

# 2023 Sponsor and Exhibitor Prospectus



**85<sup>th</sup> Annual NHRMA Conference & Tradeshow**

September 19 – 21, 2023 | Tacoma, Washington

# LETTER FROM OUR CONFERENCE DIRECTOR

On behalf of the NHRMA board, we are excited to have you join us in celebrating NHRMA's 85<sup>th</sup> Annual NHRMA Conference & Tradeshow in Tacoma, WA. The conference will be held at the Greater Tacoma Convention Center starting September 19, 2023 through September 21, 2023. Sponsors are an integral part of our conference and are excited to present various opportunities to choose from.

Last year we had 522 attendees and 116 booth representatives. We expect to have even more registrations this year with the longer format with more networking opportunities for our sponsors with attendees. Our tradeshow will be full of the latest and greatest exhibitors with the newest and cutting-edge technology and products for our profession.

Come join us in Tacoma and experience all that it offers from the Art and Glass Museum, Point Defiance Zoo & Aquarium and McMenamins. Not to mention the fun neighborhoods like Proctor, Point Ruston, Stadium district and others to explore. There is something for everyone from wine shops, breweries, concerts and shopping.

We look forward to seeing you in Tacoma and celebrating this historic milestone for the NHRMA conference on its 85<sup>th</sup> anniversary!

**Abbi Lasich, MBA-HRM, SHRM-CP, PHR**  
NHRMA Conference Director



**SIGN UP NOW**

# LETTER FROM OUR PARTNERSHIP DIRECTOR

With gatherings back in person and more than 500 HR and business professionals in attendance in 2022, these sponsorship opportunities provide a powerful, cost-effective way to promote your company and connect with key Decision-makers from Washington, Oregon, Idaho, and even Alaska! In 2023, we celebrate our 85<sup>th</sup> anniversary in Tacoma. There will be much to celebrate!

Your company's sponsorship of this conference will:

- Increase your company's visibility within the HR community
- Provide opportunities to showcase your products and services
- Position your organization as an ally and a leader in the industry
- Reach concentrated groups of HR leaders and professionals
- Stimulate leads by engaging prospects

Let's work together for the HR community, secure your space, and craft it to fit your brand!

**Danielle Huston**  
NHRMA Partnerships Director



**SIGN UP NOW**

“ It's the best opportunity to network with potential clients as well as say hello to existing ones. ”

**Past Partners**

“ It's great being in front of 3 states that are represented and NHRMA has great attendance with engaged attendees. ”

“ NHRMA 22 refreshed my love for HR. The pandemic is hard and I needed to be reminded of the good that HR brings to the table. ”

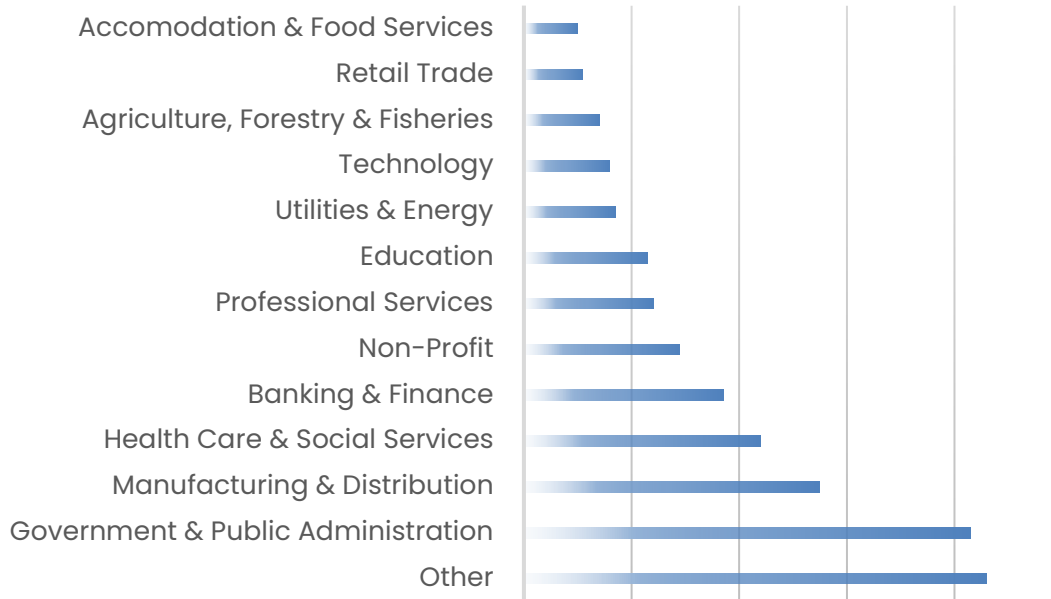
**Past Attendees**

“ Always the most comprehensive regional event of the year! ”

