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# Exhibitor & Sponsor Prospectus

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GET TOP REASONS FOR EXHIBITING AT CONFERENCE



April 22-25, 2018 | Hot Springs  
**Virginia SHRM State Conference**



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## Meet VASHRM State Council

**The Virginia SHRM (VASHRM) State Council** is dedicated to the development of human resources through networking, learning and leadership development. We serve Virginia and DC-based HR Professionals, 19 professional SHRM Chapters, 16 Student SHRM Chapters and Industry. VASHRM State Council hosts the Virginia SHRM State Conference annually with all work planned and executed by an all-volunteer committee appointed by the Council. Virginia SHRM State Council is a 501(c)(6), professional organization.

**The Virginia SHRM State Conference** is a unique experience for HR professionals, business owners, and exhibitors. The Virginia SHRM State Conference offers the most comprehensive education, resources and networking available in Virginia and DC area attracting 850+ attendees, speakers, sponsors and exhibitors annually.

# REASON #48

YOUR COMPETITION  
WILL BE ATTENDING  
**YOU SHOULD, TOO**

## Top Reasons for Exhibiting at Conference

70 Years | 70 Reasons

The Virginia SHRM State Conference is a unique experience for HR professionals, business owners, and exhibitors. In 2018 we're celebrating our 70th anniversary. Come celebrate with us - meet hundreds of potential customers at the Marketplace and find out the 70 reasons the Virginia SHRM State Conference is a can't miss conference. Here we share eight of the 70.

You know you don't want to miss out on our gift to you or the chance to meet and mingle with **Virginia's and DC's Brightest HR Professionals. Be sure to register as early as possible to secure your ideal booth location, benefit opportunities and more.**

### #VASHRM18 - Color My World HR

HR is no longer black & white, or shades of gray - it is a world of many hues representing all the colors and aspects of the workplace and our diverse customers. This is the spirit of Color My World HR 2018!

**Join us April 22 - 25, 2018 at The Omni Homestead Resort in Hot Springs, VA.**

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### Exhibitor and Sponsor Engagement

- 🎯 Marketplace...not just an exhibit hall. It's a community, an adventure and an experience all in one designed to foster interaction spark new connections, ideas and drive conversation
- 🎯 Exhibit Booth Perks & Benefits that boost value and featured activities and spaces to help maximize traffic
- 🎯 Sponsorships that break the mold and change the way you think about brand engagement with a wide variety of objective driven opportunities, extra opportunities beyond conference, and elements within each category from which to choose from to craft the custom solution tailored to you - exclusivity by category and service line -

### FEATURED ACTIVITIES INCLUDE:

- 🎯 Sunday Night Gala: Marketplace Grand Opening - Celebrating the awesomeness of this resource in style with food, fun, networking and more... and all before Monday's AM kick-off
- 🎯 Monday Night Entertainment Event - Fun-based event with chances to build and nurture relationships, too.
- 🎯 Design your booth around the #VASHRM18 Color My World HR theme to win immediate bragging rights, swag, and mobile marketing strategy for #VASHRM19 - Attendees to select winner.

# REASON #8

## ENDLESS CHANCES TO NETWORK

**21 HOURS** OF NETWORKING  
WITH PROSPECTIVE AND  
CURRENT CLIENTS

## Event Schedule

(As of 7.31.2017, event schedule subject to change)

### SUNDAY, 04.22.18

1:00 pm - 5:00 pm

Marketplace Registration Check-in and Move in

6:00 pm - 8:00 pm

**Sunday Night Gala - Marketplace Grand Opening** - Celebrating the awesomeness of this resource in style with food, fun, networking and more, and all before Monday's AM kick-off

✓ All exhibits must be set by 5:00 pm on Sunday

### MONDAY, 04.23.18

10:00 am - 11:00 am

AM Break in Marketplace

11:30 am - 12:30 pm

Early Lunch in Marketplace

12:30 pm - 1:30 pm

Late Lunch in Marketplace

3:00 pm - 4:00 pm

PM Break in Marketplace

8:00 pm - 11:00 pm

**Monday Night Entertainment Event** - Fun-based event with chances to build and nurture relationships

### TUESDAY, 04.24.18

10:00 am - 11:00 am

AM Break in Marketplace

11:30 am - 12:30 pm

Early Lunch in Marketplace

12:30 am - 1:30 pm

Late Lunch in Marketplace

3:00 pm - 4:00 pm

PM Break in Marketplace

4:00 pm

Marketplace closes for 2018

4:00 pm - 5:30 pm

Exhibit disassembly and move-out

✓ You will not want to miss the PM Break on Tuesday, 04.24.2018

### Marketplace Hours

**MONDAY, APRIL 23** 10:00 am – 4:00 pm

**TUESDAY, APRIL 24** 10:00 am – 4:00 pm

### Conference Registration and Information

**MONDAY, APRIL 23** 07:30 am – 5:30 pm

**TUESDAY, APRIL 24** 07:30am – 5:30 pm

# Marketplace

## REASON #52

THE MARKETPLACE  
AND ALL THE  
**OPPORTUNITIES**  
THAT COME WITH IT

- \* Connect with your key audience
- \* Showcase brand, products/services
- \* Meet new clients ONE-TO-ONE
- \* Converse with decision makers
- \* Build nurture client relationships and have fun
- \* Generate and capture quality leads

**Being a Sponsor** provides additional opportunities to **generate** an **increased brand presence** during the event and **drive more traffic to your booth**.

