



**WASHINGTON STATE SHRM
EMPLOYMENT LAW
& HUMAN RESOURCES
CONFERENCE**

MARCH 12, 2021 | HYATT REGENCY BELLEVUE
MARCH 11, 2021 VLS AND HR WORKSHOPS

LEADING HR FORWARD

2021 SPONSOR PROSPECTUS

**WA
STATE
SHRM**

WASHINGTON STATE SHRM

AFFILIATE OF
SHRM[®]
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT



Dear Valued Partner,

As our world in 2020 changed in unprecedented ways, so too has Human Resources. Companies must focus on remaining competitive, while recognizing the rapidly evolving business environment. Successful organizations lead with HR in front as a vital strategic partner, and they rely on HR expertise to inform key decisions and transitions. As a result, the world of HR is growing and becoming even more complex. Expanding both their responsibilities and roles, HR professionals are encountering unprecedented challenges as well as exciting new opportunities.

The 2021 Washington State SHRM Employment Law and Human Resources Conference provides an invaluable forum for HR leaders as they navigate through uncharted waters. For over 20 years, the conference has provided a focal point where over 800 HR professionals gather in search of education, networking, and the best products and services for their profession. On March 12, 2021, HR and business leaders from around the state and from companies of all sizes and varying industries will gather at the Hyatt Regency in Bellevue, Washington. This year we are honored to have the CEO of SHRM, Johnny C. Taylor, providing the opening keynote.

Companies participating in the Washington State SHRM Employment Law & HR Conference view it as a prime opportunity to reach decision makers and show their company's commitment to an influential marketplace. Attendees arrive eager to discover and take away actionable workplace strategies, tools and technologies. As the largest gathering of its kind in the state, the conference provides a unique and invaluable opportunity for companies to build brand awareness and to develop relationships with HR decision makers in the region.

We offer wide ranging sponsorship opportunities, and I encourage you to review the sponsorship packages and to join us for this outstanding event. Please don't delay: Opportunities will sell out quickly as they have in the past! Please note important deadlines for sponsorship discounts and booth selection, based on sponsorship level and date of submission.

On behalf of the entire Washington State SHRM Employment Law & HR Conference Committee and Washington State SHRM, I invite you and your company to partner with us for the conference that brings the Washington HR community together. I hope you'll join us.



Sincerely,

Andrea Ballard SPHR SHRM-SCP
Conference Director
Washington State SHRM

SIGN UP HERE



Benefits of Sponsorship

With approximately 800 HR and business professionals attending, these sponsorship opportunities provide a powerful, cost-effective way to enrich your company's brand and connect with key decision makers in local businesses throughout Washington.

Your company's sponsorship of this conference will:

- Increase your company's visibility within the HR community
- Provide opportunities to showcase your products and services
- Position your organization as an ally and a leader in the industry
- Reach concentrated groups of HR leaders and professionals
- Stimulate leads by engaging prospects in a pertinent environment

In an effort to maximize foot traffic at each of the exhibitor booths, Washington State SHRM utilizes an "Expo Passport" program and prize drawing. This program has been well received by our attendees and ensures maximum face time with each attendee and prospect.



For more information on the opportunities that follow, please contact:

Walter Winter

Partnerships Director, Washington State SHRM

Mobile: 425.591.3776

Email: wastateshrm@gmail.com

**Washington State SHRM reserves the right to refuse any sponsorship application.*

“

This was my first time attending this conference and it was very valuable to an HR professional.

The presentations were truly amazing and very relatable. I can easily take these tools back with me and be better than ever!

