotional materials.

2017 Workshop Tracks:

- ✔ Compensation and Benefit Strategies
- ✔ Talent Acquisition and Retention
- ✔ Legal and Legislative Update/Compliance
- ✔ Performance Management Strategies
- ✔ Organizational Effectiveness
- ✔ Global HR

Networking Breaks

Deliver your message through logo'd napkins and signage that display your organization's logo throughout the tradeshow. Be the highlight of the Networking Breaks; making the most of your time with attendees!

Branded Tradeshow Bags


Conference attendees will advertise for you as they carry this bag branded with your organization's logo and wander through the Tradeshow. They will "take you home" along with the goodies they collect!

Branded Promotional Item

We will help you select from a variety of branded items featuring your organization's name or logo that attendees will take home and use after the Conference. This is a terrific way to keep your name in front of your existing and potential new customers.

Conference Program with Back Cover Advertisement

Distributed to all attendees, the Conference Program is THE tool to navigate the Conference. Your full page, full-color ad will grace the back cover—giving your organization a lasting impression.



“ This was the BEST HR Conference I have ever been to. I came away a better HR Professional because of it. ”

~ NHRMA 2016 Attendee



2017 Conference Tradeshow Information

The NHRMA Tradeshow is a popular event with a strong following that will celebrate 79 years in Bend this fall! Be a part of it! Take advantage of the opportunity to reach a concentrated group of diverse Human Resource leaders and professionals by reserving a booth at the NHRMA 2017 Tradeshow.

Premium booths are placed in high-traffic areas of the tradeshow (near the food & beverage stations and the Tradeshow entrance). All booths are assigned on a first-paid, first-served basis.

SPECIAL BONUS Commit to a 2017 Tradeshow booth by Friday, January 20, 2017 and be rewarded with the opportunity to select your booth location! <i>Those received after January 20, 2017 will be placed by the Conference Organizers.</i>	BOOTH SIZE	EARLY BIRD <i>Paid by 1/20/2017</i>	STANDARD <i>Paid by 5/26/2017</i>	LATE <i>Paid after 5/26/2017</i>
	8' x 10' Standard	\$995	\$1,395	\$1,695
	8' x 10' Premium	\$1,295	\$1,695	\$1,995
	8' x 20' Double Premium	\$2,295	\$2,695	\$2,995
	16' x 20' Island	\$3,695	\$4,095	\$4,395

Each Booth Includes:

- ☑ 8' high draped back wall and 3' high side partitions
- ☑ (1) skirted table with (2) side chairs
- ☑ (1) 44" x 7" identification sign
- ☑ Up to two (2) booth attendant name badges; meals that take place within the Tradeshow are included. Additional badges and tickets to the Evening Event(s) can be purchased separately.
- ☑ Listing in the Conference Program, which includes contact information plus a 50-word description, if received by August 4, 2017
- ☑ Additional exposure through participation in the optional door prize program.

Online Exhibitor Listing Upgrade - \$150

Drive traffic to your company website by upgrading your listing on the Tradeshow Information page of the NHRMA conference website. Purchasing this upgrade converts your company name into a hyperlink to your website.

TRADESHOW SCHEDULE*

Monday, September 25, 2017

- 1:00 pm – 4:00 pm Exhibitor Install
- 2:30 pm – 3:00 pm Exhibitor Orientation
- 5:00 pm – 7:00 pm Welcome Reception in Tradeshow

Tuesday, September 26, 2017

- 7:00 am - 8:00 am Networking Breakfast in Tradeshow
- 3:00 pm - 3:30 pm Networking Break/Door Prize Drawings/Incentive Game Winners Announced
- 3:30 pm - 5:30 pm Exhibitor Dismantle

* Subject to change



2017 Conference Advertising Opportunities

Conference Program Advertisements

The Conference Program is a valuable resource that all attendees receive and refer to again and again as they navigate the Conference. Advertising in the Conference Program is a great way to market to Northwest HR professionals and can help you secure long-term business.

Note: The Conference Program ad specifications have changed. Please see below.

FULL-COLOR AD SIZES AND PRICES

Inside Front Cover	\$1,500	3.25" wide x 7.55" tall
Inside Back Cover	\$1,350	3.25" wide x 7.55" tall
Full Page	\$750	3.25" wide x 7.55" tall
Half Page (horizontal only)	\$500	3.25" wide x 3.75" tall

Advertising sales
close and the artwork
submission deadline is
Friday, August 4, 2017

Marketing Insert - \$950

Insert your organization's postcard or promotional piece into the Conference Registration Packet that is distributed to all attendees.

