



# THINK beyond

**CO**  
**SHRM**  
**STATE**  
CONFERENCE

**October 2-4, 2019**  
**Keystone Colorado**

PRESENTED BY  
**Ogletree**  
**Deakins**

# THINK *beyond*

Welcome to the Colorado SHRM (COSHRM) 2019 State Conference where we invite you to **Think Beyond!** We look forward to hosting you at the Keystone Conference Center in beautiful Keystone, Colorado October 2-4, 2019. Sponsoring and exhibiting at the COSHRM 2019 State Conference offers you the unique opportunity to reach decision-making HR professionals from across the state in one location. These industry leaders are looking for the latest technology and professional services available to support their companies and their careers. Our reimagined Exhibit Hall is sure to drive attendee engagement throughout the conference resulting in meaningful face to face interactions at your booth and beyond!

**See you there!**



# *sponsor & exhibitor OPPORTUNITIES*

## *We are excited to offer you*

1. Exposure at *the* state-wide conference dedicated to HR professionals
2. Facetime with hundreds of Colorado's best and brightest – HR practitioners in all stages of their careers from generalists to vice presidents
3. Packages with unique marketing opportunities that can be customized to meet your goals
4. Personalized customer service - from your initial financial commitment to onsite volunteer-supported assistance at the conference
5. A reimagined Exhibit Hall experience designed to drive attendee engagement throughout the conference and beyond!

### **REGISTER TODAY!**

Exhibitor and sponsorship opportunities are filled on a first-come, first-served basis! Register online today by visiting: [regonline.com/2019coshrmsponsor](http://regonline.com/2019coshrmsponsor)

### **QUESTIONS?**

Call Colorado SHRM at 303-438-7090 or email [conference@coshrm.org](mailto:conference@coshrm.org)

### **THE 2019 COSHRM STATE CONFERENCE Exhibit Hall WILL FEATURE:**

- Food and beverage service for every break and meal served in the Exhibit Hall
- Seating throughout the Exhibit Hall to encourage attendees to eat, network and socialize in the hall with YOU
- Fewer overall exhibitors than years past allowing each sponsor and exhibitor a better opportunity to connect with attendees
- An Exhibit Hall Grand Opening Reception on Wednesday night and an Exhibit Hall Closing Reception on Thursday night to maximize networking opportunities with attendees in a fun, informal setting
- A DJ in the Exhibit Hall to keep the energy high and to allow for select sponsors to address attendees during the breaks and receptions
- Games and other fun activities to drive attendee traffic to the Exhibit Hall and reward attendee engagement with our sponsors and exhibitors
- And more!

# *sponsor & exhibitor OPPORTUNITIES*

## 1. Presenting Sponsor *(One Exclusive Partner)*

Prior to 3/31/19 \$15,000

- Title Sponsor **SOLD**

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## 2. Signature Experience Sponsors

Prior to 3/31/19 \$10,000

After 3/31/19 \$12,000

- Wednesday Exhibit Hall Grand Opening Reception Sponsor
- Thursday Exhibit Hall Closing Reception Sponsor
- Wednesday Opening Keynote Sponsor
- Thursday Keynote Sponsor

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## 3. Maximum Exposure Sponsors

Prior to 3/31/19 \$7,500

After 3/31/19 \$8,500

- ~~Conference Bag Sponsor~~ **SOLD**
- Flash Drive Sponsor
- Attendee Lanyard Sponsor
- Exhibit Hall DJ Sponsor

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## 4. Exhibit Hall Food & Beverage Sponsors

Prior to 3/31/19 \$5,000

After 3/31/19 \$6,000

- Thursday Breakfast in Exhibit Hall Sponsor
- Thursday Morning Break in Exhibit Hall Sponsor
- Thursday Lunch in Exhibit Hall Sponsor
- Thursday Afternoon Break in Exhibit Hall Sponsor

## 5. Conference Track Sponsors

Prior to 3/31/19 \$4,000

After 3/31/19 \$5,000

- Conference Track Sponsor: Industrial Revolution 4.0
- Conference Track Sponsor: Leadership & Navigation
- Conference Track Sponsor: Risks, Boundaries & Rights
- Conference Track Sponsor: The Future Workforce

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## 6. Attendee Engagement Sponsors