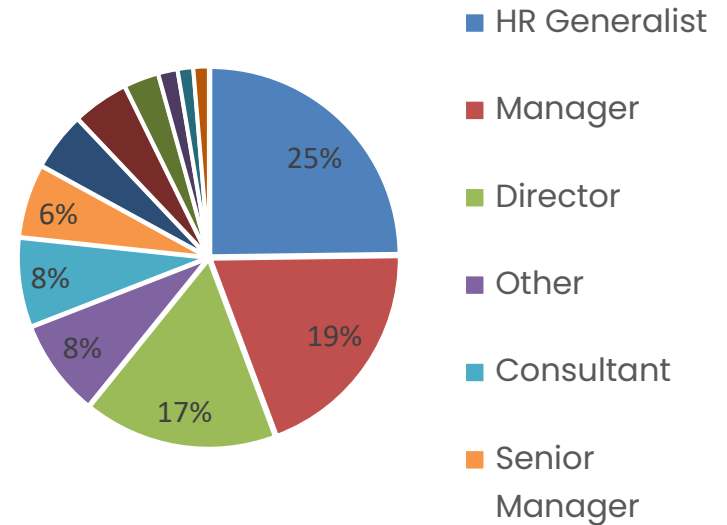
**SIGN UP NOW**

# 2022 ATTENDEE DATA

## Attendees by Company Type



## Attendees by Job Title



**80%** Of Attendees have Decision-Making Authority

**557**

Organizations



**625**

Attendees

# SPONSORSHIPS-AT-A-GLANCE

## NHRMA Conference & Tradeshow | September 19 – 21, 2023

	DIAMOND	EMERALD	RUBY	SAPPHIRE	AMETHYST	PEARL
Recognized as Sponsor in all General Sessions	X	X	X	X	X	X
Logo Recognition on Conference Signage, Program, Website & NHRMA Social Media Channels (hyperlink included)	Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition
Listing on NHRMA.org's Vendor Directory for One Year and in the Conference Program	Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition	Name Recognition	Name Recognition
Exclusive Engagement Opportunities in the General Session or Concurrent Breakout Sessions	General Session	General Session	Breakout Session			
Exclusive Sponsorship of the Executive Forum	X					
Exhibitor Booth with Enhanced Engagement Opportunities and Premium Placement for Greater Visibility	Premium Island	Double Premium	Premium	Premium	Standard	Standard
Complimentary Booth Representatives	8	4	2	2	2	2
Advertisement in the Conference Program	Back Cover	Full Page	Full Page	Half Page	Half Page	
Complimentary Registration(s)	3	2	1	1		
Logo Recognition All NHRMA Events	X	X	X	X	X	X
Customizable Sponsorship Option (View Detailed Listing in Each Level for Options)	See Page 7	See Page 8	See Page 9	See Page 10	See Page 11	n/a
<b>COST</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$8,500</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$3,000</b>
<i>Quantity Available</i>	1	4	1	4	3	10+

**Don't see what you're looking for?**

**SIGN UP NOW**

We can work with you to create a customized sponsorship tailored to your needs.

# DIAMOND LEVEL SPONSORSHIP

\$15,000

## EXCLUSIVE OPPORTUNITY

The 2023 Diamond Sponsorship provides additional networking opportunities with special recognition in the main ballroom: sponsor signage with company logo at the registration desk and Island exhibitor booth.