A marketing insert consists of one promotional piece, up to twelve 8.5" x 11" pages (6 double-sided). Approximately 600 copies will be requested, and must be received in Bend, OR by Friday, September 22, 2017. All shipping and handling costs are at the expense of the advertiser. NHRMA reserves the right to refuse materials if delivered after specified date.

Online Button Advertisements - \$750

Display your ad at www.nhrmaconference.org for maximum pre- and post-conference exposure!

Your ad will be prominently featured on the conference website interior pages from the time we receive your ad through the end of the conference. Five rotating ads are available.

Marketing Special

A great way to boost your exposure and save!

Combine any size booth and any size advertisement and receive **\$150 off** the advertisement list price! Or combine a marketing insert with any size booth and receive **\$150 off** of marketing insert pricing. This discount will be applied after your online order is submitted when purchasing the qualifying items.

YOU CAN ALSO PURCHASE AN AD IN
THE NHRMA NEWSLETTER.
Contact communications@nhrma.org
for more info.



Past NHRMA Supporters

(GET) Program	Center for Creative Leadership	HealthCheck360	ODS	Silverwood Theme Park & Boulder
.Jobs	Center for Workforce & Continuing	HealthWorks	Office of Private Health	Simon Property Group
2Morrow, Inc.	Ceridian	Herndon Recognition Co.	OI Partners, Inc.	SkillSurvey, Inc.
8 Pillars	Chukar Cherries	Hire Image LLC	One to One Relocation	Smith Freed & Eberhard
A61 Benefit Plan Administrators, Inc.	CIC Credit Employment Screening	HMS Employer Solutions	OPENonline	Social Security Administration
AB Foods, LLC	Cinder Staffing	Home Destination Relocation	Opti Staffing Group	Solutions Northwest, Inc.
ABODA Global Housing Management	City University of Seattle	Company	Oracle	SOS Employment Group
Academy Leadership	ClearPoint Financial	HomeBenefitIQ	OraSure Technologies	Sterling Infosystems
Accurate Background, Inc.	ClearPoint-Alliant	HomeStreet Bank Affinity Lending	Orca Scanning Services LLC	Sterling Reference Laboratories
ACRAnet, Inc.	Clinical Reference Laboratory	HR Answers, Inc.	Oregon's Health CO-OP	Strada Communication
Administration	Colonial Life	HR Certification Institute	OregonLive.com	Stromberg
ADP (Automatic Data Processing)	Comcast/XFINITY	HR Cloud	OutSolve	SW WA: Employment Solutions
Advanced Benefits	Community Colleges of Spokane	HSA Bank	PACE Staffing Network	Swift HR Solutions, Inc.
Advanced Reporting	Compensation Works LLC	HUB International Northwest	Pacific Medical Centers	Symetra
Advantage Insurance Benefits	ConAgra Foods Lamb Weston	Human Investing	Pacific Northwest National	TalentWise
Advisors	Continental Benefits	ImmigrationTracker	Pacific Perks	Taleo
Aflac	Continental Van Lines, Inc.	Impact Achievement Group, Inc.	PacificSource Health Plans	TERRA Staffing Group
AIG Benefit Solutions	Cornerstone OnDemand	Ingallina's Box Lunch, Inc.	Pamiris	Terryberry
Airlift	CPP, Inc.	Invista Performance Solutions	Parker, Smith & Feek	The Brighton Group
Alaska Executive Search	Cypress Benefit Administrators	Jackson Lewis LLP	Passport Unlimited	The Chariot Group, Inc.
Alaska Tab & Bind, Inc.	Danamics	Jobdango	Pathology Associates Medical	The International School
Alexander's Mobility Services	DataQuest - Employment Screening	Jobs2Careers	Laboratories (PAML)	The Partners Group
All Things HR, LLC	& Drug Testing Services	Jobvite	Patient Care	The ROC Group
Alliance 2020	Degreed	Jones & Roth CPAs & Business	Pay Plus Solutions	The Talley Group
Alliant Credit Union	Delphia Consulting	K2 (SCNA)	Paychex	The Wilson Agency
Alliant Employee Benefits	Denali Alaskan Federal Credit Union	Kaplan University	PayNorthwest	Therapeutic Associates
American InterContinental	DeVries Moving Packing Storage	Kibble & Prentice / USI	PayScale	Thompson Immigration Law
American Specialty Health	DIRECTION for Employee	Kitsap Bank	Peak 1 Administration	Time Equipment Company