With over 125 small and large companies in all facets of the human resources profession, there's a good chance your competition will probably be here. If you're not, they will reap the benefits.

REASON  
**#41**  
**HUNDREDS**  
OF HR PROFESSIONALS  
**WILL BE THERE**

# REASON #12 GET THE ATTENTION YOU DESERVE

## We Drive Traffic

We build-in featured activities and spaces that combined with YOUR CONFERENCE ATTENDEE ENGAGEMENT STRATEGY helps to position you as a NOT-TO-BE-MISSED destination. Featured activities and spaces include:

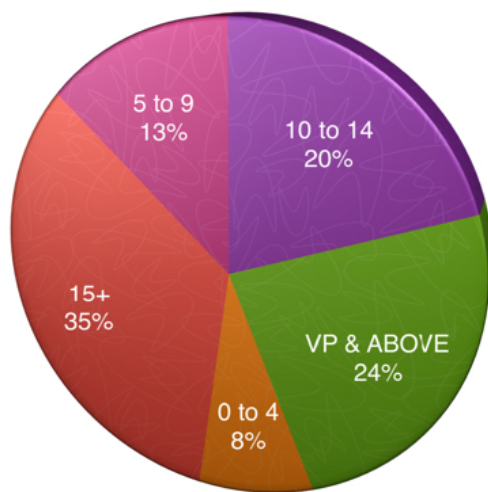
- 🎯 Sunday Night Gala - Marketplace Grand Opening Celebrating the awesomeness of this resource in style with food, fun, networking and more and all before Monday's AM kick-off
- 🎯 Monday Night Event - Fun-based event with chances to build and nurture relationships.
- 🎯 Lunches , and AM and PM Networking Breaks
- 🎯 QR Code Marketplace Challenge
- 🎯 Silent Auction, Chapter Hub, AppPad, Relax Station, Oasis, etc.

**“IF YOU’RE NOT EXHIBITING AT VASHRM YOU’RE NOT A MAJOR PLAYER.”** -2017 SPONSOR

# REASON #5

MEET VIRGINIA'S & DC'S  
**BRIGHTEST**  
HR PROFESSIONALS

## Typical Attendee HR Experience:



**8%** 0 - 4 YEARS

**20%** 10 - 14 YEARS

**13%** 5 - 9 YEARS

**35%** 15+ YEARS

**24%** VP & above

### EXHIBITING INDUSTRIES AND SERVICES INCLUDE:

- ▶ Advertising & Promotional Products
- ▶ Commercial Insurance & Risk Management Services
- ▶ Corporate Events & Team Building
- ▶ Employee Incentives
- ▶ Employment Screening
- ▶ Financial Services
- ▶ Health Benefits
- ▶ Health, Wellness & Safety
- ▶ Hotel, Meeting & Event Venues
- ▶ HR Management Consultants
- ▶ Investment Banking M&A
- ▶ Legal Services
- ▶ Payroll Software, HRIS & Web-based Services
- ▶ Professional Development
- ▶ Recognition & Rewards
- ▶ Recruiting, Staffing & Search
- ▶ Specialty Benefits
- ▶ Wealth Benefits & 401K

# REASON #27

## EMBRACE TECHNOLOGY AND FURTHER YOUR BUSINESS

### Stand Out From the Crowd

The VASHRM State Conference Mobile app gives you lots of great ways to create your own mobile marketing strategy. Choose the right level to connect with your audience and drive more business . Get insight on actionable results in after-event analytics.

Want to know how this can help you? [vashrmsponsor@gmail.com](mailto:vashrmsponsor@gmail.com)

Promotional Options Choose Desired Feature Level	Level 1 \$4,500 <input type="checkbox"/>	Level 2 \$3,700 <input type="checkbox"/>	Level 3 \$2,500 <input type="checkbox"/>	Level 4 \$2,000 <input type="checkbox"/>	Level 5 \$1,200 <input type="checkbox"/>
Sponsored Splash Page	•	•	•	•	•
Sponsor Listing	•	•	•	•	•
Banner Ad	•	•	•	•	•
Push Notifications	•	•	•		
In-App Messaging	•	•	•		
Featured Sponsors	•	•	•	•	
Featured Exhibitors	•	•			
Sponsored Marketplace Map	•	•			
Sponsor Icon	•	•			
Sponsored Surveys	•				
Sponsored Videos	•				
Sponsored Game	•				



