

Harnessing Your Human Assets

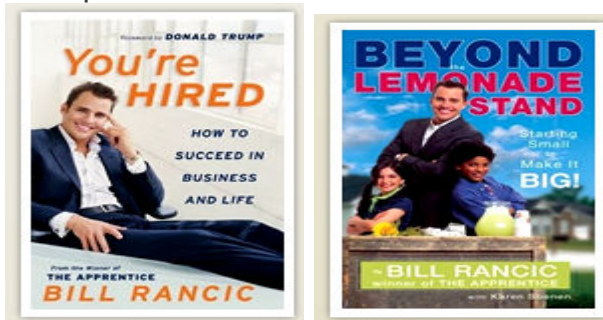


**2010 NYSSHRM Annual
Conference
Saratoga Hilton
September 12th – 14th**

AFFILIATE OF
SHRMTM
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

Whether you joined us last year, are new to our group, or have not participated for a while, **We WANT YOU** to join us for one of the most spectacular Conferences ever in Saratoga Springs.

The fall season in Saratoga is always beautiful, but more importantly, you will have an opportunity to reach over 400 Human Resource Professionals from across the State. We have several opportunities for you to participate, including sponsorship of our Keynote speaker, famous Bill Rancic. Bill is one of the world's most extraordinary, respected, and in demand entrepreneurs. Bill has published two New York Times best selling books:



He regularly lends advice to everyone from Donald Trump to the local professional with a dream and an idea. And he does it with style and sophistication. Bill is a true American entrepreneur. At the age of 23, he founded the internet-based company, Cigars Around the World, in a 400 sq. ft. studio apartment. Today, it is a thriving multi-million dollar national operation, of which Bill sits on the board of directors. Bill married *E! News* anchor Giuliana DePandi September 1, 2007. Donald Trump chose Bill to be his right-hand man out of a competitive pool of 250,000 applicants to be crowned the original Apprentice. Bill has worked for and been personally mentored by Donald Trump for years and has traveled with Mr. Trump across the US and internationally.

So you can see we have some new and exciting opportunities this year that get you and your company in front of not only HR Professionals, but Corporate Executives! Let's face it, how many times to you get a chance to get in front of the decision maker of a company? This year, we have added our new "Strategic Series." This is a spectacular opportunity to reach those individuals that sit in the strategic chair, whether is be the CHRO or the CEO's, CFO's, or, COO's you have been trying so hard to meet will be here. Want some one on one time with these strategic players? **We will give you the opportunity to sponsor a cocktail hour exclusively for them.**

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Golf anyone? This is another spectacular opportunity that our Conference provides to get in front of other professionals in a comfortable setting. Tee up your team on the course on Sunday morning, September 12th and we'll have you off before the Solution Center even opens. Hole Sponsorship opportunities are available for you to get your company's name out there for all to see.

Want to know how you can do it? Well, on the next several pages you will find all the ways that you and your company can to be a featured guest at the 2010 NYS SHRM Annual Conference.

Please check off which level you would like and mail it in to reserve your spot today!!

First, tell us about you:

Company Name: _____

Contact Name: _____ Phone: _____

Email: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Fax #: _____

Conference Partner Opportunities:

I Want	Event	What I get:	Cost:
	Keynote Speaker Monday Morning Bill Rancic	<ul style="list-style-type: none"> • 6 people dining with Keynote, • Intro of Keynote, • 10 minute presentation of your company, • 1 premier booth 10 x 10, • 6 full Conference registrations, • Recognition on program front cover and a full page ad, • Advertisement in HR NOW Magazine, Company logo (or mention) on all promotional mailings including brochures, pamphlets, letters, e-mail correspondence prior to the Conference and Conference program booklet during the Conference (exclusive), • Company logo on Conference electronic registration forms / tote bags / lanyards / committee volunteer shirts along w/ NYS logo, signage at the Conference (all exclusive), advertisement on NYS website from 1/01/10 through 08/31/10 • Recognition during break periods in the Solutions Center <p>Advance copy of the participant listing</p>	\$15,000