Anchorage Job Center Business	Disability & Business Technical	KPD Insurance	Personnel Management Systems, Inc.	Toastmasters International District 2
Anywhere	EBMS	Kroger Prescription Plans	Personnel Source, Inc.	TOC Management Services
ApplicantPRO	Education	Kronos	Physician Care Direct	TPSC
APS Healthcare	eFileCabinet	Labor & Industries	PI Advantage, LLC	Transitions Team
Archbright	eflexgroup, Inc.	Laboratories (PAML)	Pinnacle Investigations	TRUEbenefits, LLC
ArcPoint Labs of Spokane	Employee Assistance Program	Lane Powell	PLS Consulting, Inc.	Ultimate Software
Arthur J. Gallagher & Co.	Employer Support of the Guard and	Lee Hecht Harrison	Polycom, Inc.	United Cerebral Palsy Association of
Ascentis	Reserve (ESGR)	LegalShield	Portland State University	OR & WA
Ashford University	Empower Software Solutions	Liberty Mutual	Prevue HR Systems Inc.	Unitus Community Credit Union
Asset Control	Enhanced Benefits Group	Lifestyle Advance Benefits	Primary Care Associates	University of Alaska Corporate
Assistance and Cascade Health	Everest Colleges	LifeWise Health Plan of Oregon	ProDX	University of Phoenix
Assistance Center Northwest	Evergreen ID Systems	Littler Mendelson P.C.	Professional Benefit Services, Inc.	USI Kibble & Prentice
Associated Industries	Executive Forum	Live Well Solutions	Professional Development Center	Vera Whole Health
Associated Industries Employer	Express Employment Professionals	Lundquist College of Business	Professional Education	Vigilant
at OSU & LCC	Fairweather LLC	Maddock & Associates	Propel Insurance	Visier
Automatic Data Processing	First Choice Health	Magellan Behavioral Health	Providence Health & Services	Vivid Learning Systems
Avanti Markets Northwest	First Tech Federal Credit Union	Manpower	Providence Health Plan	Volt Workforce Solutions
BAC Powered by TeemWurk	Fisher & Phillips LLP	MBA Program Eastern Washington	Quest Diagnostics	VSP Vision Care
Background Information Services	Flex-Plan Services, Inc.	MBL Group, LLC	Rapport Benefits Group	Waddell & Reed
Background Source International	Foster Pepper PLLC	MedFirst Partners	Real Estate Services	WageWorks
Beach Water Park	Frazier Hunnicutt Financial	MeMD: Healthcare Virtually	Red and Associates LLC	Washington Employers
Beacon Occupational Health &	Freggies	Mercer	Red Kite	Washington Healthplanfinder
Behavioral Healthcare Options	Gallagher Benefit Services, Inc.	Meritain Health	Regence BlueShield	Washington Retail Association
BenefitMD	Gentiva Home Health	Miller Nash LLP	Rehn & Associates	Washington State University
Bernard Hodes Group	George Fox University - MBA Program	Milliman	Reinisch Mackenzie, PC	WellDirect
Bio-Med Testing Services, Inc.	Gibbons HR	Moda Health	Reliant Behavioral Health	Wells Fargo
Bloomberg BNA	GNSA	Morgan Stanley	Resourceful HR	Wellspring EAP
Boly/Welch	Gonzaga University MBA	MTM Recognition	Right Management	Western Governors University
Bonfyre	Graebel Relocation	Namely	Rosewood LLC	WGU Washington
Boss Whispering Institute	Great Northern Staff Administrators,	NAS Recruitment Communications	RW & Associates, Inc.	Whitworth
BPA Health	LLC	Nationwide (Pet Insurance)	Safety Services, Inc.	Willamette Dental Group
Bridgepoint Education	Greater Puget Sound Higher	Nationwide Insurance	Scholarship America	Willamette University MBA
Bright Horizons Family Solutions	Education	Navia Benefit Solutions	ScreenAmerica Wellness Systems	Wolters Kluwer Law & Business
Brown & Brown Northwest Benefit	Group Health Cooperative	nettime solutions	See's Candies	Workday
Capitol Family Office	Guaranteed Education Tuition	Northrim Benefits Group	Serenity Lane	Workplace Counselor
CareerBuilder.com	Hagel & Company	Northwest Securecheck LLC	SHRM	WSU Center for Distance &
Cartus	Harrang Long Gary Rudnick P.C.	OCCUMetric	SHRM Educational Partnership	Professional
Cascade Centers, Inc.	Harvard Business Publishing	Occuscreen, LLC	Programs	Wyeth Pharmaceuticals
Cascade Employers Association	Hazelden Betty Ford Foundation	OCI	SilkRoad	Xenium HR
	Hazelden Springbrook			

