

# Why sponsor the ND SHRM Conference?

## Organization & Mission

The ND SHRM State Council is a non-profit organization and an affiliate of the Society for Human Resource Management. We are comprised of volunteers from various companies across the state, with the shared intention of spreading HR knowledge and experience to everyone.

Our mission is to support the human resources profession across North Dakota by providing leadership, connections, development opportunities and resources.

## Partnering Together

One way we support our mission is by providing an annual conference, for HR practitioners, business leaders, and anyone needing some education or information on what is happening in all areas of HR. In order to provide a high-quality conference at an affordable rate for attendees and develop other outreach programs across the state, we need your support.

## 2023 Conference Details

- September 12-14th, 2023 | Bismarck Event Center
- Exhibitor Showcase (one day) September 13th from 9 AM- 4 PM
- Typical attendees at the conference: 300-400
- Industries represented:
  - Manufacturing | Government | Energy | Financial | Construction | Service | Higher Education | Healthcare
- Sample of attendee titles:
  - CHRO | HR Director | HR Manager | HR Business Partner | HR Generalist | CFO | Recruiting Manager | Benefits Manager | Payroll Officer | Regional Administrator

*We look forward to partnering with you!*



# 2023 Sponsorship and Exhibitor Opportunities

Benefits	Platinum	Gold	Silver	Bronze	Exhibitor
	\$7,500	\$5,000	\$3,500	\$2,000	\$850
Promotion on ND SHRM website <i>(until February 1st 2024)</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion on ND SHRM social channel <i>(until February 1st 2024)</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recognition in ND SHRM newsletter	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resource to local state chapters and membership	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Main stage 2-minute promo at the conference	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Priority booth selection at Exhibitor Showcase	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conference registration discount of \$100 per additional attendee beyond package*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotional material in conference attendee registration packet	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to affiliate sponsorship with different aspects of conference such as: lunches, breaks, speakers, master of ceremony, post conference survey. Based on level and subject to availability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company name and logo listed on conference web page and app <i>(Note: logo only at Platinum and Gold levels; prominence decreases each level)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Company name and logo on looping PowerPoint show during conference general sessions <i>(Note: logo only at Platinum and Gold levels; prominence also decreases each level)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Conference admission: -3 registrations: Platinum & Gold* -2 registrations: Silver -1 registration: Bronze	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Exhibitor booth at Exhibitor Showcase <i>(1 day)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attendee contact information <i>(post conference)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## Want **MORE** exposure?

- **Push Notifications \$200:** Tailor 1 brief message to go out to conference attendees.
- **Insert in Attendee Bags \$75:** Include a branded item in the registration bags.
- **Extra Exhibitor Pass \$100:** Extra booth rep or swap reps during day (includes lunch).

**Contact Us:** Sponsorship@ndshrm.com | Committee Lead: April Frank (aprilfrank@ndshrm.com)