



**NOW
MORE
THAN
EVER**

**Business
driven,
people
focused.**

March 11, 2022

**Washington State SHRM
Employment Law & HR Conference**

**WA
STATE
SHRM**
WASHINGTON STATE SHRM

AFFILIATE OF
SHRM[®]
BETTER WORKPLACES
BETTER WORLD[™]

Dear Valued Partner,



Business leaders understand that in order to remain competitive in today's challenging business environment, they must focus on their most valuable resource: their people. Now more than ever, we must be business driven and people focused. Organizations recognize Human Resources as a crucial strategic partner. Especially now, organizations have come to rely on HR expertise to navigate key decisions and transitions during these uncertain times. The world of HR has grown increasingly complex. With changes and an expansion of responsibilities and roles, HR professionals are encountering both unprecedented challenges and exciting new opportunities.

The 2022 Washington State Employment Law and Human Resources Conference will provide a critical forum for HR leaders as they navigate this period of change and challenges. For 20 years, as the largest HR gathering in the state, the conference has provided a focal point where HR professionals gather to hear from the top experts in the field and engage in vital discussions with their peers. On March 11, 2022, the conference will once again bring together HR and business leaders from around the state. Approximately 700 attendees, representing companies of all sizes and a wide array of industries, will convene at the Hyatt Regency in Bellevue, Washington, to share strategies, tools, best practices, trends and research. Most importantly, it's an opportunity to tackle shared challenges and build community. An impressive slate of industry experts will inspire and inform the gathering in a series of keynote speeches.

Companies who participate in the Washington State Employment Law & HR Conference view it as a trusted resource for their decision makers. Attendees arrive eager to discover and implement actionable workplace strategies, and as the largest gathering of its kind in the state, the conference provides an unparalleled opportunity for sponsors to build brand awareness among HR decision makers in the region.

We offer a wide range of sponsorship opportunities, and I encourage you to review the enclosed details and join us for this outstanding event. Please don't delay! In past years, opportunities have sold out quickly. Important dates for sponsorship discounts are listed below. Booth selection is based on sponsorship level and date of submission.

On behalf of the entire Washington State Employment Law & HR Conference Committee and Washington State SHRM, I want to extend a warm invitation to be our partner for the conference that brings together the world of HR in Washington State. This year is shaping up to be our most successful conference yet. We look forward to your partnership!

Sincerely,

Arhonda Reyes, SHRM SCP
Conference Director
Washington State SHRM



Benefits of Sponsorship

With approximately 700 HR and business professionals attending, now more than ever, 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. Never before has the HR Community needed to connect and share. 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, contact:

Danielle Huston *Partnerships Director,*
Washington State SHRM
206.219.3525
Danielle.Huston@lockton.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!

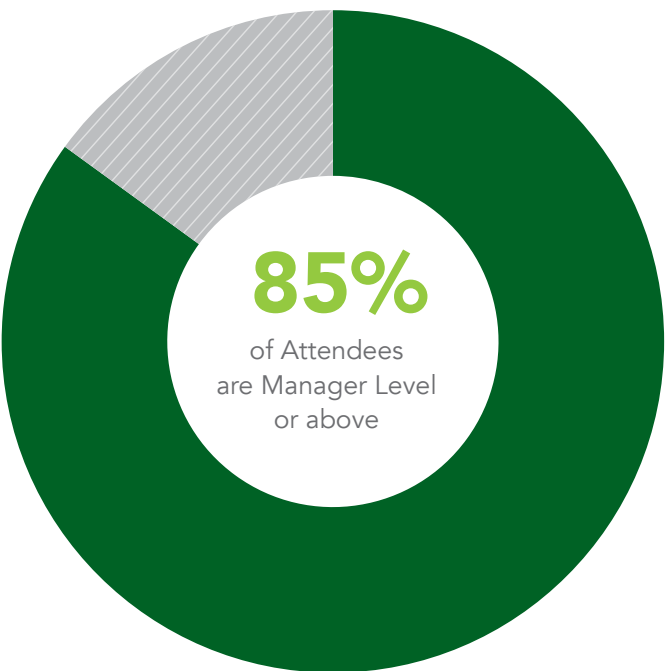
”