# Benefit Gains By Category/Investment



Benefits Gained <i>by Category/Investment</i>	Presenting	Partner	Stakeholder	Investor	Supporter	PREM Location Exhibitor	STD Location Exhibitor
	(25,000)	(\$20,000)	(\$15,000)	(\$10,000)	(\$5,000)	(\$1,800) Aft 11/30 \$2,050	(\$1,550) Aft 11/30 \$1,800
<b>EXHIBIT PACKAGE</b> <i>(page 9)</i>	•	•	•	•	•	•	•
<b>FOUNDATION</b> <i>(page 12)</i>	•	•	•	•	•	NA	NA
<b>OPPORTUNITIES</b> <i>(page 13)</i>	<b>PICK 12</b>	<b>PICK 9</b>	<b>PICK 7</b>	<b>PICK 5</b>	<b>PICK 3</b>	NA	NA
<b>OBC's</b> (Extra Opportunities Beyond Conference) <i>(page 14)</i>	<b>PICK 3</b>	<b>PICK 2</b>	<b>PICK 2</b>	<b>PICK 2</b>	<b>PICK 2</b>	NA	NA
<b>ELEMENTS</b> <i>(page 15)</i>	<b>PICK 2</b>	<b>PICK 1</b>	<b>PICK 1</b>	<b>PICK 1</b>	<b>PICK 1</b>	NA	NA
<b>ADD-ON:</b> <b>STAND-OUT</b> from the Crowd \$4,500 - \$1,200 <i>(page 8)</i>	•	•	•	•	•	•	•

# REASON #43

## PLENTY OF **PERKS & BENEFITS** FOR YOUR EXHIBIT BOOTH

When you rent a Marketplace booth, you are supplied with everything you need to succeed

## Exhibit Information

<b>The Perks of Renting a Booth</b>	
Exclusive, non-conflicting Marketplace hours to meet with attendees	•
Networking opportunities including lunches, breaks, Sunday Night Gala Marketplace Grand Opening and Monday Night Entertainment Event	•
Complimentary WI-FI Internet	•
Recognition on conference website and onsite in conference guide	Company Listed
One time use of opt-in attendee list	•
Mobile app Marketplace Challenge Game QR Code	•
Feature your prize drawings in mobile app to help spread the word (Deadlines Apply)	•
Tickets for Sunday Night Gala Marketplace Grand Opening, Monday Breakfast, Lunch, Dinner, Monday Night Entertainment Event, Tuesday Breakfast & Lunch (Deadlines Apply)	Up to three
Complimentary mobile app download and user license	Up to three
<b>All Booths Include:</b>	
One 7" x 28" sign with Company name	•
8' draped backwall and 3' draped sidewall	•
One skirted 2' x 6' table, two chairs, and one wastebasket	•
One 125V/15A Drop	•
Booth staff registrations – access to the Marketplace only (Deadlines Apply)	Up to three
One onsite Conference Guide	•
Complimentary Exhibit Training Webcast	•
24-hour security	•
<b>Upgrades and Promotional Opportunities</b>	
 Upgrade to a Supporter with booth included - better value, presence + more <a href="#">learn more</a>	\$5,000
 Add a Mobile Marketing Strategy from <b>\$,200 to \$4,500</b> <a href="#">learn more</a>	

# Exhibit Terms & Pricing

View Booth Map at: [virginiahrmstateconference.com/booth-map/](http://virginiahrmstateconference.com/booth-map/)

## TERMS

Full payment is due at time of registration. Registration is online by check or credit card. Booth spaces are assigned with each paid registration.

While there are no booth size or location guarantees, we work to accommodate everyone's requests. If, your choice of space locations is not available, you'll receive space as close to your request as possible.

VASHRM reserves the right of refusal for booth space.

Cancellation must be submitted in writing to: [treasurer@shrmva.org](mailto:treasurer@shrmva.org). Deadlines and cancellation fees apply.

## BOOTH PRICING\*

Booth	Location	Before 11/30/17	After 11/30/17
A	Premium	\$1,800	\$2,050
B	Standard	\$1,550	\$1,850

Promotional Opportunities & Upgrades:	
🎯 Upgrade to Supporter with booth included - better value, presence + more <a href="#">learn more</a>	\$5,000
🎯 Add a Mobile Marketing Strategy from \$1,200 to \$4,500 <a href="#">learn more</a>	

Cancellation Date	Cancellation Fee
Before 12/10/17	\$1,000 per space rented
12/10/17 through 1/11/18	75% total space cost
After 1/11/18	No refunds will be granted

**REGISTER NOW**

“**VASHRM IS THE BIGGEST RESOURCE FOR HR PROFESSIONALS OF ALL LEVELS AND TYPES**”

-2017 Sponsor

# REASON #49

# EXPOSURE, EXPOSURE EXPOSURE

## Sponsor Information

We strive to deliver high value, high impact game changing solutions that help you bring your business to new heights. We've **REIMAGINED** © **REDESIGNED** © **REINVENTED** engagement to improve value and impact. We are pleased with the redesign and hope you will be too.

Choose from five (5) sponsor categories - each includes a full Foundation of benefits to serve as the base. Regardless of the category you select, there are a wide variety of opportunities beyond conference, and elements within each category from which to choose to create your tailored solution.