Prior to 3/31/19 \$3,500

After 3/31/19 \$4,500

- Giveaway Sponsor
- Wifi Sponsor
- Volunteer Apparel Sponsor
- Headshot Studio Sponsor
- Charging Corner in Exhibit Hall Sponsor
- Charging Station Sponsor
- General Session Table Top Sponsor
- Exhibit Hall Snack Table Sponsor
- Post-Event Survey Sponsor

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## 7. Conference Food & Beverage Sponsors

Prior to 3/31/19 \$2,500

After 3/31/19 \$3,000

- Wednesday PM Break Sponsor
- Friday Breakfast Sponsor
- Friday AM Break Sponsor
- Friday Lunch Sponsor
- Conference Center Café Sponsor

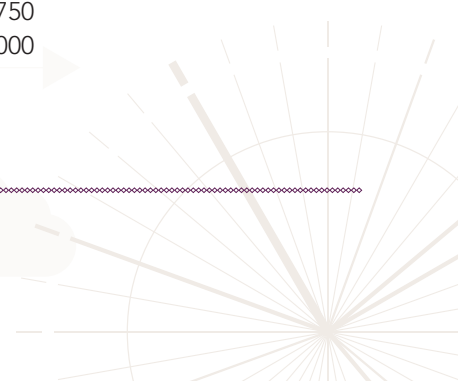
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## 8. Exhibitors

Prior to 3/31/19 \$1,750

After 3/31/19 \$2,000

- Exhibit Space



# ***sponsor BENEFITS OVERVIEW***

All packages come with exhibitor space and include complimentary wifi in the Exhibit Hall, company logo and link displayed on the conference website, and an electronic list of attendees following the event.\* Sponsors and exhibitors will be provided access to a leads-capturing tool that can scan attendee badges, capture conversation notes and export a list of contacts at the end of the event. Additional sponsorship benefits by type are outlined below.

## **TITLE SPONSOR**

**\$15,000**

**SOLD**

- **Exhibitor space and benefits as described; plus**
- Company name and logo receive prominent exposure in all conference marketing materials
- Speaking opportunity to address conference attendees
- Opportunity to announce the winner of your company's game or prize giveaway at the Exhibit Hall Closing Reception
- Expanded exhibit space
- Electronic list of conference attendees 15 days prior to the conference
- Rotating secondary banner advertising the company on the conference website
- Full page ad in conference program
- Floor decal with company logo lining the walk to Exhibit Hall
- Inclusion of booth in the game to drive attendee engagement in the Exhibit Hall
- Four exhibitor personnel registrations

## **WEDNESDAY EXHIBIT HALL GRAND OPENING RECEPTION SPONSOR**

**\$10,000 prior to 3/31/19 | \$12,000 after 3/31/19**

- **Exhibitor space and benefits as described; plus**
- Speaking opportunity to address conference attendees at the Wednesday Exhibit Hall Grand Opening Reception
- Company name and logo at reception tables and bars
- Priority exhibit space selection
- Opportunity to announce the winner of your company's game or prize giveaway at the Exhibit Hall Closing Reception
- Expanded exhibit space
- Rotating secondary banner advertising the company on the conference website
- Half page ad in conference program
- Inclusion of booth in the game to drive attendee engagement in the Exhibit Hall
- Four exhibitor personnel registrations

\*Limited to attendees who opt-in to their information being shared.

**IDEAS TO ENHANCE YOUR SUCCESS**

**No.1:**  
***Incorporate  
the Theme***

This year's theme is **Think Beyond**.  
Get creative and incorporate our theme  
with your giveaways. If you need some  
help we have some great ideas.  
Email [conference@coshrm.org](mailto:conference@coshrm.org)

# *sponsor BENEFITS OVERVIEW*

## **THURSDAY Exhibit Hall CLOSING RECEPTION SPONSOR**

**\$10,000 prior to 3/31/19 | \$12,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Speaking opportunity to address conference attendees at the Thursday Exhibit Hall Closing Reception
- Company name and logo at reception tables and bars
- Priority exhibit space selection
- Opportunity to announce the winner of your company's game or prize giveaway at the Exhibit Hall Closing Reception
- Expanded exhibit space
- Rotating secondary banner advertising the company on the conference website
- Half page ad in conference program
- Inclusion of booth in the game to drive attendee engagement in the Exhibit Hall
- Four exhibitor personnel registrations

