



Become a NHRMA Partner...

NHRMA 2019

Portland | October 9-11
81st Annual Conference & Tradeshow

For 81 years, the [Northwest Human Resource Management Association \(NHRMA\) 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 organizations with innovative products and services that align with their organization's current or future needs.

[More than 800 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 organizations 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.

NHRMA Partnership Levels & Benefits...



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Partnership Level	PLATINUM \$15,000	GOLD \$10,000	SILVER \$7,500	BRONZE \$5,000
Select your level, then choose one of the Conference opportunities that best fits your organization.	<input type="checkbox"/> Opening General Session with Keynote Speaker <input type="checkbox"/> Evening Event <input type="checkbox"/> Welcome Reception <input type="checkbox"/> Attendee Wi-Fi	<input type="checkbox"/> Mobile App <input type="checkbox"/> Branded Conference Tote <input type="checkbox"/> General Session with Keynote Speaker <input type="checkbox"/> Branded Journal and Pen <input type="checkbox"/> Tradeshow Box Lunch <input type="checkbox"/> Attendee Charging Stations	<input type="checkbox"/> Closing Session with Motivational Speaker <input type="checkbox"/> Name Badge Lanyard <input type="checkbox"/> Branded USB Drive and Presentation Download <input type="checkbox"/> Tradeshow Box Lunch	<input type="checkbox"/> Hotel Room Key Ad <input type="checkbox"/> Workshop Track (6 Available) <input type="checkbox"/> Networking Breaks <input type="checkbox"/> Branded Tradeshow Bags <input type="checkbox"/> Branded Promotional Item <input type="checkbox"/> Conference Program with Back Cover Ad

BENEFITS

Increased Visibility: Conference Signs, Program & Website (with hyperlink to your website)	Logo Recognition	Logo Recognition	Name Recognition	Name Recognition
Listing on NHRMA.org's Vendor Directory for One Year and Conference Program (distributed to all attendees)	Logo Recognition	Logo Recognition	Name Recognition	Name Recognition
Network Over Lunch with NHRMA's Board of Directors	2 Invitations	2 Invitations	1 Invitation	1 Invitation
Complimentary Tradeshow Booth	Double Premium Tradeshow Booth	Premium Tradeshow Booth	Standard Tradeshow Booth	SIGN UP TODAY!
Advertisement in Conference Program	Full Page, Full-Color	Half Page, Full-Color	Half Page, Full-Color	
Online Advertisements	6-month ad on NHRMA.org plus ad on NHRMAConference.org	Ad on NHRMAConference.org	Don't see what you're looking for? Contact the NHRMA Conference Coordinator at 503.244.4294 ext. 1003 to discuss how to maximize your visibility and impact while meeting your marketing objectives.	
Complimentary Registration	2 Full Conference Registrations	1 Full Conference Registration		
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
	10 NHRMA Social Media Highlights	8 NHRMA Social Media Highlights	6 NHRMA Social Media Highlights	4 NHRMA Social Media Highlights



BECOME A NHRMA PARTNER

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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 organization 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.

“ Intelligent, quality speakers and session leaders! Good work on showcasing HR experts. ”

“ Really enjoyed the overall message of employee engagement! ”

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 organization 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 organization logo will be prominently displayed on signs promoting the Wi-Fi throughout the Oregon Convention Center, in the Conference Program, and on the Wi-Fi landing page.



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GOLD PARTNER \$10,000

Mobile App

Sponsor the Conference's mobile app and be recognized in a hands-on and tech-savvy way! Your organization'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.

“ It is the highlight of my professional year! ”

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!

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.

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.

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.

Tradeshow Box Lunch

Your organization 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 organization 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.



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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 2019 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 organization 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.

2019 Workshop Tracks

- Talent Acquisition and Retention
- Global HR
- Strategic Leadership
- Compensation and Benefit Strategies
- Legal Compliance
- Diversity and Inclusion

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.

SIGN UP EARLY

SIGN UP EARLY! Your NHRMA partnership runs for the full calendar year, with benefits beginning in January 2019 (or as soon as you sign up, whichever occurs later), and runs through all of 2019, 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!



