



# 2026 Sponsor and Exhibitor Prospectus



**88<sup>th</sup> Annual NHRMA Conference & Tradeshow**  
**September 9 – 11, 2026 | Spokane, Washington**

# LETTER FROM OUR CONFERENCE DIRECTOR

On behalf of the NHRMA board, we are excited to announce that NHRMA's 88th Annual Conference & Tradeshow will be held in Spokane, WA, September 9–11, 2026, at the Spokane Convention Center!

As the new Conference Director, I'm thrilled to personally invite you to join us for this event. This year's theme, "The Advantage: Leading and Humanizing the Future of Work," highlights how HR leaders are shaping the workplaces of tomorrow—building inclusive, resilient cultures, fostering engagement, and using technology thoughtfully to support people and processes.

The NHRMA Conference & Tradeshow is a unique opportunity for exhibitors and sponsors to connect directly with HR professionals and decision-makers who are navigating change, exploring innovation, and embracing human-centered leadership. Your participation will help you showcase your solutions, strengthen your brand, and engage with the Pacific Northwest HR community in meaningful ways.

I hope you'll join us in Spokane for this exciting event!

**Dana Clark, SHRM-CP**  
NHRMA 2026 Conference Director



[\*\*SIGN UP NOW\*\*](#)

# TESTIMONIALS



“

This was my first time attending NHRMA and I hope to attend future conferences! I had a wonderful time and am pleased to take home some helpful insights to my team.

-NHRMA Attendee

”

“

It's the best opportunity to meet HR people in the Pacific Northwest and also connect with clients.

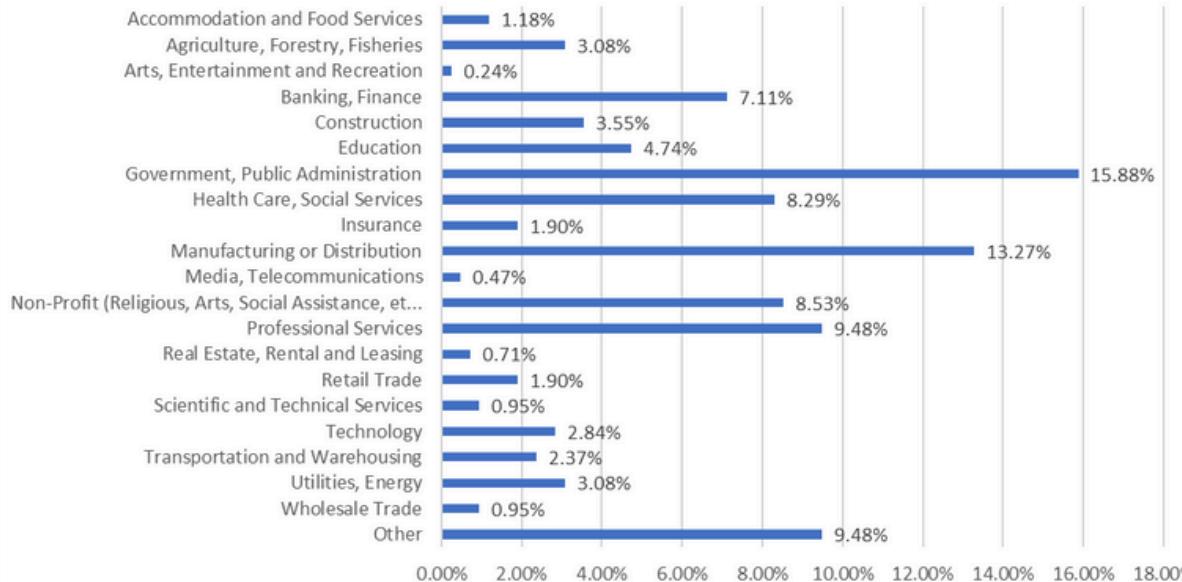
-NHRMA Exhibitor

”