## **WEDNESDAY OPENING KEYNOTE SPONSOR**

**\$10,000 prior to 3/31/19 | \$12,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Speaking opportunity to address conference attendees at the Wednesday Opening Keynote general session
- Signage at the general session with company name and logo acknowledging sponsorship
- Priority exhibit space selection
- Opportunity to announce the winner of your company's game or prize giveaway at the Exhibit Hall Closing Reception
- Expanded exhibit space
- Rotating secondary banner advertising the company on the conference website
- Half page ad in conference program
- Inclusion of booth in the game to drive attendee engagement in the Exhibit Hall
- Four exhibitor personnel registrations

IDEAS TO ENHANCE YOUR SUCCESS

### **No.2:** *Utilize the Lead Suite App*

All sponsors and exhibitors will be provided access to a leads-capturing tool that can scan attendee badges, capture conversation notes and export a list of contacts at the end of the event.

Onsite technology support will be available to help you at the conference.

# *sponsor* **BENEFITS OVERVIEW**

## **THURSDAY KEYNOTE SPONSOR**

**\$10,000 prior to 3/31/19 | \$12,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Speaking opportunity to address conference attendees at the Thursday Keynote general session
- Signage at the general session with company name and logo acknowledging sponsorship
- Priority exhibit space selection
- Opportunity to announce the winner of your company's game or prize giveaway at the Exhibit Hall Closing Reception
- Expanded exhibit space
- Rotating secondary banner advertising the company on the conference website
- Half page ad in conference program
- Inclusion of booth in the game to drive attendee engagement in the Exhibit Hall
- Four exhibitor personnel registrations

## **CONFERENCE BAG SPONSOR**

**\$7,500 prior to 3/31/19 | \$8,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company logo on conference bags distributed to all attendees
- Priority exhibit space selection
- Opportunity to announce the winner of your company's game or prize giveaway at the Exhibit Hall Closing Reception
- Rotating sidebar banner advertising the company on the conference website
- Quarter page ad in conference program
- Inclusion of booth in the game to drive attendee engagement in the Exhibit Hall
- Four exhibitor personnel registrations

## **FLASH DRIVE SPONSOR**

**\$7,500 prior to 3/31/19 | \$8,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Participants pick up a flash drive of conference presentations (your logo included) at your booth
- Priority exhibit space selection
- Opportunity to announce the winner of your company's game or prize giveaway at the Exhibit Hall Closing Reception
- Rotating sidebar banner advertising the company on the conference website
- Quarter page ad in conference program
- Inclusion of booth in the game to drive attendee engagement in the Exhibit Hall
- Four exhibitor personnel registrations

# *sponsor* **BENEFITS OVERVIEW**

## **ATTENDEE LANYARD SPONSOR**

**\$7,500 prior to 3/31/19 | \$8,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company logo on lanyards provided to all attendees
- Priority exhibit space selection
- Opportunity to announce the winner of your company's game or prize giveaway at the Exhibit Hall Closing Reception
- Rotating sidebar banner advertising the company on the conference website
- Quarter page ad in conference program
- Inclusion of booth in the game to drive attendee engagement in the Exhibit Hall
- Four exhibitor personnel registrations

## **EXHIBIT HALL DJ SPONSOR**

**\$7,500 prior to 3/31/19 | \$8,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company logo on DJ table in Exhibit Hall on Thursday and repeated verbal mention by the DJ throughout the day
- Priority exhibit space selection
- Opportunity to announce the winner of your company's game or prize giveaway at the Exhibit Hall Closing Reception
- Rotating sidebar banner advertising the company on the conference website
- Quarter page ad in conference program
- Inclusion of booth in the game to drive attendee engagement in the Exhibit Hall
- Four exhibitor personnel registrations

## **THURSDAY BREAKFAST IN EXHIBIT HALL SPONSOR**

**\$5,000 prior to 3/31/19 | \$6,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Speaking opportunity to address attendees during breakfast in the Exhibit Hall
- Company name and logo to be placed at all tables where food and beverage is provided
- Rotating sidebar banner advertising the company on the conference website
- Logo in conference program
- Three exhibitor personnel registrations





# *sponsor* **BENEFITS OVERVIEW**

## **THURSDAY MORNING BREAK IN EXHIBIT HALL SPONSOR**

**\$5,000 prior to 3/31/19 | \$6,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Speaking opportunity to address attendees during the morning break in the Exhibit Hall
- Company name and logo to be placed at all tables where food and beverage is provided
- Rotating sidebar banner advertising the company on the conference website
- Logo in conference program
- Three exhibitor personnel registrations