TRADESHOW INFORMATION

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The NHRMA Tradeshow is a popular event with a strong following that will celebrate 81 years in Portland 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 2019 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	BOOTH SIZE	EARLY BIRD	STANDARD	LATE
		Paid by 2/1/2019	Paid by 6/7/2019	Paid after 6/7/2019
Commit to a 2019 Tradeshow booth by Friday, February 1, 2019 and be rewarded with the opportunity to select your booth location! <small>Those received after February 1, 2019 will be placed by the Conference Organizers.</small>	8' x 10' Standard	\$1,095	\$1,395	\$1,695
	8' x 10' Premium	\$1,395	\$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.
- ✓ One skirted table with two side chairs.
- ✓ One 44" x 7" identification sign.
- ✓ Up to two 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 16, 2019.
- ✓ Additional exposure through participation in the optional door prize program.

Online Exhibitor Listing Upgrade-\$150

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

TRADESHOW SCHEDULE*

Wednesday, October 9, 2019

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

Thursday, October 10, 2019

7:00 am - 8:00 am	Networking Breakfast in the Tradeshow
10:00 am - 10:30 am	Networking Break in Tradeshow
11:45 am - 12:45 pm	Networking Lunch in the Tradeshow
2:15 pm - 2:45 pm	Networking Break Prize Drawings Winners Announced
3:00 pm - 5:00 pm	Exhibitor Dismantle

* Subject to change



ADVERTISEMENT OPPORTUNITIES

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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.

Inside Front Cover	\$1,500	3.25" wide x 7.55" tall	Advertising sales close and the artwork submission deadline is Friday, August 16, 2019
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	

Online Button Advertisements - \$750

Display your ad at 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 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). An estimated 750 copies will be requested, and must be received in Portland, OR by Friday, October 4, 2019. All shipping and handling costs are at the expense of the advertiser. More information will be provided on the exact count of copies as well as the shipping address one month prior to the conference dates. NHRMA reserves the right to refuse materials if delivered after specified date.

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.



PAST NHRMA PARTNERS

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2Morrow, Inc (Wellness Apps)
8 Pillars
ABODA Global Housing Management
Academy Leadership
Accurate Background
ACRANet, Inc
ADP
Advanced Reporting
Advantage Insurance Benefits
AIG Benefit Solutions
Airlift
Alera Group: TRUEbenefits, Wilson
Albers & Co., Davidson Benefits Planning
Alexander's Mobility Services
All Things HR, LLC
Alliance 2020, Inc
Alliant Credit Union
Alliant Employee Benefits
Amtec
Anywhere Works
ApplicantPro
Archbright
ArcPoint Labs of Spokane
Arthur J. Gallagher & Co.
Ascentis
Associated Industries |Trusted Employer Advisors
BAC Powered by TeemWurk
Background Information Services
Background Source International
Behavioral Healthcare Options
BenefitElect
Boly:Welch
Bonfyre
Boss Whispering Institute
BPA - An EAP Provider
Bright Horizons
Brooks Resources
Brown & Brown Insurance
Brown & Brown Northwest
Benefit Advisors
Business Psychology Associates (BPA)
Capitol Family Office
Cascade Centers, Inc
Cascade Employers Association
Center for Creative Leadership
Ceridian
CIC Credit Employment Screening
Cinder Staffing
City University of Seattle
ClearPoint Financial
Clinical Reference Laboratory
Colonial Life
Columbia Southern University
ColumbiaSoft Document Locator
Community Colleges of Spokane
Center for Workforce & Continuing Education
Compensation Connections LLC
Continental Benefits
CoreScreening
DataPro Solutions
DataQuest – Employment Screening & Drug Testing Services
DecisionWise
Degreed

