



SHRM NM Leadership Conference Sponsor & Exhibitor Information

Greetings! In years past this event has been presented as a Legislative Conference. This year we are expanding our view to have broad appeal to the NM business community.

Our mission is twofold:

- To start/continue the conversation about how to make New Mexico better and to identify future trends that can help move NM forward.
- To give businesses ideas and tools they can use to position themselves to be prepared for (and take advantage of) future trends

This conference affords you the opportunity to get your products and services in front of many professional HR and business leaders. Don't miss this exciting opportunity to showcase your organization in our Business Expo on Monday & Tuesday, April 1 & 2, 2019.

This year, to engage and support the business community, we are holding this event at the **Albuquerque Crown Plaza Hotel**. We expect to have 300+ HR and business professionals attend this conference in person.

Enjoy the day visiting with conference participants and fellow exhibitors while you showcase your services and products. Platinum and Gold sponsors are also invited to attend conference sessions (see sponsorship details).

Platinum Plus Level Sponsor - \$5,000 each and includes

- A breakout session speaking opportunity or keynote speaker sponsorship (as available)
- Your company logo featured on the Conference Bag given to all attendees
- Plus all the perks of the Platinum Level Sponsorship below

Platinum Level Sponsor - \$3,000 each receives:

- An undraped 6' table in our exhibitor area and two exhibitor passes, includes lunch both days
- Your ad and logo showcased in the center our conference program
- An opportunity to introduce the presenter of your choice, (on a first come, first served basis)
- Your company logo will appear on the event page of our SHRM NM website, all allowable email blasts related to the conference, and in all printed conference materials beginning as soon as sponsorship is received
- Recognition, including mentions and signage, on the day of the conference
- Inclusion of your brochures and giveaways in our Conference Bag
- Inclusion of your raffle item on the day of the event, if provided
- Recognition on our Social Media outlets
- Two full seminar registrations, for your use or to offer to your clients
- A banner ad with your company logo, with a link to your website, will be featured on SHRMNM.org, at the top of the Sponsor section of our website, and in all SHRM NM announcements for a full year
- First Right of Refusal for the Platinum Sponsorship at the SHRM NM 2020 State Conference
- Mention in Conference press release
- Photo & Story on Company's CEO on Conference Website
- Special acknowledgement as a Platinum Sponsor

Gold Level Sponsors - \$2,000 each receives:

- An undraped table in our exhibitor area and two exhibitor passes, includes lunch both days
- A full-page ad showcased in our conference program
- An opportunity to introduce one of our presenters (on a first come, first served basis)
- Your company logo will appear on the event page of our website, all allowable email blasts related to the conference, and in all printed conference materials beginning as soon as sponsorship is received
- Recognition, including mentions and signage, on the day of the conference
- Inclusion of your brochures and giveaways in our Conference Bag
- Inclusion of your raffle item on the day of the event, if you choose to provide
- Recognition on our Social Media outlets
- One full seminar registration, for your use or to offer to your clients
- Your company logo, with a link to your website, will be featured on our home page, on the Sponsor section of our website, and in all allowable SHRM NM announcements for a full year

- First Right of Refusal for the Gold Sponsorship at the SHRM NM 2020 State Conference
- Special acknowledgement as a Gold Sponsor

Silver Level Sponsors –1,000 each receives:

- An undraped table in our exhibitor area and two exhibitor passes, includes lunch both days
- A half-page ad in our conference program
- An opportunity to introduce one of our presenters (dependent on availability)
- Your company logo will appear on the event page of our website, all allowable email blasts related to the conference, and in all printed conference materials beginning as soon as sponsorship is received
- Recognition, including mentions and signage, on the day of the conference
- Inclusion of your brochures and giveaways in our Conference Bag
- Inclusion of your raffle item on the day of the event, if you choose to provide
- Recognition on our Social Media outlets
- One full seminar registration, for your use of to offer to your clients
- First Right of Refusal for the Silver Sponsorship at the SHRM NM 2020 State Conference

Turquoise Level Sponsors - \$500 receives:

- One exhibitor pass, includes lunch both days
- Your company logo on the event page of our website
- Business listing and logo in our conference program
- Inclusion of a brochure and giveaway in our Conference Bag
- Inclusion of your raffle item, if you choose to provide