## **THURSDAY LUNCH IN EXHIBIT HALL SPONSOR**

**\$5,000 prior to 3/31/19 | \$6,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Speaking opportunity to address attendees during lunch in the Exhibit Hall
- Company name and logo to be placed at all tables where food and beverage is provided
- Rotating sidebar banner advertising the company on the conference website
- Logo in conference program
- Three exhibitor personnel registrations

## **THURSDAY AFTERNOON BREAK IN EXHIBIT HALL SPONSOR**

**\$5,000 prior to 3/31/19 | \$6,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Speaking opportunity to address attendees during the afternoon break in the Exhibit Hall
- Company name and logo to be placed at all tables where food and beverage is provided
- Rotating sidebar banner advertising the company on the conference website
- Logo in conference program
- Three exhibitor personnel registrations

**IDEAS TO ENHANCE YOUR SUCCESS**

### **No.3:** *Upgrade Your Sponsorship*

This year we're offering select sponsorship levels the opportunity to address the audience at the closing reception. If it's not included in your package, consider upgrading for the chance to announce the winner of your company's Exhibit Hall game or prize to the conference attendees.

Space is limited!

# *sponsor* **BENEFITS OVERVIEW**

## **CONFERENCE TRACK SPONSOR**

### **Industrial Revolution 4.0**

**\$4,000 prior to 3/31/19 | \$5,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company logo included on the conference website and event app as a session icon for the breakout sessions associated with the sponsored track
- Logo in the conference program
- Three exhibitor personnel registrations

## **CONFERENCE TRACK SPONSOR**

### **Leadership & Navigation**

**\$4,000 prior to 3/31/19 | \$5,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company logo included on the conference website and event app as a session icon for the breakout sessions associated with the sponsored track
- Logo in the conference program
- Three exhibitor personnel registrations

## **CONFERENCE TRACK SPONSOR**

### **Risks, Boundaries & Rights**

**\$4,000 prior to 3/31/19 | \$5,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company logo included on the conference website and event app as a session icon for the breakout sessions associated with the sponsored track
- Logo in the conference program
- Three exhibitor personnel registrations

## **CONFERENCE TRACK SPONSOR**

### **The Future Workforce**

**\$4,000 prior to 3/31/19 | \$5,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company logo included on the conference website and event app as a session icon for the breakout sessions associated with the sponsored track
- Logo in the conference program
- Three exhibitor personnel registrations



**IDEAS TO ENHANCE YOUR SUCCESS**  
**No.4:**  
**Floor Decals**

New this year we have the opportunity for you to purchase branded floor decals. These 20"x20" decals will be customized with your company's logo and placed on the floor lining the walk into the Exhibit Hall and along the main foyer of the conference center.

# *sponsor* **BENEFITS OVERVIEW**

## **GIVEAWAY SPONSOR**

**\$3,500 prior to 3/31/19 | \$4,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company name and logo on conference giveaway provided to all attendees in the conference bags received at registration
- Logo in conference program
- Three exhibitor personnel registrations

## **WIFI SPONSOR**

**\$3,500 prior to 3/31/19 | \$4,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Signage with company name and logo displayed throughout the facility recognizing company as the wifi sponsor
- Logo in conference program
- Three exhibitor personnel registrations

## **VOLUNTEER APPAREL SPONSOR**

**\$3,500 prior to 3/31/19 | \$4,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company logo (one color) on apparel worn by the Conference Committee volunteers
- Logo in conference program
- Three exhibitor personnel registrations

## **HEADSHOT STUDIO SPONSOR**

**\$3,500 prior to 3/31/19 | \$4,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Signage with company name and logo displayed at the Head Shot Studio recognizing company as the Head Shot Studio sponsor
- Logo in conference program
- Three exhibitor personnel registrations

## **CHARGING CORNER IN EXHIBIT HALL SPONSOR**

**\$3,500 prior to 3/31/19 | \$4,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Signage with company name and logo at a charging corner set-up within the Exhibit Hall for phones, tablet and laptops on Thursday of the conference
- Logo in conference program
- Three exhibitor personnel registrations



# *sponsor* **BENEFITS OVERVIEW**

## **CHARGING STATION SPONSOR**

**\$3,500 prior to 3/31/19 | \$4,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Signage with company name and logo to be placed at a charging station for phones, tablets and laptops set-up for the duration of the conference
- Logo in conference program
- Three exhibitor personnel registrations