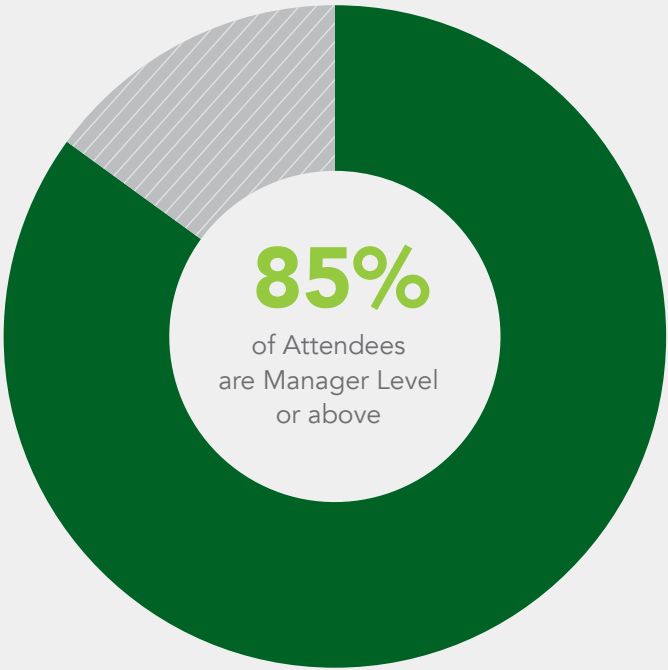
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Thank you for all you do to support the nearly 800 participants, providing such a high quality event.

”

2020 Participation Data

ATTENDEES BY JOB TYPE



513

ORGANIZATIONS

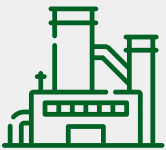
802

REGISTRATIONS

COMPANIES ATTENDING IN THE PAST



TOP INDUSTRIES REPRESENTED



Manufacturing or
Distribution



Professional
Services



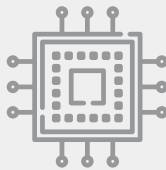
Government



Healthcare



Non-profit:
Religious, Arts,
Social Assistance



Technology



Education

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2020 Sponsors

Thank you to our 2020 sponsors for making the Washington State SHRM Employment Law & Human Resources Conference a huge success!

PREMIER



PLATINUM



GOLD



PRESENTING



SILVER



[SIGN UP HERE](#)

Location

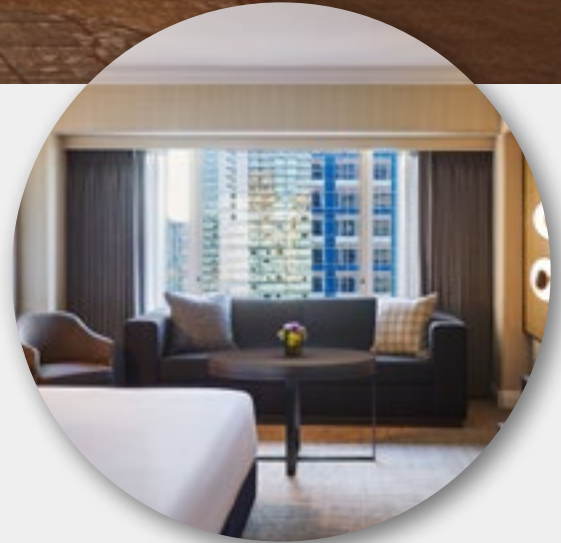
This year's conference will be held on the Eastside at the state-of-the-art conference center located in The Hyatt Regency Bellevue. Our intention is to gather live in March, we have planned other options if that is not a possibility.



The Hyatt Regency is located within The Bellevue Collection – one of the Northwest's premier shopping, dining and nightlife destinations.



Your vendor booth area will be on the same floor as the grand ballroom and breakout spaces. This will increase your visibility as well as give better opportunity for engagement with the conference attendees.



The Hyatt Regency's well-appointed rooms are available to book at a discounted rate through our conference room block (while available).



