



## COLORADO SHRM STATE CONFERENCE SPONSOR & EXHIBITOR TOOLKIT

On behalf of the COSHRM State Conference Committee, thank you for supporting the 2022 COSHRM State Conference. Please carefully review the upcoming deadlines and important logistical information. Several items that need your attention. As a reminder, you can always email [info@coshrm.org](mailto:info@coshrm.org) for assistance. This toolkit will be posted to the [conference website](#) for your future reference.

### CONFERENCE SCHEDULE OF EVENTS

#### **Sunday, October 2**

1:00pm-5:00pm      Sponsor and Exhibitor check-in and booth set-up.  
*COSHRM volunteers will be available to help you unload your materials and show you to your space. Note that Keystone has a loading dock and we'll have signage directing you to that location.*

#### **Monday, October 3**

8:00am-10:00am      Final move-in and booth inspection  
**10:30am-4:00pm      Exhibit Hall hours**  
 12:00pm-1:30pm      Exhibit Hall Grand Opening - Lunch in the Exhibit Hall  
 4:00pm      Exhibit Hall closes for the day  
 5:30pm-8:30pm      Dinner and Evening Activity; Sponsors and Exhibitors are welcomed and encouraged to attend – *More information below*

#### **Tuesday, October 4**

**7:00am-1:00pm      Exhibit Hall hours**  
 12:00pm-1:00pm      Lunch in Exhibit Hall and Prize Giveaway – *More information below*  
 1:00pm-3:00pm      Booth break-down. *Booths should not be broken down prior to 1:00pm on October 4*

*Though not anticipated, set-up, conference, and dismantling times are subject to change. You will be notified by email if a change to the above schedule occurs.*

### EXHIBITOR PERSONNEL INFORMATION NEEDED ASAP

We need to know who from your company will attend the conference as booth staff. The total number of people allotted per company is based on your sponsorship level, and if you opted to purchase additional registrations. If you need more information or there is a discrepancy, don't hesitate to get in touch with us directly.

If you haven't already, please complete this [brief form](#) to provide the following information for each of your company representatives: First Name, Last Name, Email Address. Please enter your own name if you are one of the onsite booth staff. We will be adding your booth staff names' to your company profile this week.

This information enables us to link your booth staff to your company in our platform, allows for lead retrieval, and ensures that we have a pre-printed name badge available at the exhibitor registration counter. If you wish to purchase additional exhibitor registrations (\$200) or upgrade your booth staff to have access to conference sessions (\$649), please email [info@coshrm.org](mailto:info@coshrm.org).

## HOTEL ROOM RESERVATIONS

The deadline to book hotel rooms within the COSHRM rooming block was September 9, 2022. Though we cannot guarantee availability or rate after this date, please feel free to contact the properties and reference our group rooming code and they will accommodate you, if they can.

To make your lodging reservation, you have a few options:

- Call Keystone Group Reservations at **855-332-1601**. Please reference the group name 2022 Colorado SHRM State Conference and the group code **BKRSHR22** when making your reservation.
- Call Hyatt Place Keystone at **800-993-4759**. Please reference the group name 2022 COSHRM State Conference and the group code **G-3022** when making your reservation.

## MONDAY EVENING EVENT

The Monday Night Dinner and Entertainment will take place from 5:30pm-8:30pm. The Exhibit Hall will not be open at this time, however, Sponsors and Exhibitors are invited to join us as guests for dinner, drinks and networking throughout the evening. Your namebadge is your ticket. We hope you'll join us!

## ATTENDEE DATA

Following the conference, all sponsors and exhibitors will receive a list of conference attendees containing names and mailing addresses. The list will also contain email addresses for the individuals that opted-in to receiving sponsor/exhibitor communications. With the exception of the Presenting Sponsor, this list will not be available ahead of the conference but a list of attendees will be available via the conference app once it is launched the week of September 19.

## BOOTH SPACE

Presenting, Platinum and Gold sponsors had the opportunity to select their booth space. All others were assigned space based on the discretion of the COSHRM State Conference Committee, with priority given by sponsorship level and commitment date. Booth numbers are listed on the [conference website](#), and you can click [here](#) to view the floor map of your booth location.

## CONFERENCE PRIZE GIVEAWAY

Sponsors and Exhibitors are strongly encouraged to donate a prize for the Tuesday Closing Lunch in the Exhibit Hall – whether you are running a drawing at your booth or not. Companies will have the option to be recognized by a COSHRM representative when the winner is announced, or companies are welcome to announce the winner of their booths' prize from the stage in the Exhibit Hall. Please let us know if and how you'd like to participate. Donations can be dropped off during exhibitor check-in on Sunday, October 2 and Monday, October 3.