### At the Conference

- ❖ Recognized as event sponsor at all general sessions
- ❖ Enhanced engagement opportunities at the Opening General Session
- ❖ Option to host a concurrent session and present on an HR topic of your expertise
- ❖ Premier Island Exhibitor Booth with eight exhibitor representatives (includes meals and breaks)
- ❖ Complimentary exhibitor engagement program to drive attendee traffic to your booth with an exclusive icon for your organization
- ❖ Company logo at the registration desk
- ❖ Bag insert (Sponsor provided)
- ❖ Full-page back cover color advertisement in Conference Program
- ❖ Premium logo placement with link to company website on the conference app
- ❖ Logo placement on the Conference Bag given out to all attendees
- ❖ Logo placement on the Tradeshow Bags given to attendees

### Exclusive Sponsorship Enhancements

- ❖ Exclusive sponsorship of the Executive Forum
- ❖ Exclusive sponsorship of the NHRMA Recognition Awards

### Marketing and Brand Recognition Pre-Conference

- ❖ Logo included on conference promotional materials and emails
- ❖ Premium logo placement with link to company website on the conference website

### Benefits Post-Conference

- ❖ Attendee contact listing

### Island Exhibit Booth Specifications

Premium Booth Placement to Increase Foot Traffic

4 6' Tables in the Center of the Exhibition Hall for Maximum Exposure

8 Chairs

1 Wastebasket

Multiple Identification Signs

Additional Incentives for Attendees to Visit your Booth and Engage with your Representatives

**SIGN UP NOW**

# EMERALD LEVEL SPONSORSHIP

\$10,000

## ONLY FOUR AVAILABLE

The 2023 Emerald Sponsorship provides additional networking opportunities with special recognition in the main ballroom, signage with the company logo at the registration desk, and a Double Premium exhibitor booth.

### Customize Your Sponsorship by Selecting One of the Following:

- ❖ Name Badge Lanyard
- ❖ Tradeshow Boxed Lunch
- ❖ Welcome Reception
- ❖ Attendee Wi-Fi

### At the Conference

- ❖ Recognized as an event sponsor at all general sessions
- ❖ Sponsor recognition at the general session
- ❖ Double Premium Exhibitor Booth with four exhibitor representatives (includes meals and breaks)
- ❖ Complimentary exhibitor engagement program to drive attendee traffic to your booth
- ❖ Company logo at the registration desk
- ❖ Bag insert (Sponsor provided branded item or brochure to be placed in all attendee bags)
- ❖ Full-page color advertisement in Conference Program
- ❖ Premium logo placement with link to company website on the conference app

### Marketing and Brand Recognition Pre-Conference

- ❖ Logo included on conference promotional materials and emails
- ❖ Premium logo placement with link to company website on the conference website

### Benefits Post-Conference

- ❖ Attendee contact listing

### Double Premium Exhibitor Booth Specifications

Premium Booth Placement to Increase Foot Traffic

2 6' Tables

4 Chairs

1 Wastebasket

1 Identification Sign

Additional Incentives for Attendees to Visit your Booth and Engage with your Representatives

**SIGN UP NOW**





# 85<sup>th</sup> ANNIVERSARY RUBY SPONSORSHIP

\$8,500

## EXCLUSIVE OPPORTUNITY

Be the exclusive 85<sup>th</sup> Anniversary ruby sponsor and enjoy special anniversary-only benefits. Plus additional networking opportunities with special recognition in the main ballroom, and signage with the company logo at the registration desk.

### At the Conference

- ❖ **Exclusive sponsor of the commemorative 85<sup>th</sup> Anniversary NHRMA pin, handed out to all attendees**
- ❖ Recognized as an event sponsor at all General Sessions
- ❖ Complimentary exhibitor engagement program to drive attendee traffic to your booth
- ❖ Bag insert (provide a printed flyer to include in the conference registration bag)
- ❖ Standard Exhibitor Booth with two exhibitor representatives (includes meals and breaks)
- ❖ Premium logo placement with link to company website on the conference app

### Benefits Post-Conference

- ❖ Attendee contact listing

### Marketing and Brand Recognition Pre-Conference

- ❖ Logo included on conference promotional materials and emails
- ❖ Logo placement with link to company website on the conference website

### Premium Exhibitor Booth Specifications

Premium Booth Placement to Increase Foot Traffic

1 6' Table

2 Chairs

1 Wastebasket

1 Identification Sign

**SIGN UP NOW**



# SAPPHIRE LEVEL SPONSORSHIP

\$7,500

## ONLY FOUR AVAILABLE

The 2023 Sapphire Sponsorship provides additional networking opportunities with special recognition in the various breakout sessions, signage with the company logo at the conference, and a premium exhibitor booth.

