

# 2024 Sponsor and Exhibitor Prospectus



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

September 23 – 25, 2024 | Portland, Oregon

# LETTER FROM OUR CONFERENCE DIRECTOR

On behalf of the NHRMA board, we are excited to have you join us in celebrating NHRMA's 86<sup>th</sup> Annual NHRMA Conference & Tradeshow in Portland, Oregon. The conference will be held at the Oregon Convention Center starting September 23, 2024 through September 25, 2024. Sponsors are an integral part of our conference and are excited to present various opportunities to choose from.

Last year we had 532 attendees and 105 booth representatives. We expect to have even more registrations this year 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.

Explore Portland's vibrant scene by diving into Powell's City of Books, wandering the trendy Pearl District, and savoring diverse cuisines at the famed food carts. Immerse yourself in nature with a hike in Forest Park or a bike ride along the Willamette River. Discover culture at the Oregon Museum of Science and Industry (OMSI) and the Portland Art Museum. Complete your day with a taste of the city's craft beer or a live music show, highlighting the diverse and exciting experiences Portland has to offer.

We look forward to seeing you in Portland!

**Abbi Lasich, MBA-HRM, SHRM-CP, PHR**  
NHRMA Conference 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 refreshed my love for HR. The pandemic is hard and I needed to be reminded of the good that HR brings to the table. ”

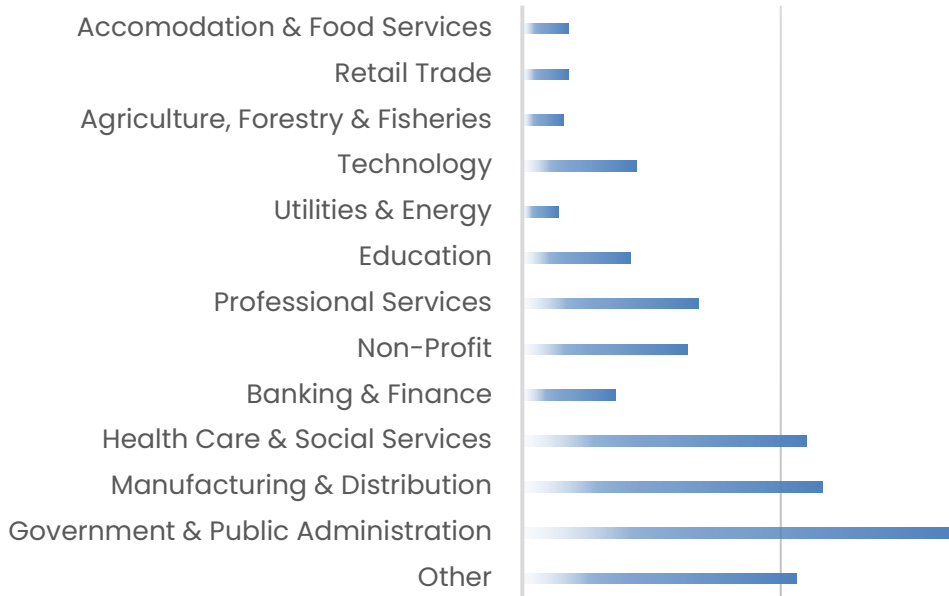
Past Attendees

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

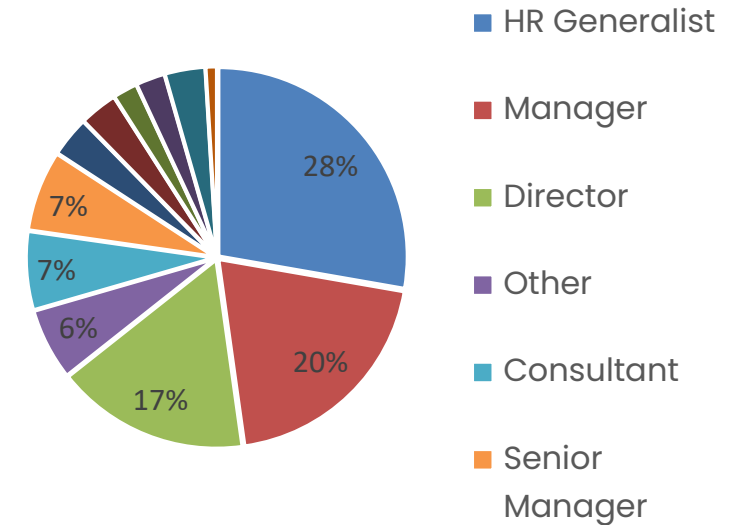
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# 2023 ATTENDEE DATA