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

”

Past Participation Data

ATTENDEES BY JOB TYPE



513

ORGANIZATIONS

802

REGISTRATIONS

COMPANIES ATTENDING IN THE PAST



TOP INDUSTRIES REPRESENTED



Manufacturing or
Distribution



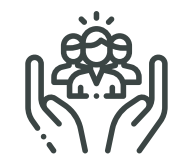
Professional
Services



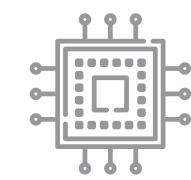
Government



Healthcare



Non-profit:
Religious, Arts,
Social Assistance



Technology



Education

Past Sponsors

PREMIER



GOLD



PRESENTING



SILVER



Location

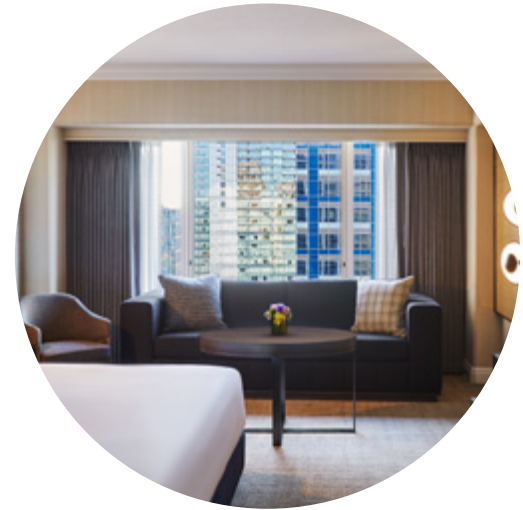
This year's conference will be held at the state-of-the-art conference center located in The Hyatt Regency Bellevue. Our intention is to gather live in March – we have planned other options if that is not a possibility.



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).

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	X				
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 15-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			

Sponsorships At-a-Glance

	TITLE	PREMIER	PLATINUM	GOLD	SILVER
Thursday workshops	X				
Bag insert Branded item may be placed in all conference bags	X	X	X	X	X
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 1/31/2022)	\$20,000	\$15,000	\$10,000	\$7,000	\$3,500
QUANTITY AVAILABLE	1	1	3	3	27



Networking Reception

THURSDAY, MARCH 10, 2022

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 10, 2022 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.

\$7,500

OR ADD TO PREMIER FOR

\$5,000

Other Exclusive Sponsorships

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

EARLY BIRD PRICING

\$5,000

AFTER 1/31/2022:

\$6,500

WiFi

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

EARLY BIRD PRICING

\$3,500

AFTER 1/31/2022:

\$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 1/31/2022:

\$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 1/31/2022:

\$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.



EARLY BIRD PRICING
\$15,000
1/31/2022:
\$20,000

Title Sponsorship

ONLY 1 AVAILABLE

The 2022 Title Sponsorship provides advanced networking opportunities opportunities with special recognition in the main ballroom, Title Sponsor signage with company logo at registration desk and a prime exhibitor booth.

At the Conference

- Naming recognition in all conference materials, identifying the company as the Title Sponsor.
- Opportunity to collaborate with WA State 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) <i>(pricing available upon request)</i>
Optional install and dismantle <i>(pricing available upon request)</i>

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



Premier Sponsorship

ONLY 1 AVAILABLE

The 2022 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
1/31/2022:
\$25,000