### Customize Your Sponsorship by Selecting One of the Following:

- ❖ Branded Promotional Item
- ❖ Hotel Room Key
- ❖ Mobile App
- ❖ Attendee Charging Station

### At the Conference

- ❖ Recognized as an event sponsor at all General Sessions
- ❖ Premium Exhibitor Booth with two exhibitor representatives (includes meals and breaks)
- ❖ Complimentary exhibitor engagement program to drive attendee traffic to your booth
- ❖ Company logo at the registration desk
- ❖ Bag insert (Sponsor provided)
- ❖ Half-page color advertisement in Conference Program
- ❖ Premium logo placement with link to company website on the conference app

### Marketing and Brand Recognition Pre-Conference

- ❖ Logo included on conference promotional materials and emails
- ❖ Premium logo placement with link to company website on the conference website

### Benefits Post-Conference

- ❖ Attendee contact listing

### Premium Exhibitor Booth Specifications

Premium Booth Placement to Increase Foot Traffic

1 6' Table

2 Chairs

1 Wastebasket

1 Identification sign



**SIGN UP NOW**

# AMETHYST LEVEL SPONSORSHIP

\$5,000

## ONLY THREE AVAILABLE

The 2023 Amethyst Sponsorship provides additional networking opportunities with special recognition in the main ballroom, signage with company logo at the registration desk, and a standard exhibitor booth.

### Customize Your Sponsorship by Selecting One of the Following:

- ❖ Networking Breakfasts
- ❖ Branded USB Drive and Presentation Download
- ❖ Branded Promotional Item

### Marketing and Brand Recognition Pre-Conference

- ❖ Logo included on conference promotional materials and emails
- ❖ Logo placement with link to company website on the conference website

### At the Conference

- ❖ Recognized as an event sponsor at all General Sessions
- ❖ Standard Exhibitor Booth with two exhibitor representatives (includes meals and breaks)
- ❖ Complimentary exhibitor engagement program to drive attendee traffic to your booth or brochure
- ❖ Bag insert (provide branded item to be placed in all attendee bags)
- ❖ Company logo at the registration desk Premium logo placement with link to company website on the conference app

### Benefits Post-Conference

- ❖ Attendee contact listing

### Standard Exhibitor Booth Specifications

Booth Placement to Increase Foot Traffic

1 6' Table

2 Chairs

1 Wastebasket

1 Identification Sign

**SIGN UP NOW**



# PEARL LEVEL SPONSORSHIP

\$3,000

The 2023 Pearl Sponsorship provides additional networking opportunities with special recognition in the main ballroom, and signage with the company logo at the registration desk.

## At the Conference

- ❖ Recognized as an event sponsor at all General Sessions
- ❖ Complimentary exhibitor engagement program to drive attendee traffic to your booth
- ❖ Bag insert (provide a printed flyer to include in the conference registration bag)
- ❖ Standard Exhibitor Booth with two exhibitor representatives (includes meals and breaks)
- ❖ Premium logo placement with link to company website on the conference app

## Marketing and Brand Recognition Pre-Conference

- ❖ Logo included on conference promotional materials and emails
- ❖ Logo placement with link to company website on the conference website

