

SOAR



into **HR**

2023 KSSH RM
ANNUAL CONFERENCE

SEPTEMBER 20-22, 2023 | OVERLAND PARK, KS



SPONSOR & EXHIBITOR BROCHURE

Celebrating 33 Years of Advancing & Serving the HR Profession

- Collectively, the **11 local Kansas SHRM chapters connect with over 3,000 HR Professionals** which include local and national members.
- The majority of our conference attendees are **HR practitioners** ranging from Generalists to Vice Presidents.
- We offer a **wide variety of sponsor and exhibitor packages** for exposure to potential clients, customers, and partners.

*Kansas State Council of SHRM, Inc.
Contact Number: (888) 332-6248
Email: office@ksshrm.com
Conference Website: 2023.ksshrm.org*

Sponsorship Packages

ALL SPONSORSHIP PACKAGES INCLUDE:

- Hyperlinked company logo displayed on conference website and KS SHRM home page
- Recognition in all pre-conference and post conference promotional materials to attendees, including hyperlinked logo
- Social media promotion



First Class Sponsorships



BENEFITS:

- Designated annual premier sponsor
- Sponsorship recognition at all KS SHRM events
- Hyperlinked logo inclusion in all event publications & on KS SHRM webpage
- 4 annual email blasts
- 8 social media posts annually
- Ad in each quarterly KS SHRM newsletter
- Article submissions for KS SHRM quarterly newsletters
- Ads in annual conference newsletter
- Article submission for 3 KS SHRM annual conference newsletters
- Branding at all KS SHRM events
- Speaking opportunity at all KS SHRM conferences
- Designated annual conference track sponsor
- Keynote sponsor at annual conference
- Double sponsorship booth at annual conference
- 10 company attendees at annual conference
- Prerecorded commercial played throughout annual conference
- 15 min company promo at annual conference
- Opportunity to provide company-branded item at all events for welcome bag
- Attendee lists for all KS SHRM events
- Recognition in post conference newsletter



Business Class Sponsorships



BENEFITS:

- Designated annual sponsor
- Sponsorship recognition at all KS SHRM events
- Hyperlinked logo inclusion in all event publications & on KS SHRM webpage
- 3 annual email blasts
- 6 social media posts annually
- Ad in three quarterly KS SHRM newsletters
- Article submission for KS SHRM quarterly newsletters
- Ads in annual conference newsletter
- Article submission for 2 KS SHRM annual conference newsletters
- Branding at all KS SHRM events
- Speaking opportunity at KS SHRM annual and ELEB conferences
- Keynote sponsor at annual conference
- Double sponsorship booth at annual conference
- 8 company attendees at annual conference
- Prerecorded commercial played throughout annual conference
- 10 min company promo at annual conference
- Opportunity to provide company-branded item at all events for welcome bag
- Attendee lists for all KS SHRM events
- Recognition in post conference newsletter

Premium Economy Sponsorships



BENEFITS:

- Designated annual sponsor for all KS SHRM events
- Sponsorship recognition at all KS SHRM events
- Hyperlinked logo inclusion in all event publications
- 2 annual email blasts
- 4 social media post annually
- Ad in two quarterly newsletters
- Article submission for KS SHRM quarterly newsletters
- Ads in annual conference newsletter
- Article submission for 1 KS SHRM annual conference newsletter
- Branding at all KS SHRM events
- Speaking opportunity at KS SHRM ELEB
- Keynote sponsor at annual conference
- Booth at annual conference
- 6 company attendees at annual conference
- Prerecorded commercial played throughout annual conference
- 5 minute company promo at annual conference
- Opportunity to provide company-branded item at all events for welcome bag
- Attendee list for annual conference
- Recognition in post conference newsletter



Main Cabin Sponsorships

BENEFITS:

- Sponsor recognition at KS SHRM annual conference
- Hyperlinked logo inclusion in all event publications
- 1 annual email blast
- 2 social media post annually
- Ad in one quarterly newsletter
- Ad in conference newsletter
- 10 minute speaking opportunity at KS SHRM leadership conference
- Booth at annual conference
- 4 company attendees annual conference
- Prerecorded commercial played throughout annual conference
- Opportunity to provide company-branded for welcome bag
- Attendee list for annual conference
- Recognition in post conference newsletter



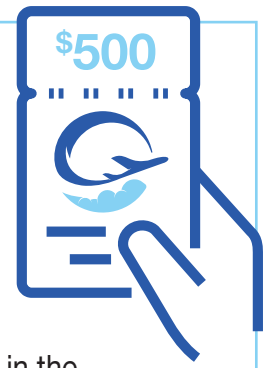
On Demand Sponsorships

BENEFITS:

Choose from one of 3 options for recognition on one of the pages in the On Demand access portal.

- Company logo
- Company graphic
- 30-second company-created video

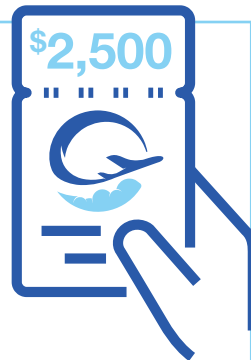
Please select one option from above.



Economy Basic Sponsorships

BENEFITS:

- Sponsor recognition at KS SHRM annual conference
- Hyperlinked logo inclusion in all event publications
- 1 social media sponsor recognition
- Ad in conference newsletter
- Branding at annual conference
- Booth at Annual Conference
- Attendee list for annual conference



If you don't see a sponsorship package that fits your plans please reach out at office@ksshrm.com and we can help you find a package that fits.



Exhibit Booths

For our partners interested in the opportunity to meet prospective clients and maximize your company's exposure, KS SHRM invites you to "Soar into HR" in the KS SHRM Exhibit Hall.

Exhibit booth registration fees:

- Regular \$1,000 & Double Booth \$1,800 (through August 1, 2023) - 2 Exhibit passes per booth (4 passes for double booth)
- Late - \$1,250 or \$2,000 (After August 1, 2023)
- 30-second promotional video to be played during the event (created by the Exhibitor) for \$500
- \$500 to purchase the Attendee List & Lead Retrieval