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

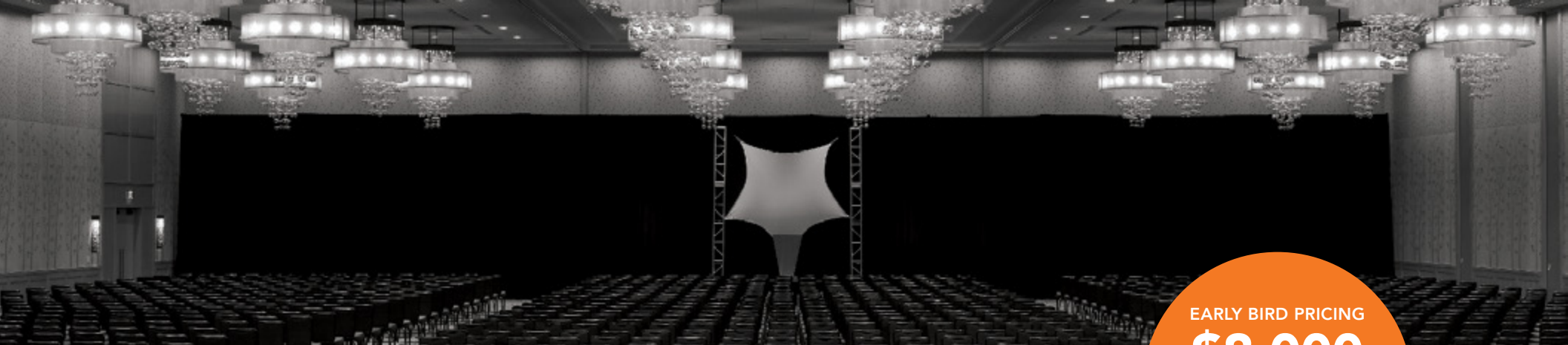
Benefits Post-Conference

- 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) <i>(pricing available upon request)</i>
Optional install and dismantle <i>(pricing available upon request)</i>

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



Platinum Sponsorship

ONLY 3 AVAILABLE

The 2022 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

EARLY BIRD PRICING

\$8,000

1/31/2022:

\$10,000

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.



EARLY BIRD PRICING

\$5,500

1/31/2022:

\$7,000

Gold Sponsorship

ONLY 3 AVAILABLE

The 2022 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) <i>(pricing available upon request)</i>
Optional install and dismantle <i>(pricing available upon request)</i>

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



Silver Sponsorship

ONLY 27 AVAILABLE

The 2022 Silver Sponsorship provides great sponsorship and networking opportunities, recognition and sponsorship signage with company logo at the conference, and a standard exhibitor booth.

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

- 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

Benefits Post-Conference

- Limited to the first 10 Silver Sponsors

EARLY BIRD PRICING

\$2,750

1/31/2022:

\$3,500

STANDARD EXHIBITOR BOOTH SPECS
One 6' table
Sponsor only WiFi
Two chairs
Wastebasket
Optional electrical connection <i>(pricing available upon request)</i>
Optional power strip <i>(pricing available upon request)</i>
Optional monitor(s) <i>(pricing available upon request)</i>
Optional material handling <i>(pricing available upon request)</i>
Optional install and dismantle <i>(pricing available upon request)</i>

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

A-La-Carte Add-Ons

Put your brand front and center at the 2022 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 1/31/22:

\$1,500

PROMO ITEM PLACED ON TABLE AT BREAKFAST

EARLY BIRD PRICING

\$1,500

AFTER 1/31/22:

\$2,000

PROMO ITEM PLACED ON TABLE AT LUNCH

EARLY BIRD PRICING

\$1,500

AFTER 1/31/22:

\$2,000

PROMO ITEM PLACED ON TABLE AT AFTERNOON KEYNOTE

EARLY BIRD PRICING

\$1,500

AFTER 1/31/22:

\$2,000

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

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

We hope you will join us, please email me at the address below to secure your opportunity today!
In order to receive the Early Bird pricing you must sign up by January 31, 2022. 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:

Danielle Huston

Partnerships Director, Washington State SHRM

206.219.3525

Danielle.Huston@lockton.com

Please note: WA ST SHRM will work diligently to ensure a safe gathering environment. We will follow all federal, state and local event guidelines to protect our attendees. We will provide regular updates to attendees and sponsors regarding the status of our in-person event. If for any reason we are not permitted to gather in-person, all sponsors will be contacted. We will work to offer a comparable exposure opportunity for our partners.