



# SHRM GEORGIA STATE CONFERENCE

SEPTEMBER 22-24, 2021

## SPONSORSHIP AND VENDOR OPPORTUNITIES

Atlanta  
Evergreen  
Marriott  
Conference  
Resort

4201 Lakeview Drive  
Stone Mountain, GA 30038



# SHRM GEORGIA

# BECOME

# *the* CHANGE

## 2021 STATE CONFERENCE

## Sponsorship

Your tax-deductible sponsorship is not only a great way to gain visibility for your company, reward your staff, or have a great day with friends

### Title | \$12,000

- Three (3) foursomes of golf
- Fifteen minute conference opening promo
- Contest recognition Banner displayed at event
- Exclusive recognition gift

### Presenting | \$7,500

- Two (2) foursomes of golf
- Banner displayed at event
- Exclusive recognition gift
- Logo placement promo materials

### Supporting | \$4,500

- One (1) foursome of golf
- Logo placement in promotional materials
- Boxed lunches

# Space/Exhibitor Levels

## **8 x8 In-Line \$1,200**

1 skirted table, 2 chairs and signage for exhibit space  
2 registrations for booth exhibitor supplying access to exposition hall  
2 breakfast meals, 2 lunch meals, 1 reception for each exhibitor  
50-word description in exhibitor directory (supplied by exhibitor)  
Logo in exhibitor directory

## **8 x8 Corner \$1,500**

1 skirted table, 2 chairs and signage for exhibit space  
2 registrations for booth exhibitor supplying access to exposition hall  
2 breakfast meals, 2 lunch meals, 1 reception for each exhibitor  
50-word description in exhibitor directory (supplied by exhibitor)  
Logo in exhibitor directory  
Access to attendee list after conference

## **8 x16 In-Line \$2,500**

1 skirted table, 2 chairs and signage for exhibit space  
2 registrations for booth exhibitor supplying access to exposition hall  
2 breakfast meals, 2 lunch meals, 1 reception for each exhibitor  
75-word description in exhibitor directory (supplied by exhibitor)  
Logo in exhibitor directory  
Access to attendee list after conference

## **16 x16 Exhibitor Island \$3,500**

2 skirted tables, 4 chairs and signage for exhibit space  
4 registrations for booth exhibitor supplying access to exposition hall  
4 breakfast meals, 4 lunch meals, 4 reception attendees for each exhibitor  
100-word description in exhibitor directory (supplied by exhibitor)  
Logo in exhibitor directory  
Access to attendee list up to 2 weeks in advance

## **16 x16 Sponsor \$4,000**

2 skirted tables, 4 chairs and signage for exhibit space  
4 registrations for booth exhibitor supplying access to exposition hall  
4 breakfast meals, 4 lunch meals, 4 reception attendees for each exhibitor  
150-word description in exhibitor directory with graphic (supplied by exhibitor)  
Logo in exhibitor directory  
Access to attendee list up to 2 weeks in advance

# Time Exclusives Sponsorships

## **Keynote Sponsors. \$6,000**

Signage displayed during keynote (supplied by sponsor)  
3 conference registrations for sponsor  
3 breakfast meals, 3 lunch meals, 1 reception attendees for sponsor  
150-word description in exhibitor directory (supplied by sponsor)  
Logo in exhibitor directory  
Access to attendee list up to 2 weeks before conference

## **Registration \$3,000**

Signage at registration table (supplied by sponsor)  
2 conference registrations for sponsor  
2 breakfast meals, 2 lunch meals, 1 reception for sponsor  
75-word description in exhibitor directory (supplied by sponsor)  
Logo in exhibitor directory  
Access to attendee list after conference

## **Meals (5 opportunities) \$3,000**

Signage or onscreen recognition during meal (supplied by sponsor)  
2 conference registrations for sponsor  
2 breakfast meals, 2 lunch meals, 1 reception for sponsor  
75-word description in exhibitor directory (supplied by sponsor)  
Logo in exhibitor directory  
Access to attendee list after conference

## **Break/Reception Sponsor (6 opportunities) \$2,000**

Signage displayed during break (supplied by sponsor)  
2 conference registrations for sponsor  
2 breakfast meals, 2 lunch meals, 1 reception for sponsor  
75-word description in exhibitor directory (supplied by sponsor)  
Logo in exhibitor directory  
Access to attendee list after conference

## **Speaker Tracts (5 opportunities) \$1,500**

Logo displayed in tract column of program  
Recognition from podium each session (applicable tract)  
2 breakfast meals, 2 lunch meals, 1 reception for sponsor  
75-word description in exhibitor directory (supplied by sponsor)  
Logo in exhibitor directory

## **Concurrent Sessions (36 opportunities). \$500**

Logo displayed for each sponsored session  
1 breakfast, 1 lunch, 1 reception

# Materials and Supplies Sponsorships

**Swag Bag \$3,000**

**Keycard \$2,200**

Exclusive sponsorship and logo on swag bag  
Signage at registration table (supplied by sponsor)  
2 conference registrations for sponsor  
2 breakfast meals, 2 lunch meals, 1 reception for sponsor  
75-word description in exhibitor directory (supplied by sponsor)  
Logo in exhibitor directory  
Access to attendee list after conference