## Benefits Post-Conference

- ❖ Attendee contact listing

### Standard Booth Specifications

Booth Placement to Increase Foot Traffic

16' Table

2 Chairs

1 Wastebasket

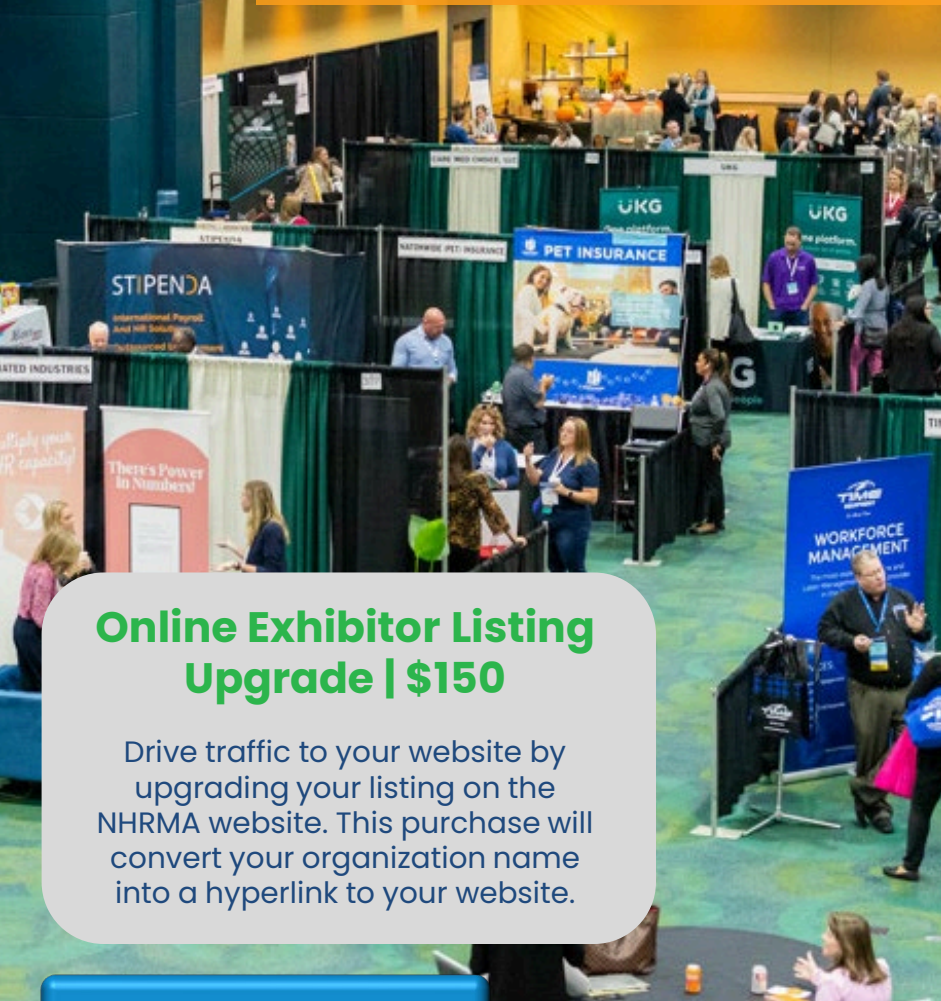
1 Identification Sign



**SIGN UP NOW**

# TRADESHOW BOOTHS

Commit to a tradeshow booth by **Friday, March 3, 2023**, and be rewarded with the opportunity to select your booth location!



## Online Exhibitor Listing Upgrade | \$150

Drive traffic to your website by upgrading your listing on the NHRMA website. This purchase will convert your organization name into a hyperlink to your website.

**SIGN UP NOW**

Booth Size	Early Bird Paid by 04/14/23	Standard Paid by 06/30/23	Late Paid after 6/30/23
8' x 10' Standard	\$1,495	\$1,795	\$2,095
8' x 10' Premium	\$1,795	\$2,095	\$2,395
8' x 20' Double Premium	\$2,695	\$2,995	\$3,295
16' x 20' Island	\$4,095	\$4,395	\$4,695

## 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 and meals. Additional badges can be purchased separately.
- ❖ Listing in the Conference Program, which includes contact information and a 50-word description, if received by Monday, July 24, 2023.
- ❖ Additional exposure through participation in the optional door prize program.

# CONFERENCE PROGRAM ADVERTISEMENTS

The Conference Program is a valuable resource that all attendees receive and reference again and again as they navigate the conference. Advertising in the Conference Program is a great way to connect your company and brand with local HR decision-makers.

Options	Cost	Size
Inside Front Cover	\$1,500	5.5" x 8.5"
Inside Back Cover	\$1,350	5.5" x 8.5"
Full Page	\$750	5.5" x 8.5"
Half Page (Horizontal)	\$500	5.5" x 4.25"



The artwork submission deadline is **Monday, July 24, 2023.**

## Online Button Advertisement

**\$750**

Prominently featured ad on the conference website.

## Marketing Insert

**\$950**

Your organization's postcard or promotional item in the Registration Bag.

## Marketing Special

Combine any sized booth and any size advertisement or marketing special and receive **\$150 dollars off** the ad price.

**SIGN UP NOW**

# CREATING VALUED PARTNERSHIPS

Let's work together to create a partnership experience that will elevate your brand and help you achieve your business objectives!

Click the button below or go to [NHRMA 2023 Sponsor & Tradeshow Registration](#) to sign up as a sponsor or exhibitor. All opportunities are on a first come first serve basis.

**SIGN UP NOW**

For more information regarding these exciting partnership opportunities, please contact us at [NHRMA@ConferenceSolutionsInc.com](mailto:NHRMA@ConferenceSolutionsInc.com) or call 503-244-4294 ext. 1003

