



COLORADO SHRM STATE CONFERENCE SPONSOR & EXHIBITOR TOOLKIT

On behalf of the COSHRM State Conference Committee, thank you for supporting the 2024 COSHRM State Conference with your partnership. Please carefully review the upcoming deadlines and important logistical information. There are several items that need your attention. As a reminder, you can always email info@coshrm.org for assistance. This toolkit will be posted to the [conference website](#) for your future reference.

CONFERENCE SCHEDULE OF EVENTS

Wednesday, September 18

- | | |
|---------------|--|
| 2:00pm-6:15pm | Sponsor and Exhibitor check-in and booth set-up
<i>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.</i> |
| 6:15pm-7:00pm | Welcome Reception
<i>Exhibit Hall is not yet open but Sponsors and Exhibitors are invited to join attendees for food, drinks and networking.</i> |

Thursday, September 19

- | | |
|----------------------|--|
| 9:15am-5:00pm | Exhibit Hall hours |
| 7:00am-8:30am | Final move-in and booth inspection |
| 9:15am-10:00am | Exhibit Hall Grand Opening |
| 12:15pm-1:30pm | Lunch in the Exhibit Hall |
| 3:45pm-5:00pm | Reception in the Exhibit Hall |
| 6:00pm-8:00pm | Dinner event at Summit House
<i>Sponsors and Exhibitors are invited to attend but please confirm your plans to attend by denoting it on this form so we can plan accordingly.</i> |

Friday, September 20

- | | |
|----------------------|---|
| 7:00am-1:15pm | Exhibit Hall hours |
| 12:00pm-1:15pm | Lunch in Exhibit Hall and Prize Giveaway – <i>More information below</i> |
| 1:15pm-3:00pm | Booth break-down. <i>Booths should not be broken down prior to 1:15pm on Sept. 20</i> |

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.

Please complete this [brief form](#) to provide the following information for each of your company representatives: First Name, Last Name, Email Address, Dietary Restrictions, Thursday Night Dinner attendance plans. 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 within the conference app.

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 (\$499), please email info@coshrm.org. Note, booth staff have access to conference sessions.

HOTEL ROOM RESERVATIONS

The deadline to book hotel rooms within the COSHRM rooming block is **Tuesday, August 27, 2024**. We cannot guarantee availability or rate after this date. Information is outlined on the [Conference Lodging Information](#) page on our website.

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

- Book online by visiting [this link](#)
- Call Keystone Group Reservations at **855-948-0696**. Please reference the group name **2024 Colorado SHRM State Conference** and the group code **BKRCOS24** when making your reservation.

THURSDAY EVENING EVENTS

There are two different events following sessions on Thursday.

- The first event is a reception in the Exhibit Hall from 3:45pm-5:00pm. This will be a great networking opportunity with strong attendance.
- The second event is dinner at the Summit House atop Keystone Mountain from 6:00pm-8:00pm. Accessed via gondola, this unique conference experience will provide great views of the fall colors as attendees enjoy their ride to dinner. Sponsors and Exhibitors are invited to join us as guests for dinner, drinks and networking throughout the evening. Please let us know if you'd like to attend so we can plan accordingly (via the Exhibitor Personnel Information form referenced above).

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.

BOOTH SPACE

Presenting, Gold Medal and Silver Medal sponsors have the opportunity to select their booth space. All others are assigned space based on the discretion of the COSHRM State Conference Committee, with

priority given by sponsorship level and commitment date. Booth numbers and floor map will be made available closer to the conference date.

CONFERENCE PRIZE GIVEAWAY

Sponsors and Exhibitors are strongly encouraged to donate a prize for the Friday Closing Lunch in the Exhibit Hall – whether you are running a separate 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 Wednesday, September 18 and Thursday, September 19.

CONFERENCE BAG INSERT

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 13, 2024. 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**

- In September you'll receive 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.

- **CONFERENCE APP GAMIFICATION**

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.

ELECTRICITY AND A/V REQUESTS

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

LV EXPO SERVICES

LV Expo Services is the official service contractor for the conference. Presenting, Gold Medal, and Silver Medal Sponsors receive two 6' draped tables and 10' x 16' of exhibit space. Other sponsorship levels and exhibitors receive one 6' draped table and 8' x 10' of exhibit space.

If you have any additional needs for your booth beyond what is provided, please work directly with LV Expo to coordinate those needs for your booth. LV Expo will contact all sponsors and exhibitors directly with information about how to access their online portal for a list of their services and pricing.

Note that LV 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:

2024 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.