**Badge Holder  
\$1,500**

Exclusive sponsorship on badge holder  
2 conference registrations for sponsor  
2 breakfast meals, 2 lunch meals, 1 reception for sponsor  
75-word description in exhibitor directory (supplied by sponsor). \$1,500  
Logo in exhibitor directory  
Exclusive sponsorship of the hotel room keycards distributed to conference attendees  
Corporate logo printed on Marriott keycards  
2 conference registrations for sponsor  
2 drink tickets for sponsor at tailgate celebration  
2 breakfast meals, 2 lunch meals, 1 reception for sponsor  
75-word description in exhibitor directory (supplied by sponsor)  
Logo in exhibitor directory

Exclusive sponsorship of the hotel room keycards distributed to conference attendees  
Corporate logo printed on Marriott keycards  
2 conference registrations for sponsor  
2 breakfast meals, 2 lunch meals, 1 reception for sponsor  
75-word description in exhibitor directory (supplied by sponsor)  
Logo in exhibitor directory  
Access to attendee list after conference

# Materials and Supplies Sponsorships

## **Wi-Fi \$2,000**

Exclusive sponsorship of Wi-Fi  
Logo at beginning of each break-  
out presentation  
1 conference registrations for  
sponsor  
1 breakfast meal, 1 lunch meal, 1  
reception for sponsor.  
75-word description in exhibitor  
directory (supplied by sponsor)

## **Mobile App \$1,500**

Exclusive sponsorship of Mobile  
App  
1 conference registration for  
sponsor  
1 breakfast meal, 1 lunch meal, 1  
reception for sponsor  
75-word description in exhibitor  
directory (supplied by sponsor)  
\$1,500

# Materials and Supplies Sponsorships

**Certification Lounge \$1,500    Conference Schedule \$750**

Exclusive sponsorship of  
Certification Lounge  
1 conference registrations for  
sponsor  
1 breakfast meal, 1 lunch meal, 1  
reception for sponsor  
75-word description in exhibitor  
directory (supplied by sponsor)  
\$1,500

Exclusive sponsorship of printed  
conference schedule distributed  
at conference  
Corporate logo on schedule at a  
glance  
1 conference registration for  
sponsor  
1 breakfast meal, 1 lunch meal, 1  
reception for sponsor  
\$750

## Sponsorships Registration Form

<b><i>Sponsor Type</i></b>	<b><i>Number Available</i></b>	<b><i>Cost</i></b>
Title Sponsor	1	\$12,000
Presenting Sponsor	3	\$7,500
Supporting Sponsor	3	\$4,500
<b><i>Space/Exhibitor Levels</i></b>		
	<b><i>91</i></b>	
8X8 In-Line	60	\$1,200
8X8 Corner	10	\$1,500
8X16 In-Line	10	\$2,500
16X16 Exhibitor Island	4	\$3,500
16X16 Entrance Sponsor	7	\$4,000
<b><i>Time Exclusives</i></b>		
	<b><i>57</i></b>	
Registration	1	\$3,000
Reception	1	\$2,000
Meal 1 – Breakfast Day 2	1	\$3,000
Meal 2 – Lunch Day 2	1	\$3,000
Meal 3 – Dinner Day 2	1	\$3,000
Meal 4 – Breakfast Day 3	1	\$3,000
Meal 5 – Lunch Day 3	1	\$3,000
Break 1 – Day 1	1	\$2,000
Break 2 – Day 2	1	\$2,000
Break 3 – Day 2	1	\$2,000
Break 4 – Day 3	1	\$2,000
Break 5 – Day 3	1	\$2,000
Keynote 1	1	\$6,000
Keynote 2	1	\$6,000
Keynote 3	1	\$6,000
Keynote 4	1	\$6,000
Concurrent Sessions	36	\$500
Tract Sponsor	5	\$1,500
<b><i>Materials and Supplies</i></b>		
	<b><i>9</i></b>	
Swag Bags	1	\$3,000
Badge Holders	1	\$1,500
Keycards	1	\$2,200
Conference Schedule	2	\$750
Wi-Fi	1	\$2,000
Charging Station	1	\$1,500
Mobile App	1	\$1,500
Certification Lounge	1	\$1,500

Please select your level of sponsorship/vendor opportunities on the last page of this packet.



**SHRM Georgia State Conference  
September 22-24, 2021**



**Company name:** \_\_\_\_\_

**Sponsorship/Vendor Level:** \_\_\_\_\_

**Cost of sponsorship:** \_\_\_\_\_

**Please contact [Conference@shrmgeorgia.org](mailto:Conference@shrmgeorgia.org) for payment options and invoicing**



Your  
Sponsorship  
is Appreciated!