EARLY BIRD PRICING

\$7,500

AFTER 1/29/21:

\$10,000

Volunteer Leader Summit Title Sponsor

THURSDAY, MARCH 11, 2021

HYATT REGENCY BELLEVUE | 1:00PM – 4:45PM

The Washington State SHRM Volunteer Leaders Summit (VLS) is made up of more than 150 volunteer leaders from across the State of Washington. Many of the leaders are the HR decision makers in their companies and serve on their chapter boards or on the Washington State SHRM Board of Directors. This is the one time of year all chapter board members and state leaders come together to focus on learning about the responsibilities of volunteer roles, hear about new resources and the support available to help them be successful.

The The WA State SHRM VLS is being held in conjunction with the annual Washington State SHRM Employment Law & HR Conference. Join us by sponsoring this event and by doing so, have the opportunity to welcome and introduce yourself to conference attendees at the VLS. By joining us through sponsorship, your company will be exclusively featured in our marketing materials and have a chance to mingle with the attendees at the Networking Reception from 5:00 pm – 6:30 pm Thursday evening (see details on pg. 11).

[SIGN UP HERE](#)

Sponsorships At-a-Glance

	TITLE	PREMIER	PLATINUM	GOLD	SILVER
Recognized as event sponsor on rolling PowerPoint slides	X	X	X	X	X
Commercial and keynote introductions Choose the opening, lunch or closing keynote spot to give your commercial (up to 3 minutes) and introduce the keynote speaker	X				
Multiple breakout sessions Speaker introduction and give brief commercial (up to 3 minutes)	X	X	X	X	
Exhibitor booth	Prime booth	Prime booth	Prime booth	Prime booth	Standard booth
Exhibitor passport program/booth traffic driver	X	X	X	X	X
Exhibitors admitted (includes meals and breaks)	4	2	2	2	2
Logo included on conference promotional materials and emails	X	X	X	X	X
Social media promotional messages	X	X	X		
Company logo at the registration desk	X	X	X	X	X
Logo on attendee bags	X				
Logo on lanyards					
Company logo displayed on the wall in all general sessions using a Gobo (AV device used to prominently project logo on any surface)	X	X	X		
Smart Stage: Share insights to attendees in brief 18-minute presentation	X	X	X	X	X
Lounge Reserved exclusively for SHRM-CP and SHRM-SCP certified attendees. Grab a snack, charge your phone, connect with other certified professionals.		X			

SOLD OUT

SOLD OUT

Sponsorships At-a-Glance

	TITLE	PREMIER	PLATINUM	GOLD	SILVER
Thursday workshops	X				
Bag insert Branded item may be placed in all conference bags	SOLD OUT	SOLD OUT	X	X	X
Full color advertisement in conference program	Full-page (inside work cover)	Full-page	Full-page	Half-page	
Logo placement with website link on conference app	X	X	X	X	X
Attendee contact listing	X	X	X	X	
Premium logo placement with link to company website on the conference website	X	X	X	X	X
Hotel Accommodations As a valued sponsor, additional hotel rooms are available at discounted rate via the WSELHRC room block	X	X	X	X	X
EARLY BIRD PRICING	\$15,000	\$12,500	\$8,000	\$5,500	\$2,750
REGULAR PRICING (AFTER 1/29/21)	\$20,000	\$15,000	\$10,000	\$7,000	\$3,500
QUANTITY AVAILABLE	SOLD OUT	SOLD OUT	3	ONLY 1 LEFT!	27



Networking Reception

Put your brand front and center at the 2021 Networking Reception on Thursday, March 11, 2021 by taking advantage of this great promotional opportunity!

\$7,500

OR ADD TO PREMIER FOR

\$5,000

Networking Reception

This is a great opportunity to host the attendees of the conference as they reconnect with old friends and make new connections in this relaxed social gathering. It will take place Thursday, March 11, 2021 from 5:00-6:30pm. There will be appetizers and entertainment. Upon entry, there is a branded step-and-repeat photo op for all attendees that will feature your logo along with the conference logo. You will be featured on the "Welcome" signage as well as on the app as the exclusive sponsor.

Other Exclusive Sponsorships

Promote your brand with one of these unique opportunities! One sponsor per opportunity.