<b>Steps to Build Your Custom Solution</b>					
<b>Step 1</b> Choose desired category	<b>Presenting</b> \$25,000 <input type="checkbox"/>	<b>Partner</b> \$20,000 <input type="checkbox"/>	<b>Stakeholder</b> \$15,000 <input type="checkbox"/>	<b>Investor</b> \$10,000 <input type="checkbox"/>	<b>Supporter</b> \$5,000 <input type="checkbox"/>
<b>Your selections relating to the category you selected in STEP 1 are ID'd in Steps 2 -5</b>					
<b>Step 2</b> All Sponsors receive the entire Foundation for their custom solution.	•	•	•	•	•
<b>Step 3</b> There is a wide variety of Opportunities in each category from which to choose.	Pick 12	Pick 9	Pick 7	Pick 5	Pick 3
<b>Step 4</b> Opportunities Beyond Conference (OBC's) by category from which to choose to achieve greater impact.	Pick 3	Pick 3	Pick 2	Pick 2	Pick 2
<b>Step 5</b> Wide variety of Elements to include experiences and spaces by category from which to choose to build your brand and presence.	Pick 2	Pick 1	Pick 1	Pick 1	Pick 1

Begin tailoring your solution on [page 12](#) with Steps 1 and 2.

## Step 2 Foundation

<b>Step 2 Foundation - Receive ALL Listed Here</b> <i>selection and number varies by category</i>	<b>Presenting (ALL)</b>	<b>Partner (ALL)</b>	<b>Stakeholder (ALL)</b>	<b>Investor (ALL)</b>	<b>Supporter (ALL)</b>
Exclusive, non-conflicting Marketplace hours to meet with attendees	•	•	•	•	•
Networking opportunities including lunches, breaks, Sunday Night Gala Marketplace Grand Opening and Monday Night Entertainment Event	•	•	•	•	•
Complimentary WI-FI Internet	•	•	•	•	•
Recognition on conference website and onsite in conference guide	<b>Company Logo</b>	<b>Company Logo</b>	<b>Company Logo</b>	<b>Company Listed</b>	<b>Company Listed</b>
Recognition in conference marketing and communications	<b>Company Logo</b>	<b>Company Logo</b>	<b>Company Listed</b>	<b>Company Listed</b>	<b>Company Listed</b>
One time use of opt-in pre and post attendee list (post only avail to sponsors)	•	•	•	•	•
Mobile app Marketplace Challenge Game QR Code	•	•	•	•	•
Feature your prize drawings in mobile app to help spread the word (Deadlines Apply)	•	•	•	•	•
Tickets for Sunday Night Gala Marketplace Grand Opening, Monday Breakfast, Lunch, Dinner, Monday Night Entertainment Event, Tuesday Breakfast & Lunch	<b>Up to six</b>	<b>Up to four</b>	<b>Up to four</b>	<b>Up to three</b>	<b>Up to three</b>
Complimentary mobile app download and user license	<b>Up to six</b>	<b>Up to four</b>	<b>Up to four</b>	<b>Up to three</b>	<b>Up to three</b>
Complimentary Marketplace passes for your clients and guests	<b>10</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>4</b>
2019 Priority advance booth selection	•	•	•	•	•
First right of refusal for following year through June 30, 2018	•	•	•	•	•
Complimentary Booth Space	<b>16' x 20'</b>	<b>8' x 10'</b>	<b>8' x 10'</b>	<b>8' x 10'</b>	<b>8' x 10'</b>
20% off on additional booth space	•	•	•	•	•
Booth staff registrations – access to the Marketplace only (Deadlines Apply)	<b>Up to six</b>	<b>Up to four</b>	<b>Up to four</b>	<b>Up to three</b>	<b>Up to three</b>
Recognition on general session screens	<b>Company Logo</b>	<b>Company Logo</b>	<b>Company Logo</b>	<b>Company Logo</b>	<b>Company Listed</b>
Complimentary upload of collaterals in mobile app for attendee download	•	•	•	•	•