Delphia Consulting
DeVries Moving Packing Storage
Diversity Workgroup
Drug Free Business
EBMS
eFileCabinet
Employer Support of the Guard and Reserve (ESGR)
Employment Security Department WA State
Empower Software Solutions
Enhanced Benefits Group
ErgoFit Consulting
Executive Forum
Express Employment Professionals
First Choice Health
Fisher & Phillips LLP
Flex-Plan Services
Foresters Financial
Freggies
Gallagher Benefit Services
George Fox University - MBA program
GHR Leadership Development
GNSA
Gonzaga University MBA
GRAEBEL Relocation
Grand Canyon University
Greenshades Software
Group Health Cooperative
Guaranteed Education Tuition (GET) Program
Hagel & Company
Happy Brain Science
Hazelden Betty Ford Foundation
HealthCheck360
Herndon Recognition
Hire Image LLC
HMS Employer Solutions
HomeStreet Bank Affinity Lending
HR Answers, Inc.
HR Answers, Inc.
HR Certification Institute
HR Cloud
HR Jetpack
HSA Bank
HUB International Northwest
Human Resources and Management Solutions
Impact Achievement Group, Inc
Ingallina's Box Lunch, Inc.
InvestiPro
Invista Performance Solutions
Jackson Lewis P.C.
Jobs2Careers
Jobvite
Jones & Roth CPAs and Business Advisors
Kitsap Bank
Kroger Prescription Plans
Kronos, Inc.
Labor & Industries
Lane Community College and Oregon State University
Lane Powell PC
League
LEAP-Leadership Acceleration Program
Lee Hecht Harrison

LegalShield
Life Engineering
Lifestyle Advance Benefits
LSI Credit Solutions
Littler Mendelson P.C.
Live Well Solutions
Lundquist College of Business
Maddock & Associates
Manpower
MBA Program Eastern Washington University
McDonald & Associates
Investigations
MedFirst Partners
Mercer
Microcom
Milliman
Minert & Associates
Moda Health
Morgan Stanley
MyStaffingPro
Namely
NAS Recruitment Communications
Nationwide (Pet) Insurance
Nationwide (Pet Insurance)
Nationwide Insurance - formally VPI
Navia Benefit Solutions
NAVIS
NBS Promos,Inc
Nettime Solutions
Northwest Nazarene University
O.C. Tanner
OCCUMetric
Occuscreen
OPENonline
Opti Staffing Group
Oracle
ORCA Scanning Services LLC
Oregon Employment Department | Work Share Program
Oregon's Health CO-OP
OutSolve
PACE Staffing Network
Pacific Medical Centers
Pacific Perks
PacificSource Health Plans
Pamiris
Parker, Smith & Feek
Passport Unlimited
Pathology Associates Medical Laboratories
Paychex, Inc.
Paylocity
PayNorthwest
Performance PI
Personnel Management Systems, Inc.
Physician Care Direct
Pinnacle Investigations
PLS Consulting, Inc.
Polycom, Inc.
Prevue
Propel Insurance
Providence Health & Services
QuadMed
Rapport Benefits Group
Red and Associates LLC

Red Kite Employment Law
Rehn & Associates
Residence XII
Resourceful HR
SHRM (Society for Human Resource Management)
SHRM Educational Partnership
Programs at OSU & LCC
Silverwood Theme Park & Boulder Beach Water Park
SkillSurvey
Solutions Northwest, Inc.
SOS Employment Group
Sprig Health
Sterling Infosystems
Stewart Leadership
Strada Communication, Inc.
Swift HR Solutions, Inc.
Symetra
TalentMap
TalentWise
TellZen
TERRA Staffing Group
Terryberry
The Brighton Group, an OI Global Partners company
The International School
The Partners Group
Timber Products Manufacturers Association
Time Equipment Company
Toastmasters International District 2
TPSC
Ultimate Software
United Cerebral Palsy Association of OR & SW WA: Employment Solutions
Unitus Community Credit Union
University of Phoenix
USI Kibble & Prentice
Valentine 401(k)
VALIC
Vera Whole Health
Vigilant
Visier
VitalSmarts
Vivid Learning Systems
VSP Vision Care
WageWorks
Washington Employers
Washington Health Insurance Agency, Inc.
Washington Healthplanfinder Business
Washington Retail Association
Washington Student Achievement Council - WA529
Wells Fargo Insurance Services
USA, Inc.
Wellspring EAP
West Sound Workforce
WGU Washington
Whitworth
Willamette Dental Group
Wolters Kluwer Law & Business
Workday
Xenium HR