

NDSHRM26

WHY SPONSOR THE NDSHRM CONFERENCE?

ORGANIZATION & MISSION

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

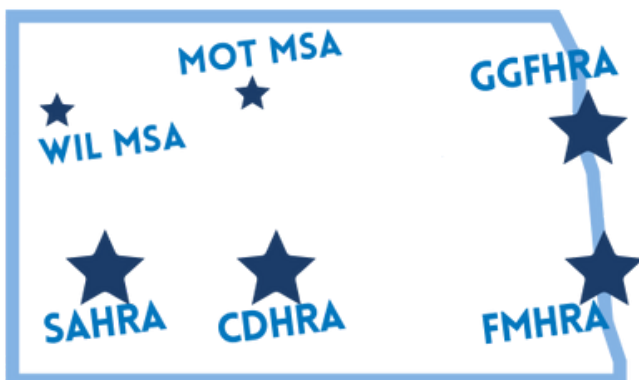
Our mission is to support the business leader & human resources profession across North Dakota by providing leadership, connections, development opportunities and resources.

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 workforce development and operations. 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.

2026 CONFERENCE DETAILS

- September 23-25, 2026 | Alerus Center - Grand Forks, ND
- Exhibitor Showcase (one day) September 24th from 9 AM- 4 PM
- Typical attendees at the conference: 300-400
- Industries represented:
 - Manufacturing | Government | Energy | Financial | Construction | Service | Higher Education | Healthcare | Retail | Hospitality
- Sample of attendee titles:
 - CHRO | HR Director | HR Manager | HR Business Partner | HR Generalist | CFO | Recruiting Manager | Benefits Manager | Payroll Officer | Regional Administrator



ND SHRM CHAPTERS



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SPONSOR & EXHIBITOR OPPORTUNITIES

Benefits	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Bronze \$2,000	Exhibitor \$850
Promotion on ND SHRM social channels (until February 1st, 2027)	✓				
Recognition in ND SHRM newsletter	✓				
Resource to local state chapters and membership	✓				
Main stage 2-minute promo at the conference	✓				
Promotion on ND SHRM website (until February 1st, 2027)	✓	✓			
Priority booth selection at Exhibitor Showcase	✓	✓			
Conference registration discount of \$100 per additional attendee beyond package*	✓	✓			
Promotional material in conference attendee registration packet	✓	✓	✓		
Optional ability to affiliate name with different aspects of conference (i.e. lanyards, meals, etc). Space is very limited and sponsor must communicate preferences.	✓	✓	✓		
Complimentary conference admission for the number of attendees listed	✓3	✓3	✓2	✓1	
Company name and logo on looping PowerPoint show during conference general sessions and on table tents in conference main hall (Note: logo only at Platinum and Gold levels; prominence also decreases each level)	✓	✓	✓	✓	
Attendee contact information (post conference)	✓	✓	✓	✓	✓
Access to conference app/community (Whova)	✓	✓	✓	✓	✓
Company name and logo listed on conference web page and app (Note: logo only at Platinum and Gold levels; prominence decreases each level)	✓	✓	✓	✓	✓
Exhibitor booth at Exhibitor Showcase (1 day)	✓	✓	✓	✓	✓

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EXCLUSIVE SPONSORSHIP OPPORTUNITIES (REACH OUT TO CONFIRM AVAILABILITY)

CONFERENCE EXPERIENCE SPONSOR \$2,500 1 AVAILABLE	SNACK SPONSOR \$2,000 2 AVAILABLE	SODA & COFFEE SPONSOR \$1,500 1 AVAILABLE
<ul style="list-style-type: none">• Logo recognition in all marketing of conference experience activities, including attendee/vendor event• Name recognition at the opening session, closing session, on table tents, and vocal name recognition when conference experience activities are announced on main stage• Recognition on the Main stage screens at break times	<ul style="list-style-type: none">• Special company logo on signage near the snack stations; open during afternoon breaks• Name recognition at the opening session, closing session, and on table tents• Recognition on the Main stage screens at break times	<ul style="list-style-type: none">• Special company logo on signage in the main hall near water, coffee & soda stations• Name recognition at the opening & closing session, along with on table tents• Recognition on the Main stage screens at break times

WANT MORE EXPOSURE?

- **Push Notifications \$100:** Tailor 1 brief message to go out to conference attendees directly in their conference app live notifications (this option directly messages conference attendees through notification and the app main message center during the conference. Spaces are very limited).
- **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: [Kayla Hardy](mailto:KaylaHardy@ndshrm.com)
(kaylahardy@ndshrm.com)