## Attendees by Company Type



## Attendees by Job Title



**66%** Of Attendees have Decision-Making Authority

**421**

Organizations



**645**

Attendees

# SPONSORSHIPS-AT-A-GLANCE

## NHRMA Conference & Tradeshow | September 23 – 25, 2024

	PREMIER	PLATINUM	GOLD	SILVER	BRONZE
Recognized as Event Sponsor in all General Sessions	X	X	X	X	X
Logo Recognition on Conference Signage, Mobile App, Website & NHRMA Social Media Channels (hyperlink included)	Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition
Listing on NHRMA Conference Website Vendor Directory for One Year and in the Mobile App	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	Breakout Session	
Exclusive Sponsorship of the Recognition Awards with Brand Recognition on the Acceptance Videos and Social Media Posts	X				
Exhibitor Booth with Enhanced Engagement Opportunities and Premium Placement for Greater Visibility	Premier Island	Double Premium	Premium	Standard	Standard
Complimentary Booth Representatives	8	4	2	2	2
Advertisement in the Mobile App	X	X	X	X	X
Complimentary Registration	3	2	1		
Logo Recognition All NHRMA Events	X	X	X	X	X
Customizable Sponsorship Option (View Detailed Listing in Each Level for Options)	See Page 6	See Page 7	See Page 8	See Page 9	See Page 10
<b>COST</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$8,500</b>	<b>\$7,500</b>	<b>\$5,000</b>
<b>Quantity Available</b>	<b>1</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>10+</b>

**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.

# PREMIER SPONSORSHIP

\$15,000

## EXCLUSIVE OPPORTUNITY

The 2024 Premier 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)
- ❖ Prominent advertisement in the mobile app
- ❖ 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 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**

# PLATINUM SPONSORSHIP

\$10,000

## ONLY FOUR AVAILABLE

The 2024 Platinum 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)
- ❖ Prominent advertisement in the mobile app
- ❖ 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



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# GOLD SPONSORSHIP

\$8,500

## ONLY 4 AVAILABLE

The 2024 Gold Sponsorship provides additional networking opportunities with special recognition in the various breakout sessions, Gold sponsorship signage with the company logo at the conference, and a premium exhibitor booth.

### At the Conference

- ❖ Branded Promotional Item
  - ❖ Hotel Room Key
  - ❖ Mobile App
  - ❖ Attendee Charging Station
- 
- ❖ 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)
  - ❖ Premium Exhibitor Booth with two exhibitor representatives (includes meals and breaks)
  - ❖ Advertisement in mobile app
  - ❖ 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



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# SILVER SPONSORSHIP

\$7,500

## ONLY THREE AVAILABLE

The 2024 Silver 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:

- ❖ Networking Breakfasts
- ❖ Branded USB Drive
- ❖ Branded Promotional Item

### 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)
- ❖ Advertisement in the mobile app
- ❖ 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



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# BRONZE SPONSORSHIP

\$5,000



## UNLIMITED SPONSORSHIPS AVAILABLE

The 2024 Bronze 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.

### 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
- ❖ Advertisement in the mobile 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 Exhibitor Booth Specifications

Booth Placement to Increase Foot Traffic
1 6' Table
2 Chairs
1 Wastebasket
1 Identification Sign

**SIGN UP NOW**

# TRADESHOW BOOTHS

## Marketing Insert

**\$950**

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

## 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.

## Marketing Special

Combine any sized booth and a marketing insert and receive **\$150 dollars off** the insert price.

**SIGN UP NOW**

Booth Size	Early Bird Paid by May 3	Standard Paid by July 8	Late Paid after July 8
8' x 10' Standard	\$1,645	\$1,945	\$2,245
8' x 10' Premium	\$1,945	\$2,245	\$2,545
8' x 20' Double Premium	\$2,845	\$3,145	\$3,445
16' x 20' Island	\$4,245	\$4,645	\$4,945

## 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 mobile app, which includes contact information and a 50-word description, if received by Monday, July 29, 2024.
- ❖ Additional exposure through participation in the optional door prize program.



# 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 2024 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

