



**2012 NYSSHRM Annual Conference and Solution Center**  
**Saratoga Hilton**  
**Wed – Fri July 18th – 20th**

NYS SHRM continues the annual tradition in Saratoga Springs, NY for July 2012. The 2011 conference had over 350 attendees (27% WNY, 17% Central NY, 16% NYC/LI and 39% Capital Region) from companies of all shapes and sizes. With about 38% of the attendees with titles of director and above and over 8 hours of networking time in the Solution Center, exhibitors are able to successfully connect with key decision makers from across the State.

Most of these sponsorship packages allow you to more than just the event participants through the NYS SHRM website and connect to other SHRM affiliate chapters across New York State. Additionally, the award winning magazine, *HR Now*, also provides extra visibility. Whether it is to promote your product or service to HR professionals, demonstrate your commitment to the professional or simply communicate a recent job opening, this is the perfect solution.

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 2012 NYS SHRM Annual Conference.

**Conference Partner Opportunities:**

<b>Keynote Speaker Sponsorship</b> <b>2 Available</b>	<ul style="list-style-type: none"> <li>• Recognition on the Conference program back cover, half page ad in the Conference program and logo on NYSSHRM website</li> <li>• Signage at event with Company Name and Logo</li> <li>• 3 Conference Registrations</li> <li>• Pre-conference attendee listing</li> <li>• Tote bag insert</li> <li>• Complimentary Vendor Booth</li> <li>• Conference attendee listing</li> </ul>	<b>\$7000</b>
<b>Platinum Sponsorship</b>	<ul style="list-style-type: none"> <li>• Recognition on the Conference program back cover &amp; a full page advertisement in the Conference program and logo on NYSSHRM website</li> <li>• Signage at event with Company Name and Logo</li> <li>• 4 Conference Registrations</li> <li>• Reserved seating at head tables</li> <li>• Pre-conference attendee listing</li> <li>• Tote bag insert</li> <li>• 1 Solution Center booth 10'x10'</li> <li>• Conference attendee listing</li> </ul>	<b>\$8,000</b>
<b>Gold Sponsorship</b>	<ul style="list-style-type: none"> <li>• 1 Solution Center booth 8x8, premier location</li> <li>• 4 full Conference registration</li> <li>• Pre-conference attendee listing</li> <li>• Logo on NYSSHRM website</li> <li>• 1 tote bag insert</li> <li>• Conference attendee listing</li> </ul>	<b>\$5000</b>



<b>Silver Sponsorship</b>	<ul style="list-style-type: none"> <li>• 1 Solution Center booth 8x8, -premier location</li> <li>• 3 Conference registration</li> <li>• Pre-conference attendee listing</li> <li>• Logo on NYSSHRM website</li> <li>• Conference attendee listing</li> </ul>	\$4000
<b>Bronze Sponsorship</b>	<ul style="list-style-type: none"> <li>• 1 Solution Center booth, 8'x8'</li> <li>• Pre-conference attendee listing</li> <li>• 2 Conference registration – premier location</li> <li>• Conference attendee listing</li> </ul>	\$3000
<b>Break/Reception Sponsorship:</b> Coffee or Ice Cream Breaks in the Solution Center <i>2 Available</i>	<ul style="list-style-type: none"> <li>• Recognition on the Conference program back cover &amp; a full page advertisement in the Conference program, HR NOW Magazine, and logo on NYSSHRM website</li> <li>• Signage at event with Company Name and Logo</li> <li>• 2 Conference Registrations</li> <li>• Complimentary Vendor Booth</li> <li>• Conference attendee listing</li> </ul>	\$5000
<b>Premium Conference Booth</b>	<ul style="list-style-type: none"> <li>• Standard 8x8 conference booth with a table and 2 chairs in a Premium location</li> <li>• 2 conference registrations</li> <li>• Conference attendee listing</li> </ul>	\$2000
<b>Standard Conference Booth</b>	<ul style="list-style-type: none"> <li>• Standard 8x8 conference booth with a table and 2 chairs</li> <li>• 1 conference registration</li> <li>• Conference attendee listing</li> </ul>	\$1000
<b>Conference Shirts</b>	<ul style="list-style-type: none"> <li>• Shirts worn by Conference Committee throughout the Conference with your company name and logo</li> <li>• Recognition on the Conference program</li> <li>• Conference attendee listing</li> </ul>	\$3000
<b>Lanyards</b>	<ul style="list-style-type: none"> <li>• Lanyards all Conference attendees will be wearing with your company name and logo on them</li> <li>• Recognition on the Conference program</li> </ul>	\$3000
<b>Tote Bags</b>	<ul style="list-style-type: none"> <li>• Conference bags that all attendees, vendors and speakers receive with your company name and logo on them</li> <li>• Recognition on the Conference program</li> <li>• Complimentary Vendor Booth</li> <li>• Conference attendee listing</li> </ul>	\$5000
<b>Wine Sponsor</b>	<ul style="list-style-type: none"> <li>• Recognition during the Wednesday night dinner and keynote speaker</li> <li>• Recognition in all printed materials</li> </ul>	\$2000
<b>Grand Prize</b>	<ul style="list-style-type: none"> <li>• Recognition on the Conference program</li> <li>• Recognition in the conference program</li> <li>• Conference attendee list</li> </ul>	\$1000
<b>Conference Notebook</b>	<ul style="list-style-type: none"> <li>• Conference notebooks that all attendees receive with your company name and logo on them</li> <li>• Recognition on the conference program</li> <li>• Conference attendee listing</li> </ul>	\$1500



<b>Half Page Program Ad on a Transition Page</b>	<ul style="list-style-type: none"> <li>▪ Includes company logo &amp; link on nysshrm.org for 3 months.</li> </ul>	\$750
<b>Full Page Program Ad</b>	<ul style="list-style-type: none"> <li>• Conference program visibility</li> </ul>	\$550
<b>Full Transition Page Ad Page &amp; Website</b>	<ul style="list-style-type: none"> <li>▪ Includes company logo &amp; link on nysshrm.org for 6 months.</li> </ul>	\$1000
<b>Tote bag Insert</b>	<ul style="list-style-type: none"> <li>▪ Add a piece of promotional for the conference attendee</li> </ul>	\$250
<b>Pre-conference listing</b>	<ul style="list-style-type: none"> <li>▪ Pre-conference attendee listing for advance promotional activities</li> </ul>	\$250