



## 2024 ONE SHRM GEORGIA CONFERENCE & EXPO

Updated: 03/06/2024

**Jack Eyer, Director of Partnerships** / [Schedule Consultation](#) / [Let's Chat](#) / [Email Us](#)

<p><b>Leadership Team:</b></p> <p>Brad Patterson, State Director Sr Manager HR Strategic Initiatives, Comcast</p> <p>Lisa Goodman Hughes, State Director-elect President/CHRO, ResolveHR</p> <p>Paula Kitchens, Immediate Past State Director HR Manager, McCorkle Nurseries</p> <p>Sharon Carter, Secretary &amp; Conference Director Dir of HR, Georgia Dept of Admin Services</p> <p>Jodie Braner, Assistant Conference Director Advisor, The Benefit Company</p> <p>Jessie Gay, Treasurer Human Resources Partner, Augusta ENT</p> <p>Kay Hanson, Membership Director Human Resources, Armstrong Ceilings</p> <p>Ron Williams, Operations Director Talent Acquisition, Chatham County, GA</p> <p>Julia Shadwick, Marketing Director VP of HR for Pineland Bank</p>	<p><b>Who's Coming:</b></p> <p>400+ HR leaders from across the region</p> <p><a href="#">List of Previous Participants</a> <a href="#">LinkedIn Conference Community</a></p> <p><b>Event Essentials:</b></p> <ul style="list-style-type: none"> <li>• Dates / September 25-27th, 2024</li> <li>• Theme / Shaping the Future of Talent</li> <li>• Venue / Columbus at the Columbus Convention and Trade Center</li> <li>• App / <a href="#">Whova</a></li> </ul> <p><b>The Opportunity:</b></p> <ul style="list-style-type: none"> <li>• Gain social endorsement from existing clients to their colleagues</li> <li>• Connects your brand through face-to-face engagement</li> <li>• Two and a half days with extensive networking opportunities</li> <li>• Shortens the buying cycle with key corporate representatives</li> <li>• Differentiate your products and services from other brands</li> <li>• Launch new products and services to existing customers</li> <li>• Network with business leaders and the regional network's influencers</li> <li>• Conference pre and post-attendee list for setting up and following up</li> </ul>
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### Firmographics

- Middle-market corporations with full-time employees ranging from 200-2,000 typically
- Companies domiciled inside of four hours driving radius of the venue (80%+)
- Most represent highly skilled workforces with larger HR departments for the region
- Owners, alongside regional development managers with established books of business

### Demographics

- The \$500+ registration fee segments out non-managers who influence corporate decision-making
- Ambitious professionals seeking to network for a future career opportunity or fill openings in their department
- SHRM and HRCI certificate holders in a renewal cycle who value earning the CEUs in one experience
- Serves as a fringe benefit from the day-to-day operations, as we host these at full-service resorts

## **The Host**

The Georgia Society for Human Resource Management is an HR state-wide trade association and the Georgia affiliate of the Society for Human Resource Management with a mission to create better workplaces where employers and employees thrive together. The conference serves as a means for HR practitioners seeking to recertify their professional designations, discover new HR solutions for the companies they represent, and network with peers to advance their careers.

## **Exhibitor Packages:**

**\*Click the link beside each option to review deliverable details and order**

- \$1,000 - [Virtual](#)
- \$1,620 - [Standard](#)
- \$1,890 - [Premium](#)
- \$2,160.00 - [Showcase](#)

## **Sponsorship Packages:**

**\*Click the link beside each option to review deliverable details and order**

- \$4,725 - [Bronze](#)
- \$6,300 - [Silver](#)
- \$8,500 - [Gold](#)
- \$10,175 - [Platinum](#)

## **Advertising Packages:**

**\*Priced based on customization requests and the scale of registration**

- Mobile App Title
- Mobile App Presenting
- Swag Bags
- Badge Holders
- Conference Communications
- Conference Schedule
- Internet Wi-Fi Network
- Charging Station
- Massage Station
- Barista Station
- Desert Station
- Drinks Station
- Popcorn Station
- Water Station

## **The App**

Georgia SHRM is using an event management platform to help increase audience engagement and improve the logistical coordination of the conference.

The app allows you to engage with attendees in advance of the event and actively participate in all aspects of the programming. About 70% of attendees of previous events use the app to engage during sessions and networking periods.

[Whova Exhibitor Guide](#) supplies instructions for how to set up your virtual “exhibitor booth), use the platform to interact with the audience, how to add promotional offers, and easily collect and export the data from the expo.

## **What Else? - Frequently Asked Questions**

### **What are the exhibitor booth space dimensions?**

Standard exhibitor space will be included with skirted tables, two chairs, and a waste basket. Additional conjoined space can be purchased for improved positioning, distancing, and demonstration purposes.

### **How many personnel registrations are included with an exhibitor package?**

2 expo-only registrations are included in the standard exhibitor package. Additional registrations for the remainder of your team can be obtained for \$250 each.

### **How are booth spaces assigned?**

Booths are assigned by preferences supplied on a **first-paid, first-priority** space selection basis.

### **What opportunities do you have for me to engage with the audience before and after the event?**

The Event App (Whova.com) will serve as the online platform for pre, during and post-conference audience engagement.

[Request Access to App Preview](#)

### **In addition to the defined exhibitor and sponsor options, how can I engage with the audience?**

If you have something specific in mind or prefer a more custom solution, then schedule some time for us to visit further together: [go.relaxitshandled.com/meetings/rh/events](https://relaxitshandled.com/meetings/rh/events)

### **Can I receive a pre and post-conference list?**

Sponsors and exhibitors will receive both a pre and post-conference mailing list for this conference

[Example CSV File](#)

### **What if I cannot attend in person but want to participate?**

This event incorporates a highly interactive online platform and app to engage with the audience with a virtual expo hall and visible audience directory.

### **What other opportunities exist for me to engage with SHRM Georgia's network of 9,000 HR Professionals?**

[SHRM Georgia has developed practical media solutions for communicating and convening its network](#)

<https://relaxitshandled.com/collections/georgia-shrm-media>