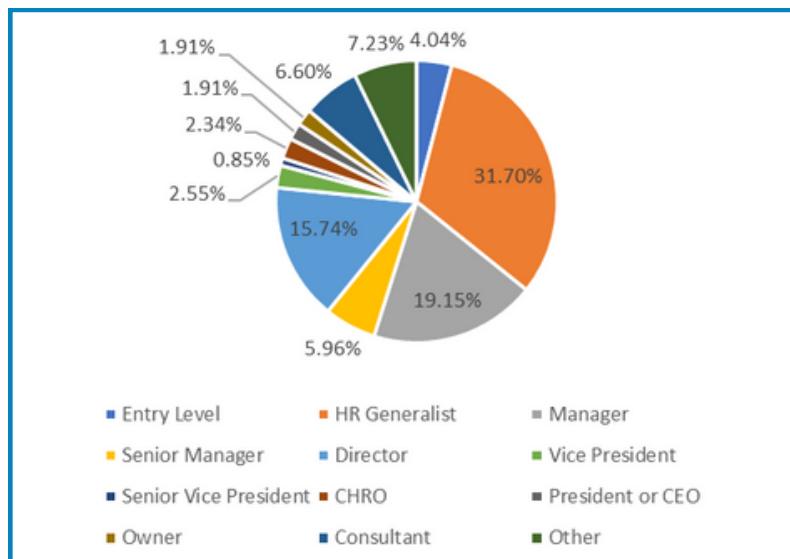
**SIGN UP NOW**

# 2024 ATTENDEE DATA | Portland, OR

## Attendees by Company Type



## Attendees by Job Title



**57%** Of Attendees have Decision-Making Authority



**449**

Organizations



**646**

Attendees

# SPONSORSHIPS-AT-A-GLANCE

		PLATINUM	GOLD	SILVER	BRONZE
	<b>COST</b>	\$13,000	\$10,000	\$8,000	\$5,000
	<b>Quantity Available</b>	1	4	4	10+
Customizable Sponsorship Option (View Detailed Listing)		See Page 6	See Page 7	See Page 8	
Recognized as Event Sponsor in all General Sessions		X	X	X	X
Recognition on Conference Signage, Mobile App, Website & NHRMA Social Media Channels (hyperlink included)		X	X	X	X
Access to Pre & Post Conference Attendee Communications Roster		X	X	X	X
Complimentary Conference Registration		3	2	1	
Banner Advertisement in the Mobile App		X	X	X	X
Digital Communication Opportunity with Attendees during the General/Breakout Sessions		See Page 6	See Page 7	See Page 8	See Page 9
Exclusive Sponsorship of the Recognition Awards with Brand Recognition on the Acceptance Videos and Social Media		X			
Exhibit Booth with Enhanced Engagement Opportunities and Premium Placement in the Tradeshow		Double Premium	Double Premium	Premium	Standard
Complimentary Tradeshow Representative Registrations		4	3	2	2

**SIGN UP NOW**

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

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

# PLATINUM SPONSORSHIP

**\$13,000**



# EXCLUSIVE OPPORTUNITY

The 2026 Platinum Sponsorship offers superior networking opportunities, including special recognition during the Opening General Session, a workshop presentation, exclusive sponsorship of NHRMA's Annual Recognition Awards, and a double premium exhibit booth.

## At the Conference

- Recognized as an event sponsor at all general sessions
- 60-second sponsor-provided video or slideshow played at the opening general session
- Option to present a workshop on an HR topic aligned with your expertise
- Double premium exhibit booth with four representatives (includes meals during the tradeshow)
- Complimentary exhibitor engagement program to drive attendees to your booth
- Bag insert (Sponsor-provided branded item or brochure to be placed in all attendee bags)
- Prominent banner advertisement in the mobile app with a link to your company's website
- Premium recognition on the conference sponsor signage
- Exclusive sponsorship of the conference bag given out to all attendees
- Three complimentary conference registrations

## Marketing and Brand Recognition

- Logo included on conference promotional materials and emails
- Premium logo placement on the conference website with a link to your company's website
- Pre & post conference attendee communications roster (usage rules apply)

## **Double Premium Exhibit Booth Specifications**

## Premium Booth Placement to Increase Foot Traffic

2 6' Tables

## 4 Chairs

## 1 Wastebasket

## Multiple Identification Signs

## Exclusive Sponsorship Enhancements

- Exclusive sponsorship of the NHRMA Recognition Awards

## SIGN UP NOW

# GOLD SPONSORSHIP

\$10,000

## ONLY FOUR AVAILABLE

The 2026 Gold Sponsorship provides exclusive access to attendees at Thursday's general session, robust brand visibility options, and a double premium exhibit booth.

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

- **Name Badge Lanyard** - Worn by every conference attendee, this sponsorship offers great visibility with your organization's name printed on a reusable lanyard.
- **Branded Water Bottle** - Your company's logo will be printed on a reusable water bottle that attendees will use to stay hydrated during the conference and beyond.
- **Welcome Reception** - Your organization's logo will be prominently displayed on event signage, branded cocktail napkins, and menus at the reception.
- **Attendee Wi-Fi** - Help attendees stay connected! Your company's logo will be prominently displayed on signs promoting the Wi-Fi at the convention center, in the mobile app, and on the Wi-Fi landing page.