## **GENERAL SESSION TABLE TOP SPONSOR**

**\$3,500 prior to 3/31/19 | \$4,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company name and logo in the center of the tables in the General Session room
- Logo in conference program
- Three exhibitor personnel registrations

## **EXHIBIT HALL SNACK TABLE SPONSOR**

**\$3,500 prior to 3/31/19 | \$4,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company name and logo to be placed at all tables in the Exhibit Hall where coffee and snacks will be available throughout the Exhibit Hall hours; booth may be located near Snack Table, if desired by company.
- Logo in conference program
- Three exhibitor personnel registrations

## **POST-EVENT SURVEY SPONSOR**

**\$3,500 prior to 3/31/19 | \$4,500 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Attendees who complete a post-conference event survey will be rewarded with a coupon or gift certificate on behalf of the sponsoring company; after completing the survey, attendees will be driven to your company website.
- Logo in conference program
- Three exhibitor personnel registrations



# *sponsor* **BENEFITS OVERVIEW**

## **WEDNESDAY PM BREAK SPONSOR**

**\$2,500 prior to 3/31/19 | \$3,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company name and logo at all tables where food and beverage is provided
- Three exhibitor personnel registrations

## **FRIDAY BREAKFAST SPONSOR**

**\$2,500 prior to 3/31/19 | \$3,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company name and logo at all tables where food and beverage is provided
- Three exhibitor personnel registrations

## **FRIDAY AM BREAK SPONSOR**

**\$2,500 prior to 3/31/19 | \$3,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company name and logo at all tables where food and beverage is provided
- Three exhibitor personnel registrations

## **FRIDAY LUNCH BREAK SPONSOR**

**\$2,500 prior to 3/31/19 | \$3,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company name and logo at all tables where food and beverage is provided
- Three exhibitor personnel registrations

## **CONFERENCE CENTER CAFÉ SPONSOR**

**\$2,500 prior to 3/31/19 | \$3,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Company name and logo displayed at the Conference Center Café where espresso beverages will be provided to the attendees free of charge.
- Three exhibitor personnel registrations

## **EXHIBITORS**

**\$1,750 prior to 3/31/19 | \$2,000 after 3/31/19**

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- **Exhibitor space and benefits as described; plus**
- Two exhibitor personnel registrations

**IDEAS TO ENHANCE YOUR SUCCESS**

### **No.5: Attend Conference Sessions**

Are you or your exhibitor personnel interested in hearing a particular speaker or learning more about a featured topic at the conference? If so, consider upgrading your package in order to access conference sessions. Contact us for more information!



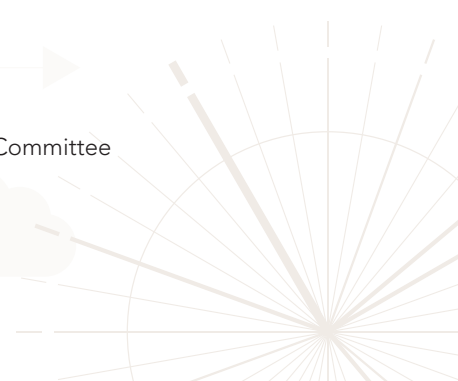
# description of *BENEFITS*

	Name in all marketing materials	Speaking opportunity to address conference attendees*	Priority exhibit space selection based on sponsorship level and receipt of payment in full	Opportunity to address audience at closing reception **	Expanded exhibit space to include two 6' draped tables and 8'x20' exhibit space and four chairs	Exhibit space to include one 6' draped table and 8'x10' exhibit space and two chairs	Electronic list of attendees 15 days prior to conference ***	Electronic list of attendees after the conference ***
Presenting \$15,000	⚙️	⚙️	⚙️	⚙️	⚙️		⚙️	⚙️
Signature Experience \$10,000		⚙️	⚙️	⚙️	⚙️			⚙️
Maximum Exposure \$7,500			⚙️	⚙️		⚙️		⚙️
Exhibit Hall Food & Bev \$5,000		⚙️		\$250		⚙️		⚙️
Conference Track \$4,000				\$250		⚙️		⚙️
Attendee Engagement \$3,500				\$250		⚙️		⚙️
Conference Food & Bev \$2,500				\$250		⚙️		⚙️
Exhibitors \$1,750				N/A		⚙️		⚙️

\*2-3 minutes allotted at a time associated with the sponsorship; to be determined by the Conference Committee

\*\*To announce the winner of your company's Exhibit Hall game or prize giveaway. Space is limited.