Award Sponsor, 2019 HR Professional Of The Year - \$750 receives: SOLD

- Logo placed on the Nomination form with acknowledgement of being a sponsor
- Logo placed Application Instructions with acknowledgement of being a sponsor
- Logo placed on announcement mini-brochure with acknowledgment of being a sponsor
- Logo placed on SHRM-NM website under HR Prof of Year with acknowledgement of being a sponsor
- Mention in the introductions at the Conference
- A photo with the winner the day of the Conference

Additional Sponsorship Opportunities: (First come, first served. All acknowledged in Program)

- Registration/Nametag Sponsor – exclusive (\$2,500) – Exhibit table at registration area and your logo will appear on all nametags
- Notebook Sponsor – exclusive (\$500) – You provide notebooks for distribution to all attendees.
- Morning Break Sponsor (\$350/day) – Acknowledgement and a 1 minute commercial for your business
- Lunch Sponsor (\$500/day) – Acknowledgement and a 1 minute commercial for your business
- Afternoon Break Sponsor (\$350/day) – Acknowledgement and a 1 minute commercial for your business
- Student Sponsor (\$79) – Pay for a SHRM NM Student Chapter member to attend the conference! Your business name will appear on the nametag of the student you sponsor. (Availability dependent on student registration.)

SHRMNM is a volunteer organization supporting over a thousand Human Resource professionals throughout NM.

Please complete the registration form (page 3) and remit with a check to the address below. You may also pay using PayPal and our direct deposit link, shrmnm.treasurer@gmail.com and then email the form to charlie@groupmortgagebenefits.com. **Please note that a \$35 surcharge will apply to cover PayPal fees.**

All sponsorships are on a first come, first served basis. Please contact Charlie Sparks with any questions. charlie@GroupMortgageBenefits.com or text 505-350-3745.

Please note payment must be received by February 28, 2019 to ensure inclusion in our conference program. Submit your 50 word description and logo as a high-quality (300dpi) JPEG file to cindymurphyhr@gmail.com.

Exhibitors are also welcome to bring swag/giveaways (pens, bags, etc.) for distribution to all attendees at your table. **We also encourage you to bring a raffle prize and bowl or basket to collect business cards for you to keep.**

We will contact you shortly with additional information. Thank you for your support and we look forward to seeing you in April!

SHRM NM

2019 Leadership Conference Sponsorship

P.O. Box 95493, Albuquerque, NM 87199-5493



**Sponsor/Exhibitor Registration Form
Leadership Conference – Monday/Tuesday, April 1 & 2, 2019
Albuquerque Crown Plaza**

- Choose Sponsor Level:**
- Platinum Plus Sponsor/Exhibitor **\$5,000**
 - Platinum Sponsor/Exhibitor **\$3,000**
 - Gold Sponsor/Exhibitor **\$2,000**
 - Silver Sponsor/Exhibitor **\$1,000**
 - Turquoise Sponsor **\$ 500** (No exhibit space)

Lunch Choice: Regular Meal Vegetarian Gluten Free Allergies: _____

Lunch Choice: Regular Meal Vegetarian Gluten Free Allergies: _____

Additional Sponsorship Opportunities, While They Last! (Most do not include conference registration or exhibitor space unless combined with qualifying sponsorships):

- Morning Break Sponsor **\$350/day** Registration Sponsor/ Name Tag **\$2,500**
- Afternoon Break Sponsor **\$350/day** Keynote Speaker Sponsorship **\$1,000**
- Lunch Sponsor **\$500/day** Note Book Sponsor **\$500**
- Award Sponsor **SOLD \$750** Student Sponsor **\$79/day**

Additional Lunch **\$ 50** Regular Meal Vegetarian Gluten Free Allergies: _____

TOTAL: \$ _____ I will pay by credit card I will pay by check

Name: _____ Title: _____

Organization: _____ Website: _____

Phone: _____ Email: _____

Address: _____ City: _____

State: _____ Zip Code: _____

Visa MC AE Card # _____ EXP _____ CVV _____

Authorized Signature: _____