# Step 3 Opportunities

<b>Step 3</b> Choose Your Opportunities <i>selection &amp; number varies by category</i>		<b>Presenting</b> (PICK 12)	<b>Partner</b> (PICK 9)	<b>Stakeholder</b> (PICK 7)	<b>Investor</b> (PICK 5)	<b>Supporter</b> (PICK 3)
<input type="checkbox"/>	Complimentary push notifications in mobile app (guidelines apply)	4	2			
<input type="checkbox"/>	Hotel staff delivery of sponsor provided gifts to attendee rooms	•	•			
<input type="checkbox"/>	Verbal Recognition during general sessions	•	•			
<input type="checkbox"/>	Solution Stage (30-45 min). Think outside traditional educational settings and the booth. This is an educational forum to share expertise in an open, inviting	•	•	•		
<input type="checkbox"/>	Complimentary guest room at official Conference Hotel <i>-The Arrangements Committee manages Sponsor reservations. You can expect contact no less than two months prior to the event to finalize your reservation(s).</i>	2	2	1		
<input type="checkbox"/>	Complimentary - private room to host client/prospect event (not to conflict with Sunday Night Gala Marketplace Grand Opening or Monday Night Entertainment)	•	•	•	•	
<input type="checkbox"/>	Photo Opportunity with keynote speaker(s) (in accordance with	•	•	•	•	
<input type="checkbox"/>	90-second video (self-produced) on #VASHRM18 social media channels	•	•	•	•	
<input type="checkbox"/>	100 SQ FT booth upgrade	•	•	•	•	
<input type="checkbox"/>	Hold on one guest room at official Conference Hotel (your cost)	•	•	•	•	•
<input type="checkbox"/>	Two minutes podium time in General Session	•	•	•	•	•
<input type="checkbox"/>	Recognition in pre-conference eBlast	Company Logo	Company Logo	Company Logo	Company Listed	Company Listed
<input type="checkbox"/>	Marketplace passes for guests	10	8	6	6	4
<input type="checkbox"/>	Social Media posts	3	2	2	1	1
<input type="checkbox"/>	One-piece handout distributed at conference registration	•	•	•	•	•
<input type="checkbox"/>	Complimentary full conference registration	1	1	1	1	1

## Step 4 Extra Opportunities - Beyond Conference

<b>Step 4</b> <b>Choose Your Extra OBC's</b> <i>selection and number varies by category</i>	<b>Presenting</b> <b>(PICK 3)</b>	<b>Partner</b> <b>(PICK 2)</b>	<b>Stakeholder</b> <b>(PICK 2)</b>	<b>Investor</b> <b>(PICK 2)</b>	<b>Supporter</b> <b>(PICK 2)</b>
<input type="checkbox"/> Strategic placement on <a href="http://shrmva.org">shrmva.org</a> thru Mar 1 2019	•				
<input type="checkbox"/> Strategic placement on <a href="http://shrmva.org">shrmva.org</a> through Dec 31 2018	•	•			
<input type="checkbox"/> Webinar Presentation (advance scheduling applies)	•	•	•		
<input type="checkbox"/> Sponsor VASHRM's Annual Leadership Conference (Jan)	•	•	•		
<input type="checkbox"/> Sponsor a VASHRM State Council Meeting - Council meets quarterly with one in a web-based format. <b>-Only, FOUR Meetings available-</b>	•	•	•	•	
<input type="checkbox"/> Ad placement on <a href="http://shrmva.org">shrmva.org</a> for three months (guidelines apply)	•	•	•	•	•
<input type="checkbox"/> One self-authored article published on <a href="http://shrmva.org">shrmva.org</a> (content guidelines and deadlines apply)	•	•	•	•	•
<input type="checkbox"/> One self-authored article published in VASHRM's Virginia HR Today Magazine article (content guidelines and deadlines apply)	•	•	•	•	•
<input type="checkbox"/> Quarter-page ad in VASHRM's Virginia HR Today Magazine (Ad specifications and deadlines apply)	•	•	•	•	•