\*\*\*Limited to attendees that opt-in to their information being shared



Complimentary wifi access in the Exhibit Hall	Company logo and link displayed on conference website	Company-specific rotating banner advertising on conference website	Print advertisement in conference program	Company logo filling one 20x20 floor decal lining the walk to the Exhibit Hall	Inclusion of booth in the game to drive attendee engagement in the Exhibit Hall****	Allotted exhibitor personnel registrations to the conference	Exhibitor personnel registrations upgraded to allow access to conference sessions *****	Additional exhibitor personnel registrations/ with access to conference sessions
⚙	⚙	Secondary website banner	Full page ad	⚙	⚙	4	\$100	\$150 /\$250
⚙	⚙	Secondary website banner	Half page ad Upgrade to full page ad for \$250	\$250	⚙	4	\$100	\$150 /\$250
⚙	⚙	Sidebar banner \$250 for Secondary banner	Quarter page ad Upgrade to 1/2 page ad for \$250	\$250	⚙	4	\$100	\$150 /\$250
⚙	⚙	Sidebar banner \$250 for Secondary banner	Logo only Upgrade to 1/4 page ad for \$250	\$250	\$250	3	\$100	\$150 /\$250
⚙	⚙	Session icons \$150 for Sidebar banner, \$250 for Secondary banner	Logo only Upgrade to 1/4 page ad for \$250	\$250	\$250	3	\$100	\$150 /\$250
⚙	⚙	N/A	Logo only Upgrade to 1/4 page ad for \$250	\$250	\$250	3	\$100	\$150 /\$250
⚙	⚙	N/A	\$150 for logo \$250 for 1/4 page ad	\$250	\$250	3	\$100	\$150 /\$250
⚙	⚙	N/A	\$150 for logo \$250 for 1/4 page ad	\$250	\$250	2	\$100	\$150 /\$250

\*\*\*\*Game format and platform TBD

\*\*\*\*\*\$100 cost is per each exhibitor personnel that would like access to sessions.



# sponsor & exhibitor AGREEMENT

Online registration available at: [regonline.com/2019coshrmsponsor](http://regonline.com/2019coshrmsponsor)

If you prefer not to register online, please indicate your desired commitment level and any add-ons and submit pages 18-20 to [conference@coshrm.org](mailto:conference@coshrm.org).

## 1. Presenting Sponsor (One Exclusive Partner)

Prior to 3/31/19 \$15,000

- Exclusive Title Sponsor **SOLD**

ADD-ONS

- +\$100: Upgrade allotted exhibitor personnel registrations to include access to conference sessions
- +\$150/\$250: Additional exhibitor personnel registrations/with access to conference sessions

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## 2. Signature Experience Sponsors

Prior to 3/31/19 \$10,000

After 3/31/19 \$12,000

- Wednesday Exhibit Hall Grand Opening Reception Sponsor
- Thursday Exhibit Hall Closing Reception Sponsor
- Wednesday Opening Keynote Sponsor
- Thursday Keynote Sponsor

ADD-ONS

- +\$250: Upgrade to a full page ad in conference program
- +\$250: 20x20 floor decal with company logo lining the walk to the Exhibit Hall
- +\$100: Upgrade allotted exhibitor personnel registrations to include access to conference sessions
- +\$150/\$250: Additional exhibitor personnel registrations/with access to conference sessions

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## 3. Maximum Exposure Sponsors

Prior to 3/31/19 \$7,500

After 3/31/19 \$8,500

- Conference Bag Sponsor **SOLD**
- Flash Drive Sponsor
- Attendee Lanyard Sponsor
- Exhibit Hall DJ Sponsor

ADD-ONS

- +\$250: Upgrade to a company-specific rotating secondary banner on the conference website
- +\$250: Upgrade to a half page ad in conference program
- +\$250: 20x20 floor decal with company logo lining the walk to the Exhibit Hall
- +\$100 Upgrade allotted exhibitor personnel registrations to include access to conference sessions
- +\$150/\$250: Additional exhibitor personnel registrations/with access to conference sessions