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I Want	Event	What I Get:	Cost:
	Platinum Booth	<ul style="list-style-type: none"> • 1 Solution Center booth 10'x10', • 4 Conference registrations, • Reserved seating at head tables, • Recognition on the Conference program back cover & a full page advertisement in the Conference program, HR NOW Magazine, and NYSSHRM website • Advance copy of the participant listing 	\$8,000
	Gold Booth	<ul style="list-style-type: none"> • 1 Solution Center booth 8x8, premier location • 4 full Conference registration, • Logo on NYSSHRM website 	\$5,000
	Sliver Booth	<ul style="list-style-type: none"> • 1 Solution Center booth 8x8, -premier location • 3 Conference registration, • Logo on NYSSHRM website 	\$4,000
	Bronze Booth	<ul style="list-style-type: none"> • 1 Solution Center booth, 8'x8' • 2 Conference registration – premier location 	\$3,000
	Standard Booth	<ul style="list-style-type: none"> • 1 Solution Center booth, 8'x8' • 1 Conference registration 	\$1,000
	Social Reception Sunday	<ul style="list-style-type: none"> • Recognition on the Conference program back cover & a full page advertisement in the Conference program, HR NOW Magazine, and logo on NYSSHRM website • Signage at event with Company Name and Logo • 2 Conference Registrations • Complimentary Vendor Booth 	\$5,000
	Sunday Dinner	<ul style="list-style-type: none"> • Recognition on the Conference program back cover & a full page advertisement in the Conference program, HR NOW Magazine, and logo on NYSSHRM website • Signage at event with Company Name and Logo • 2 Conference Registrations • Complimentary Vendor Booth 	\$5,000
	Keynote - Monday Lunch	<ul style="list-style-type: none"> • Logo on NYSSHRM website • Signage at event with Company Name and Logo • 1 Conference Registration 	\$3,000
	Breakfast Monday	<ul style="list-style-type: none"> • Logo on NYSSHRM website • Signage at event with Company Name and Logo 	\$2,000
	Social Reception Monday	<ul style="list-style-type: none"> • Recognition on the Conference program back cover & a full page advertisement in the Conference program, HR NOW Magazine, and logo on NYSSHRM website • Signage at event with Company Name and Logo • 2 Conference Registrations • Complimentary Vendor Booth 	\$5,000
	Breakfast Tuesday	<ul style="list-style-type: none"> • Logo on NYSSHRM website • Signage at event with Company Name and Logo 	\$2,000
	Tuesday Lunch	<ul style="list-style-type: none"> • Logo on NYSSHRM website • Signage at event with Company Name and Logo • 1 Conference Registration 	\$3,000

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	Golf Team – Beautiful Saratoga Spa Golf Course	<ul style="list-style-type: none"> • 4 players for 18 Hole Green Fees w/ Cart • \$5 pro shop merchandise credit • \$5 restaurant credit • \$1 bag service fee 	\$350
	Golf Hole Sponsor	<ul style="list-style-type: none"> • Sign at hole with logo and company name 	\$150
	Golf Beverage Cart Sponsor	<ul style="list-style-type: none"> • Signage on beverage carts 	\$200
	Conference Shirts	<ul style="list-style-type: none"> • Shirts worn by Conference Committee throughout the Conference with your company name and logo • Recognition on the Conference program 	\$2500
	Lanyards	<ul style="list-style-type: none"> • Lanyards all Conference attendees will be wearing with your company name and logo on them • Recognition on the Conference program 	\$3000
	Tote Bags	<ul style="list-style-type: none"> • Conference bags that all attendees, vendors and speakers receive with your company name and logo on them • Recognition on the Conference program • Complimentary Vendor Booth 	\$5000
	Grand Prize	<ul style="list-style-type: none"> • Recognition on the Conference program • Signage at event with Company Name and Logo 	\$1000
	Conference Notebook	<ul style="list-style-type: none"> • Conference notebooks that all attendees receive with your company name and logo on them • Recognition on the Conference program 	\$1500
	Half Page Ad & Website		\$750
	Full Page Ad Transition Page		\$550

If you are interested in speaking at this year's Conference, please go to <http://NYSSHRM.questionpro.com> to complete a Speaker Proposal Form.

To register and pay online, please go to www.nysshrm.org or you may register with this form and remit payment to:
 NYS SHRM Conference 2010,
 Attn: Jon Helmin Treasurer,
 47 Euclid Avenue
 Kenmore, NY 14217

For specific questions and reservations, please contact Colin Adams at 716-984-2602

We look forward to seeing you there!!