# Step 5 Elements

**Step 5 Choose Your Element(s)** *selection and number varies by category*

<b>Presenting (PICK 2)</b>	<b>Partner (PICK 1)</b>	<b>Stakeholder (PICK 1)</b>	<b>Investor (PICK 1)</b>	<b>Supporter (PICK 1)</b>
<b>Sunday Night Gala</b> <input type="checkbox"/> This first time GALA will be in the Marketplace Sunday Night! We anticipate 70% of attendees to join us. Sponsor recognized in announcements, and signage. Option to provide door prize (your cost).	<b>Badge Holders</b> <input type="checkbox"/> Conference badge holders featuring sponsor's logo are worn by attendees, exhibitors and speakers throughout the conference. Sponsor's full color logo appears on the back of every badge holders.	<b>Mobile App</b> <input type="checkbox"/> Get noticed every time someone opens the mobile app. In 2017, the app was downloaded by 627 users, that opened the app 22,747 times with 371,946 page views. Includes logo placement, custom splash screen & banner.	<b>Certification Prep</b> <input type="checkbox"/> This highly sought after pre-conference session is for those desiring to earn their first SHRM and/or HRCI certification and those desiring to take their career to the next level with higher certifications. Logo in emails, and on signage.	<b>Volunteer Gifts</b> <input type="checkbox"/> Ideal for rewards and recognition company to show appreciation to 60-75 FT HR Professionals who generously give their time and talent to help make the conference a success.
<b>Attendee Bag</b> <input type="checkbox"/> Make a great first impression as attendees arrive. Provide bags with your sponsor logo to 600+ attendees to hold their conference materials and information.	<b>Lanyards</b> <input type="checkbox"/> Custom imprinted lanyards featuring the sponsor's logo are worn by attendees, exhibitors and speakers throughout the conference. Many repurpose for keychains, and, more that extends the reach.	<b>Website</b> <input type="checkbox"/> Conference website, <a href="http://virginiahrmstateconference.com">virginiahrmstateconference.com</a> , & Registration. There are 33,000 visits annually from HR professionals seeking information. Includes logo on attendee registration confirmations, homepage banner ad and more	<b>Volunteer Gear</b> <input type="checkbox"/> Ideal opportunity for company specializing in promotional products or corporate branding. Official conference attire is worn by 60 volunteers over a three-day period. Sponsor logo shown prominently on VASHRM selected attire.	<b>Chapter Hub</b> <input type="checkbox"/> A dedicated area in the Marketplace where attendees can learn more about their local Virginia and DC SHRM chapter, meet with chapter leaders and get the latest news and updates from SHRM. Onsite signage and marketing included.
<b>Water Bottle</b> <input type="checkbox"/> Great for promotion of health and wellness. Refillable, branded water bottles are provided to all attendees. Sponsor is recognized on refilling stations throughout conference.	<b>Lunch &amp; Breaks</b> <input type="checkbox"/> Lunch and breaks are in the Marketplace on Monday and Tuesday. Sponsor logo featured on signage at food station & on tables in seating area. with opportunity to provide print information.	<b>WI-FI</b> <input type="checkbox"/> Help give attendees free Wi-Fi access. They'll appreciate you for supporting it. Your sponsorship includes onsite signage, custom branded splash screen, and more.	<b>Legal Xchange</b> <input type="checkbox"/> Attendees receive the latest legal updates in a small-group, round-table format facilitated by leading employment attorneys on a variety of topics. Sponsor receives signage & marketing.	<b>Welcome Center</b> <input type="checkbox"/> A centrally located "FAQ" station to answer field attendee questions and help facilitate connections among attendees. Sponsor is recognized with signage.
<b>Opening Event</b> <input type="checkbox"/> Hit the ground running. Keynote speakers are promoted throughout the year with sponsor logo. Includes option to introduce speaker, and provide one informational or promotional item (your cost) in seats.	<b>Registration</b> <input type="checkbox"/> Every attendee's first stop is at registration. Your branded message will be there to greet them. Includes custom signage in registration and logo recognition on confirmation emails and registration site.	<b>It's a Wrap</b> <input type="checkbox"/> Be an integral part of conference closing festivities that includes prizes and surprises and details on VASHRM 2019!	<b>Speakers</b> <input type="checkbox"/> Highly visibility with exclusive group of more than 50 to 75 thought-leading industry experts. Sponsor recognized with a speaker thank-you gift. VASHRM selects and provides gift. Sponsor logo on signage.	<b>Evaluation</b> <input type="checkbox"/> Feedback is gathered for all educational sessions and overall conference to 850+ attendees, speakers, and exhibitors. Sponsor recognized in session and post-conference surveys in Mobile App.
<b>Valet Parking</b> <input type="checkbox"/> Make your brand memorable by pampering attendees! Sponsor the valet parking. Your kindness will be greatly appreciated. They'll be treated to your logo showing prominently.	<b>Charging Station</b> <input type="checkbox"/> Every time attendees stop by to charge their devices They'll be treated to your company's logo at the charging station.	<b>Hands-On Activity</b> <input type="checkbox"/> Expose attendees to your brand with a creative hands-on activity. Benefits include promo & kick-off.	<b>Relax Station</b> <input type="checkbox"/> The Relax Station near the Oasis will be a favorite spot for attendees to relax and recharge their batteries & receive complimentary mini chair massages.	<b>Oasis</b> <input type="checkbox"/> A home away from home to clear your head, meet up with friends, or devote some time to yourself. Discover new activities, challenges and more.