### At the Conference

- Recognized as an event sponsor at all general sessions
- 60-second sponsor-provided video or slideshow played at Thursday's general session
- Double premium exhibit booth with three representatives (includes meals during the tradeshow)
- Complimentary exhibitor engagement program to drive attendee traffic to your booth
- Bag insert (sponsor-provided branded item or brochure to be placed in all attendee bags)
- Prominent banner advertisement in the mobile app with a link to your company's website
- Prominent recognition on the conference sponsor signage
- Two complimentary conference registrations

### Marketing and Brand Recognition

- Logo included on conference promotional materials and emails
- Premium logo placement on the conference website with a link to your company's website
- Pre & post conference attendee communications roster (usage rules apply)

### Double Premium Exhibit Booth Specifications

Premium Booth Placement to Increase Foot Traffic

2 6' Tables

4 Chairs

1 Wastebasket

1 Identification Sign



**SIGN UP NOW**

# SILVER SPONSORSHIP

\$8,000

## ONLY FOUR AVAILABLE

The 2026 Silver Sponsorship offers curated options for exceptional brand exposure, exclusive recognition during the workshops, and a premium exhibit booth.

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

- **Journal and Pen** – Your company logo will be printed on the journal and pen set that attendees use to take notes during the Conference and when they're back at the office.
- **Mobile App** – Be recognized in a hands-on and tech-savvy way! Your company's logo will be prominently featured on the mobile application.
- **Coffee Breaks** – Deliver your message through logo'd napkins and signage that promote your organization throughout the tradeshow.
- **Hotel Room Key** – Your organization's logo will appear on the room keys of guests staying at the NHRMA 2026 host hotel.

### At the Conference

- Recognized as an event sponsor at all general sessions
- 60-second sponsor-provided video or slideshow played during the workshop block of your choice (based on availability)
- Bag insert (provide a printed flyer to include in the conference registration bag)
- Premium exhibit booth with two representatives (includes meals during the tradeshow)
- Banner advertisement in the mobile app with a link to your company's website
- Recognition on the conference sponsor signage
- One complimentary conference registration

### Marketing and Brand Recognition

- Logo included on conference promotional materials and emails
- Logo placement on the conference website with a link to your company's website
- Pre & post conference attendee communications roster (usage rules apply)

### Premium Exhibit Booth Specifications

Premium Booth Placement to Increase Foot Traffic

1 6' Table

2 Chairs

1 Wastebasket

1 Identification Sign

**SIGN UP NOW**



# BRONZE SPONSORSHIP

\$5,000



## UNLIMITED SPONSORSHIPS AVAILABLE

The 2026 Bronze Sponsorship provides your company with recognition before, during, and after the conference and includes a standard exhibit booth.

### At the Conference

- Recognized as an event sponsor at all general sessions
- Sponsor provided slide to be featured in the auto-loop slideshow played before a general session
- Standard exhibit booth with two representatives (includes meals during the tradeshow)
- Complimentary exhibitor engagement program to drive attendee traffic to your booth
- Bag insert (provide a printed flyer to include in the conference registration bag)
- Banner advertisement in the mobile app with a link to your company's website
- Recognition on the conference sponsor signage

### Marketing and Brand Recognition

- Logo included on conference promotional materials and emails
- Logo placement on the conference website with a link to your company's website
- Pre & post conference attendee communications roster (usage rules apply)

### Standard Exhibit 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 size booth and a marketing insert and receive **\$150 dollars off** the insert price.

**SIGN UP NOW**

Booth Size	Early Bird Paid by March 21	Standard Paid by June 6	Late Paid after June 6
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

## 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
- Two tradeshow registration name badges (includes meals during the tradeshow)
- Additional badges can be purchased separately
- Exhibitor provided slide to be featured in the auto-loop slideshow played before a general session
- Listing in the mobile app, which includes contact information and a 50-word description, if received by Monday, August 3, 2026
- Additional exposure through participation in the optional door prize program
- Pre & post conference attendee communications roster (usage rules apply)

Non-profit organization? Please contact [nhrma@ConferenceSolutionsInc.com](mailto:nhrma@ConferenceSolutionsInc.com) for rate details.

# CREATING VALUED PARTNERSHIPS

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

Go to [NHRMA 2026 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. 1002