EARLY BIRD PRICING

\$5,000

AFTER 1/29/21:

\$6,500

WiFi

Be featured as the exclusive sponsor of the WiFi for the Friday conference.

EARLY BIRD PRICING

\$3,500

AFTER 1/29/21:

\$5,000

Lunch

A delicious plated meal will be served to all conference attendees just prior to the lunch keynote. You will be featured as the host of this meal.

EARLY BIRD PRICING

\$3,500

AFTER 1/29/21:

\$5,000

Breakfast

A delicious plated meal will be served to all conference attendees just prior to the breakfast keynote. You will be featured as the host of this meal.

EARLY BIRD PRICING

\$1,500

AFTER 1/29/21:

\$2,000

Breaks

During the morning and afternoon breaks, light snacks and refreshments will be served. You will be featured as the host of these treats.

NOTE: All sponsorships are on a first come, first serve basis.



Title Sponsorship

ONLY 1 AVAILABLE

The 2021 Title Sponsorship provides advanced networking opportunities with special recognition in the main ballroom, Title Sponsor signage with company logo at registration desk and a prime exhibitor booth.

SOLD

EARLY BIRD PRICING
\$15,000
AFTER 1/29/21:
\$20,000

At the Conference

- Naming recognition in all conference materials, identifying the company as the Title Sponsor.
- Opportunity to collaborate with WA ST SHRM to provide a keynote presenter for the conference.
- Keynote Introduction and Company Comments: Speaker introduction and brief commercial regarding your organization (1-3 minutes) at a keynote session.
- Recognized as main event sponsor on rolling PowerPoint slides
- Multiple Breakout Sessions: Speaker introduction and brief commercial regarding your organization
- Top Exhibitor Booth location with four exhibitors admitted (includes meals and breaks)
- Complimentary Exhibitor Passport Program to drive attendee traffic to your booth
- 18-minute presentation on a Smart Stage

Marketing and Brand Recognition at the Conference

- Company logo at the registration desk
- Company logo on the attendee bags and lanyards
- Company logo displayed on the wall in all General Sessions using a Gobo (AV device used to prominently project logo on any surface).
- Bag insert (provide branded item to be placed in all attendee bags)
- Full-page color advertisement in Conference Program (inside front cover)

- Premium logo placement with link to company website on the conference app
- Thursday Workshops
- Social media promotional messages
- Logo included on conference promotional materials and emails
- Top tier logo placement with link to company website on the conference website

Benefits Post-Conference

- Attendee contact listing
- Recognition in post-event thank you email to all attendee types
- Social media promotional message

PRIME EXHIBITOR BOOTH SPECS

Prime booth placement for maximum foot traffic

One 6' table

One electrical connection

One power strip

Two chairs

Wastebasket

Sponsor only WiFi access

Material handling – up to 4 packages

Optional monitor(s) (pricing available upon request)

Optional install and dismantle (pricing available upon request)

NOTE: All sponsorships are on a first come, first serve basis.

SIGN UP HERE



Premier Sponsorship

ONLY 1 AVAILABLE

The 2021 Premier Sponsorship provides additional networking opportunities with special recognition in the main ballroom: Premier Sponsor signage with company logo at registration desk and a prime exhibitor booth.

EARLY BIRD PRICING
\$12,500

AFTER 1/29/21:
\$15,000

SOLD

At the Conference

- Recognized as event sponsor on rolling PowerPoint slides
- Multiple Breakout Sessions: Speaker introduction and brief commercial regarding your organization
- Commercial and Keynote Introduction: Speaker introduction and brief commercial regarding your organization
- Prime Exhibitor Booth with two exhibitors admitted (includes meals and breaks)
- Complimentary Exhibitor Passport Program to drive attendee traffic to your booth
- 18-minute presentation on a Smart Stage