**Step 5 Choose Your Element(s)** *selection and number varies by category*

<b>Presenting (PICK 2)</b>	<b>Partner (PICK 1)</b>	<b>Stakeholder (PICK 1)</b>	<b>Investor (PICK 1)</b>	<b>Supporter (PICK 1)</b>
<p><b>SHRMStore</b></p> <p>□ Whether browsing books, HR swag or meeting one of our featured authors, attendees will know you're the company that helped make it possible. Sponsorship includes logo placement on bookstore signage and webpage and a SHRMStore bag insert of approved collateral or promotional item(s).</p>	<p><b>Golf with a Twist</b></p> <p>□ Captain's Choice format with a new twist. Sponsor provides the world's ugliest trophy with all golfers in the draw and eligible to take home "lovely" item. The only way to NOT be eligible is to purchase a raffle ticket to be removed from the draw. All proceeds go to the SHRM Foundation.</p> <p><b>SOLD OUT</b></p> <p>Sponsor receives extra fun with the statue twist, marketing, logo placement - encouraged to provide a hole-in-one hole, and prizes.</p>	<p><b>Game Challenge</b></p> <p>□ An interactive app-based game designed to drive booth traffic and attendee engagement throughout the conference. Attendees compete for leaderboard status and valuable prizes as they visit participating exhibitors to earn points. Sponsor is recognized with in-app banner ads and other promotions.</p>	<p><b>Sessions</b></p> <p>□ Target attendees interested in your company's specialty by sponsoring one of the education tracks. Includes company logo on session signage and the opportunity to speak for up to two minutes at your track's opening session.</p>	<p><b>Let's Do This!</b></p> <p>□ Have attendees wake up to your brand with participation in a morning activity. Ideal for wellness management or corporate health provider. Facilitate morning run/walks, afternoon energy breaks or other mind/body/spirit wellness-related activities to keep attendees alert and energized.</p> <p><b>SOLD OUT</b></p>
<p><b>Finish Line</b></p> <p>□ Take your sponsorship to the next level. Host a fun run/walk. As participants cross the finish line have them enter an outdoor grocery store (heavily branded) giving participants their choice of fresh produce and fresh juices (your cost). Kick it up a notch with live music and have your staff on hand to help people choose what they want, enabling each participant to experience your brand rather than just seeing your logo.</p>	<p><b>Free Headshots</b></p> <p>□ Provide a high, value-added benefit and amplify your brand. Set-up a studio with a professional photographer to do high quality headshots. People typically dress their best for conferences so what better time for them to update their LinkedIn profile photo? The sponsor emails the headshot to the participant, capturing their contact information.</p>	<p><b>Belly UP to the Bar</b></p> <p>□ A juice and smoothie bar that is... Sponsor the Bar and you will be remembered for your generosity and "coolness" factor by the entire HR Community.</p>	<p><b>Social Army</b></p> <p>□ Run a selfie contest where Conference Attendees have to seek out the Exhibits and Sponsors, take a selfie and tweet it using specific hashtag(s) for a chance to win something awesome. Sponsor gets the chance to promote a cool social media contest and award the winner something awesome.</p>	<p><b>Green Screen</b></p> <p>□ Take the photo booth to the next level with a Green Screen when combined with Custom Overlay and Background Designs to coordinate with the event theme. This makes a truly memorable experience. Photographer included. Marketing and Logo Placement included.</p>
<p><b>Closing Event</b></p> <p>□ Close out the Conference with a bang. Key sponsors are promoted throughout the year, appearing in nearly every marketing communication. Closing Keynote session sponsor(s) acknowledged whenever keynote is referenced. Benefits include option to introduce speaker &amp; provide one informational item and/or branded promotional item in every seat (your cost).</p>	<p><b>Entertainment</b></p> <p>□ Entertain and amaze the attendees by sponsoring the conference's premier event. This is the most promoted event of the conference! Includes onsite logo placement and an opportunity to speak to all the attendees. Past events have ranged from casino night to live music.</p>	<p><b>Silent Auction</b></p> <p>□ The silent auction, located in the Marketplace, is visited by attendees and exhibitors repeatedly throughout the conference for bidding opportunities. All proceeds benefit the VASHRM's ANNUAL SCHOLARSHIP and the SHRM FOUNDATION.</p>	<p><b>Technology</b></p> <p>□ Pre-Conference Workshop to help attendees leverage APP features including social media integration. Includes sponsorship of the AppPad Help Center. Company's logo shown at workshop and in the AppPad. Opportunity to provide a swag item for distribution (your cost).</p>	<p><b>Live Social Media</b></p> <p>□ Looking to grow your social media footprint - then this is for YOU Social media is a wonderful thing, as is the ubiquitous smartphone. Use these tools to ask attendee to answer questions through social media, connect on social media and interact with your brand in exchange for a cool prize.</p>

# Sponsor Terms & Pricing

View Booth Map at: [virginiashrmstateconference.com/booth-map/](http://virginiashrmstateconference.com/booth-map/)

## TERMS

Full payment is due at time of registration. Registration is online by check or credit card. Booth spaces are assigned with each paid registration.

While there are no booth size or location guarantees, we work to accommodate everyone's requests. If your choice of space locations is not available, you'll receive space as close to your request as possible.

VASHRM reserves the right to deny booth rental to companies that have overdue account balances with VASHRM.

Cancellation must be submitted in writing to: [treasurer@shrmva.org](mailto:treasurer@shrmva.org). Deadlines and cancellation fees apply.

## SPONSOR PRICING

Presenting	Partner	Stakeholder	Investor	Supporter
\$25,000	\$20,000	\$15,000	\$10,000	\$5,000

### Promotional Opportunities:

🎯 Add a Mobile Marketing Strategy from \$1,200 to \$4,500 [learn more](#)

Cancellation Date	Cancellation Fee
Before 12/10/17	50% of Total Spend
12/10/17 through 1/11/18	75% of Total Spend
After 1/11/18	No refunds will be granted

