



# CALIFORNIA

STATE COUNCIL OF SHRM

**Partner with CalSHRM. A must-attend Sponsorship event.  
Get your Brand in front of 500 HR decision makers.**

**2018**

California's Premiere  
Legislative Conference  
for Human Resource  
professionals.

**April 25-27, 2018**

Sheraton Grand, Sacramento, CA

**[www.sponsorcalshrm.org](http://www.sponsorcalshrm.org)**

For questions or immediate assistance  
contact us at **866-750-7190** or e-mail  
[cal.shrm@gmail.com](mailto:cal.shrm@gmail.com)

The 2018 California State Legislative & HR Conference is a boutique conference for California human resource management, business professionals with California employees, and all leaders that have human resource responsibilities.

We attract over 500 high level human resource professionals including VP's, Directors and more – to California's largest human resources conference dedicated to California Employment Law and Legislative Advocacy.



The opportunity to Partner (sponsor 3+ consecutive years) or Sponsor is unique as selected partners and sponsors are in the main ballroom with the professionals throughout the conference. We only allow up to 10 partners (consecutive year sponsorships) and 6 sponsors. A maximum of 16 opportunities! We do our best to limit service providers to 1 per industry. No other conference will give you that spot, that only spot, that TOP SPOT, no competitors!

Position your organization face-to-face with HR decision makers.

Launch new products and services

Collect high-quality sales leads

Build brand awareness

Cultivate personalized customer relationships

**2018 SPONSOR AND EXHIBITOR PROSPECTUS**



# Partnership & Sponsor Opportunities

CalSHRM sponsorship opportunities provide a powerful, cost-effective way in which to enrich your company's brand within California and connect with key decision makers in local businesses throughout the State. This conference has a target goal of more than 540 attendees, and your sponsorship of this conference will help your brand, your company expand its influence and business opportunities. We have specific traffic drivers to your space, between sessions, and during breaks and lunch by using a "Sponsor Passport" program and prize drawing event. Sponsors have the option of conducting their own drawings at the end of the conference as well.

## VITALS

- More than 25,000 SHRM members in California are invited to attend the 2018 California State Legislative & HR Conference
- Collectively, the 17 California SHRM local chapters have over 13,000 members who are highly active in their HR professions and local communities
- More than 540 of California's most active and involved members are expected to attend
- Titles range from generalist to vice president in human resources
- Sponsors receive promotional space on the CalSHRM Conference website and in strategic locations at the conference
- Sponsorships are limited and are sold on a first-come, first-served basis—so register early for highest priority and visibility!

Online Registration is available at [www.sponsorcalshrm.org](http://www.sponsorcalshrm.org)

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# SPONSORSHIP OPPORTUNITIES

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## PREMIER PARTNER

(1 available)

**\$40,000**



Premier sponsor includes prime exposure among all invited guests and attendees; exclusive sponsor for Thursday networking event and full page exposure in conference brochure.

## PLATINUM PARTNER

(1 available)

**\$14,000**



Exclusive Pre-Conference Workshop & Legislative Advocacy Reception Sponsor

## Build Your Own Sponsorship

Choose your location & brand exposure opportunities

### Step 1: Choose your Preference

- Conference Partner \_\_\_\_\_ 3-Year Commitment, locking in rates and terms for the 2018, 2019 and 2020 CalSHRM Conferences in Sacramento with no more than a 10% increase in rate for each subsequent year over the prior year.
- Conference Sponsor \_\_\_\_\_ 1-Year Commitment, locking in rates and terms for the 2018 CalSHRM Conference in Sacramento with an opportunity of up to 30 days after the conference end, to renew with no more than a 20% increase in rate for the subsequent year.