Marketing and Brand Recognition at the Conference

- Company logo at the registration desk
- Company logo displayed on the wall in all General Sessions using a Gobo (AV device used to prominently project logo on any surface).
- Bag insert (provide branded item to be placed in all attendee bags)
- Full-page color advertisement in Conference Program (prime viewing location)
- Premium logo placement with link to company website on the conference app
- Lounge (the lounge is reserved exclusively for SHRM-CP and SHRM-SCP certified attendees. Grab a snack, charge your phone, connect with other certified professionals)

Marketing and Brand Recognition Pre-Conference

- Social media promotional messages
- Logo included on conference promotional materials and emails
- Premium logo placement with link to company website on the conference website

Benefits Post-Conference

- Attendee contact listing

PRIME EXHIBITOR BOOTH SPECS

Prime booth placement for maximum foot traffic

One 6' table

One electrical connection

One power strip

Two chairs

Wastebasket

Sponsor only WiFi access

Material handling – up to 4 packages

Optional monitor(s) (pricing available upon request)

Optional install and dismantle (pricing available upon request)

NOTE: All sponsorships are on a first come, first serve basis.

SIGN UP HERE



Platinum Sponsorship

ONLY 3 AVAILABLE

EARLY BIRD PRICING

\$8,000

AFTER 1/29/21:

\$10,000

The 2021 Platinum Sponsorship provides additional networking opportunities with special recognition in the main ballroom, Platinum Sponsor signage with company logo at registration desk and a prime exhibitor booth.

At the Conference

- Recognized as event sponsor on rolling PowerPoint slides
- Multiple Breakout Sessions: Speaker introduction and brief commercial regarding your organization
- Prime Exhibitor Booth with two exhibitors admitted (includes meals and breaks)
- Complimentary Exhibitor Passport Program to drive attendee traffic to your booth
- 18-minute presentation on a Smart Stage

Marketing and Brand Recognition at the Conference

- Company logo at the registration desk
- Company logo displayed on the wall in all General Sessions using a Gobo (AV device used to prominently project logo on any surface).
- Bag insert (provide branded item to be placed in all attendee bags)
- Full-page color advertisement in Conference Program
- Premium logo placement with link to company website on the conference app

Marketing and Brand Recognition Pre-Conference

- Social media promotional messages
- Logo included on conference promotional materials and emails
- Premium logo placement with link to company website on the conference website

Benefits Post-Conference

- Attendee contact listing

PRIME EXHIBITOR BOOTH SPECS

Prime booth placement for maximum foot traffic

One 6' table

One electrical connection

One power strip

Two chairs

Wastebasket

Sponsor only WiFi access

Material handling – up to 4 packages

Optional monitor(s) (pricing available upon request)

Optional install and dismantle (pricing available upon request)

NOTE: All sponsorships are on a first come, first serve basis.

SIGN UP HERE



Gold Sponsorship

ONLY 1 LEFT!

EARLY BIRD PRICING

\$5,500

AFTER 1/29/21:

\$7,000

The 2021 Gold Sponsorship provides additional networking opportunities with special recognition in the various breakout sessions, sponsorship signage with company logo at the conference, and a prime exhibitor booth.

At the Conference

- Recognized as event sponsor on rolling PowerPoint slides
- Multiple Breakout Sessions: Speaker introduction and brief commercial regarding your organization
- Prime Exhibitor Booth with two exhibitors admitted (includes meals and breaks)
- Complimentary Exhibitor Passport Program to drive attendee traffic to your booth
- Bag insert (provide branded item to be placed in all attendee bags)
- 18-minute presentation on a Smart Stage
- Logo included on conference promotional materials and emails

Marketing and Brand Recognition at the Conference

- Premium logo placement with link to company website on the conference app
- Half-page color advertisement in Conference Program
- Company logo at the registration desk

Marketing and Brand Recognition Pre-Conference

- Logo included on conference promotional materials and emails
- Premium logo placement with link to company website on the conference website

Benefits Post-Conference

- Attendee contact listing

PRIME EXHIBITOR BOOTH SPECS

Prime booth placement for maximum foot traffic

One 6' table

One electrical connection

One power strip

Two chairs

Wastebasket

Sponsor only WiFi access

Material handling – up to 4 packages

Optional monitor(s) (pricing available upon request)

Optional install and dismantle (pricing available upon request)

NOTE: All sponsorships are on a first come, first serve basis.