**REGISTER NOW**

**“VASHRM IS THE BIGGEST RESOURCE FOR HR PROFESSIONALS OF ALL LEVELS AND TYPES”**

-2017 Sponsor

# IMPORTANT DEADLINES

<b>NOV 30</b> Early Registration Deadline	<b>JAN 19</b> App Profile Submission Due	<b>MAR 2</b> Prize descriptions and day & time you will hold drawings at your booth to be added to the mobile app Submissions Due	<b>MAR 23</b> Certificate of Liability Insurance Certificate Due	<b>MAR 26</b> Marketplace Booth Staff Registrations Due	<b>APR 22</b> 1 pm - 5 pm Registration and Move-in ✓ All exhibits must be set by 5 pm on Sunday, 04.22.18	<b>APR 24</b> 4 pm Disassemble & Move-out ✓ You will not want to miss the PM Break on Tuesday, 04.24.18
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<b>JAN 25</b> Webcast Rock, Paper, Scissors	<b>FEB 15</b> Webcast Game QR Codes What's in it for me?	<b>MAR 15</b> Webcast Orientation
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Complimentary Exhibit Webcast Training:

*Information and access information will be added to the Exhibit Resource Center*

## Questions?

[vashrmsponsor@gmail.com](mailto:vashrmsponsor@gmail.com)

## Helpful Information

<https://viriniashrmstateconference.com/exhibit-resource-center/>

**Pre-Conference Orientation  
March 15**

**REGISTER NOW**

**Exhibit  
Resource  
Center**

# Housing & Registration

## BATH COUNTY INFORMATION

The County of Bath is home to the Omni Homestead Resort, where presidents and celebrities have enjoyed the luxurious accommodations for more than two centuries. For visitors not seeking the resort experience, lodging options range from campgrounds to unique B&B inns to private vacation rentals. You'll find a place perfect for your mountain getaway.

Discover [Bath County](#) places to stay and things to do. County Website [HERE](#) and the Bath Visitor's Guide [HERE](#).

## CONFERENCE HOTEL

The Virginia SHRM State Council reserves the entire facility for this conference. Guest rooms are ONLY available for booking by Conference Attendees through April 1 or when sold-out if, before April 1. Historically we sell-out long before the April 1 cut-off. And because of this past experience, we highly recommend you explore and secure other area accommodations.

Any rooms that may become available due to Conference Attendee schedule changes will be available to the public after April 1 on a first-come, first-serve basis. While there are no guarantees that any rooms will become available after April 1 some rooms typically become available due to Conference Attendee schedule changes.

If able to secure accommodations at The Homestead after April 1 simply cancel your other area accommodations.

We have included useful links in the Bath County section (above) to help with securing other area accommodations.

## ONLINE REGISTRATION

Registering as an exhibitor and sponsor for the Virginia SHRM State Conference has never been easier. The Virginia SHRM State Conference online registration will allow you to view the updated Marketplace floor map to provide your 1st, 2nd and 3rd choices for your exhibit booth location.

Register online before your competition does.

**REGISTER NOW**

# Past Exhibitors

ADP	The Catholic University	Gateway Health Alliance, Inc.	Legal Resources	Paxton
Aetna	Centura Panoramic	George Mason University	Liberty Mutual Insurance	Paylocity
Airrosti Rehab Centers, LLC	Cigna	Global Cash Card	Life Center of Galax	Priority Background Solutions
Allison Partners	Colonial Life	Grand Canyon University	Littler	Proforma Screening Solutions
Allstate Benefits	Columbia Southern University	Halogen Software	Lockton Companies	Provant
Anthem Blue Cross Blue Shield	Community Eye Care	HealthEquity Inc.	The Language Group, LLC	Regent University
American Public University	Corporate Living Solutions	Healthgram	Manpower	Relocation Benefits, LLC
Americas	CriminalRecordCheck.com	Health Savings Administration	Mass Mutual Greater Richmond	Safeguard World International
APLS Group	Dale Carnegie Training	HealthWorks	Magic Special Events	SkillSurvey
Arevo Group	Delta Dental of Virginia	The Hire Scene	MedCost ULTRA	Soundview
Arthur J. Gallagher	Dominion Dental	HR Cloud	Mercer	State Farm, LaDonna Snelbaker
BB&T Insurance Services	Dunmar Moving Systems	HRCI	Michael C. Fina Corporate Awards	Strategic Information Resources
Berkshire Associates	E-Verify and Form I-9 Dept of Homeland Security	Interstate Relocation Services	myStaffingPro	TalentWise
Best Places to Work	ECPI University	INOVA	NASWA	Trident National Corp
Blue Ocean Brain	Employer Support of Guard & Reserves ESGR	Jackson Lewis	Nationwide (Pet Insurance)	Trion, a Marsh & McLennan Agency
Bureau of Labor Statistics	Employment Enterprises, Inc.	Job.com	NETtime Solutions	TurnKey Housing Solutions, LLC
Busch GardensWilliamsburg/ Water Country USA	Empower Software Solutions	Justifacts	O.C. Tanner Company	Ultimate Choice
C.A. Short Company	Emptrust Solutions LLC	Kaiser Permanente	Old Dominion University Online	Ultimate Software
Call a Doctor Plus	Faison Group	Kaufman & Canoles	OneSource, Inc.	UnityECM
Cap Relo	Findly	Kings Dominion	Optima Health	UVA Darden School of Business
C.T. Hellmuth & Associates	FirstPoint Resources	Lawrence Relocation	Pathways Recovery Lodge	UVA School of Continuing and Professional Studies