## CONFERENCE BAG DONATION

Sponsors or Exhibitors who wish to donate an item for inclusion in the conference bags must receive approval and ensure delivery of the items to COSHRM offices in Superior, CO (or the Keystone Conference Center) by 5:00 pm on Friday, September 30, 2022. The estimated quantity needed is 450-500 pieces.

## CONFERENCE TECHNOLOGY

The COSHRM State Conference will be hosted on the Whova app. You will have access to attendees before, during and after the conference via the app and will have the capability to message individuals.

- **REVIEW AND UPDATE YOUR COMPANY PROFILE**

- On September 19 you received an email invitation from 'Colorado SHRM State Conference' inviting you to edit your booth profile.
- Please follow the instructions upon receiving the invitation from Whova. Login to your profile by using the email address you provided when you registered to be a sponsor/exhibitor and create a password to access the site.
- Your Primary Contact will have the ability to make updates and edits to the company profile
  - This individual is encouraged to add a company overview, address information, a link to your company website, upload a video or handout, and other information you'd like attendees to see.
- If you have questions about making changes, we are happy to help answer them.

- **LEAD RETRIEVAL**

The Whova app allows affiliated booth staff to scan the QR codes on attendee nametags to capture their contact information for quick-and-easy follow-up after the event. Onsite technology support will be available during your set-up window in the Exhibit Hall to ensure you are comfortable with the technology.

- **EVOLVED HR GAME**

Attendees at the conference will be competing for points throughout the conference via a game on the conference app. All sponsors are automatically included in the game and it is a benefit that can be purchased for \$250 for exhibitors. Your participation in the game will drive attendee visits to your booth. If you are an exhibitor and would like to participate in the game, please contact [info@coshrm.org](mailto:info@coshrm.org).

## ELECTRICITY AND A/V REQUESTS

Electricity and A/V requests can be made directly through Keystone. Please visit the [link](#) for information about how to request these items for your booth in advance.

## CSD EXPO SERVICES

CSD Expo Services is the official service contractor for the conference. Presenting and Platinum Sponsors receive two 6' draped tables, 8' x 20' of exhibit space, and four chairs. Other sponsorship levels and exhibitors receive one 6' draped table, 8' x 10' of exhibit space, and two chairs.

If you have any additional needs for your booth beyond what is provided, please work directly with CSD Expo to coordinate those needs for your booth. CSD Expo contacted all sponsors and exhibitors on September 6 with information about how to access the online portal for a list of their services and pricing. If you haven't received that email or you're unable to login to the portal, please let us know by emailing [info@coshrm.org](mailto:info@coshrm.org). **Note that CSD Expo does not handle A/V and Electrical Requests – those are to be made directly with Keystone and request forms are available [here](#).**

## SHIPPING INFORMATION

Items should be addressed as follows:

2022 COSHRM Colorado State Conference  
Hold For: Guest's Name and Exhibitor Name  
C/O Keystone Resort Conference Center  
0633 Tennis Club Road Keystone, Colorado 80435

Keystone Guest Services (ext. 4000) will deliver individual shipments to the guest's room or hold at the Conference Center. **Please do not ship items more than one week prior to the event.** If so, packages are subject to a storage charge.

United Parcel Service, Federal Express and Airborne Express are all shipping companies that can be used to ship to the above-mentioned address. **Please DO NOT ship via US Postal Service to this address.** Freight deliveries will also be accepted at the above address, however, it is the group's responsibility to make arrangements with freight companies for inbound and/or outbound service.

## EXHIBIT SPACE GUIDELINES AND FINE PRINT

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits and must adhere to the space guidelines outlined in the Sponsor/Exhibitor Prospectus. Aisles must be kept clear. All material used for decoration, i.e., paper, cardboard, cloth, etc., shall be flame retardant. Fire exits and safety equipment must be left accessible and in full view at all times. Public address, sound producing, or amplifying devices projecting sound (i.e., music, singing, etc.) beyond the exhibitor's space is prohibited. Exhibitors who wish to dispense refreshments (i.e., bite-sized snacks) from their table MUST receive permission from COSHRM. No liquor may be served from the exhibit table.

It is mutually agreed that neither COSHRM nor the Keystone Resort shall be liable to an exhibitor for: any damage to or for the loss or destruction of an exhibit, damage to the property of an exhibitor, or injuries to his/her person resulting from any cause. All claims for any such loss, damage, or injury are expressly waived by the exhibitor. COSHRM, show facility, any officer, director, or staff member will not be responsible for the safety of the property or the exhibitor from any cause. COSHRM reserves the right to change the locations for the exhibition and will not be responsible for delays, damage, loss, or other unfavorable conditions caused by circumstances beyond its control.

COSHRM reserves the right to prohibit any display, exhibit, or any part of a proposed exhibit which is judged not suitable, or for any other reason.