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Silver Sponsorship

ONLY 27 AVAILABLE

The 2021 Silver Sponsorship provides great sponsorship and networking opportunities, recognition and sponsorship signage with company logo at the conference, and a standard exhibitor booth.

EARLY BIRD PRICING

\$2,750

AFTER 1/29/21:

\$3,500

At the Conference

- Recognized as event sponsor on rolling PowerPoint slides
- Standard Exhibitor Booth with two exhibitors admitted (includes meals and breaks)
- Complimentary Exhibitor Passport Program to drive attendee traffic to your booth
- Bag insert (provide branded item to be placed in all attendee bags)

Marketing and Brand Recognition at the Conference

- Logo placement with link to company website on the conference app
- Company logo at the registration desk

Marketing and Brand Recognition Pre-Conference

- Logo included on conference promotional materials and emails
- Logo placement with link to company website on the conference website

Smart Stage for 18 minutes

- Limited to the first 10 Silver Sponsors

STANDARD EXHIBITOR BOOTH SPECS

- One 6' table
- Sponsor only WiFi
- Two chairs
- Wastebasket
- Optional electrical connection (*pricing available upon request*)
- Optional power strip (*pricing available upon request*)
- Optional monitor(s) (*pricing available upon request*)
- Optional material handling (*pricing available upon request*)
- Optional install and dismantle (*pricing available upon request*)

NOTE: All sponsorships are on a first come, first serve basis.

[SIGN UP HERE](#)

A-La-Carte Add-Ons

Put your brand front and center at the 2021 Washington State SHRM Employment Law and Human Resources Conference by taking advantage of one of these great marketing promotional opportunities.

BOOTH SET-UP

EARLY BIRD PRICING

\$1,000

AFTER 1/29/21:

\$1,500

PROMO ITEM PLACED ON TABLE AT BREAKFAST

EARLY BIRD PRICING

\$1,500

AFTER 1/29/21:

\$2,000

PROMO ITEM PLACED ON TABLE AT LUNCH

EARLY BIRD PRICING

\$1,500

AFTER 1/29/21:

\$2,000

PROMO ITEM PLACED ON TABLE AT AFTERNOON KEYNOTE

EARLY BIRD PRICING

\$1,500

AFTER 1/29/21:

\$2,000

NOTE: All sponsorships are on a first come, first serve basis.

[SIGN UP HERE](#)



Program Advertisements

The Conference Program is a valuable resource that all attendees receive and reference again and again as they navigate the conference. Even long after the conference is over, attendees reference the program for the SHRM Professional Development Credits and HRCI Recertification Credits. Advertising in the Conference Program is a great way to connect your company and brand with local Washington HR decision makers.



FULL-PAGE AD
(7" X 9")

Available for purchase
(Included in Platinum Sponsorship)

EARLY BIRD PRICING

\$750

AFTER 1/29/21:

\$1,000

HALF-PAGE AD
(7" X 4 1/2")

Available for purchase
(Included in Gold Sponsorship)

\$350



Let's work together to unlock a unique opportunity for your brand!

Click on the button below or go to: <https://wastatecouncil.shrm.org/2021Sponsor> to sign up as a sponsor. In order to receive the Early Bird pricing you must sign up by January 31, 2021. Sponsorship registrations received after January 31, 2021 will be subject to regular rates. All sponsorships are on a first come, first serve basis.



For more information regarding sponsorship opportunities, please contact:

Walter Winter

Partnerships Director, Washington State SHRM

Mobile: 425.591.3776

Email: wastateshrm@gmail.com