## 4. Exhibit Hall Food & Beverage Sponsors

Prior to 3/31/19 \$5,000

After 3/31/19 \$6,000

- Thursday Breakfast in Exhibit Hall Sponsor
- Thursday Morning Break in Exhibit Hall Sponsor
- Thursday Lunch in Exhibit Hall Sponsor
- Thursday Afternoon Break in Exhibit Hall Sponsor

ADD-ONS

- +\$250: Address audience at closing reception to announce the winner of your company's Exhibit Hall game or prize giveaway
- +\$250: Upgrade to a company-specific rotating secondary banner on the conference website
- +\$250: Upgrade to a quarter-page ad in conference program
- +\$250: 20x20 floor decal with company logo lining the walk to the Exhibit Hall
- +\$250: Inclusion of booth in the Exhibit Hall game to drive attendee engagement
- +\$100: Upgrade allotted exhibitor personnel registrations to include access to conference sessions
- +\$150/\$250: Additional exhibitor personnel registrations/with access to conference sessions

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## 5. Conference Track Sponsors

Prior to 3/31/19 \$4,000

After 3/31/19 \$5,000

- Conference Track Sponsor: Industrial Revolution 4.0
- Conference Track Sponsor: Leadership & Navigation
- Conference Track Sponsor: Risks, Boundaries & Rights
- Conference Track Sponsor: The Future Workforce

ADD-ONS

- +\$250: Address audience at closing reception to announce the winner of your company's Exhibit Hall game or prize giveaway
- +\$250/\$150: Upgrade to a company-specific rotating secondary/sidebar banner on the conference website
- +\$250: Upgrade to a quarter-page ad in conference program
- +\$250: 20x20 floor decal with company logo lining the walk to the Exhibit Hall
- +\$250: Inclusion of booth in the Exhibit Hall game to drive attendee engagement
- +\$100: Upgrade allotted exhibitor personnel registrations to include access to conference sessions
- +\$150/\$250: Additional exhibitor personnel registrations/with access to conference sessions





## 6. Attendee Engagement Sponsors

Prior to 3/31/19	\$3,500
After 3/31/19	\$4,500

- Giveaway Sponsor
- Wifi Sponsor
- Volunteer Apparel Sponsor
- Headshot Studio Sponsor
- Charging Corner in Exhibit Hall Sponsor
- Charging Station Sponsor
- General Session Table Top Sponsor
- Exhibit Hall Snack Table Sponsor
- Post-Event Survey Sponsor

### ADD-ONS

- +\$250: Address audience at closing reception to announce the winner of your company's Exhibit Hall game or prize giveaway
  - +\$250: Upgrade to a quarter-page ad in conference program
  - +\$250: 20x20 floor decal with company logo lining the walk to the Exhibit Hall
  - +\$250: Inclusion of booth in the Exhibit Hall game to drive attendee engagement
  - +\$100: Upgrade allotted exhibitor personnel registrations to include access to conference sessions
  - +\$150/\$250: Additional exhibitor personnel registrations/with access to conference sessions
- 

## 7. Conference Food & Beverage Sponsors

Prior to 3/31/19	\$2,500
After 3/31/19	\$3,500

- Wednesday PM Break Sponsor
- Friday Breakfast Sponsor
- Friday AM Break Sponsor
- Friday Lunch Sponsor
- Conference Center Café Sponsor

### ADD-ONS

- +\$250: Address audience at closing reception to announce the winner of your company's Exhibit Hall game or prize giveaway
  - +\$250/\$150: Quarter-page ad/logo in conference program
  - +\$250: 20x20 floor decal with company logo lining the walk to the Exhibit Hall
  - +\$250: Inclusion of booth in the Exhibit Hall game to drive attendee engagement
  - +\$100: Upgrade allotted exhibitor personnel registrations to include access to conference sessions
  - +\$150/\$250: Additional exhibitor personnel registrations/with access to conference sessions
- 

## 8. Exhibitors

Prior to 3/31/19	\$1,750
After 3/31/19	\$2,000

- Exhibit Space

### ADD-ONS

- +\$250/\$150: Quarter-page ad/logo in conference program
  - +\$250: 20x20 floor decal with company logo lining the walk to the Exhibit Hall
  - +\$250: Inclusion of booth in the Exhibit Hall game to drive attendee engagement
  - +\$100: Upgrade allotted exhibitor personnel registrations to include access to conference sessions
  - +\$150/\$250: Additional exhibitor personnel registrations/with access to conference sessions
-

# *SPONSOR & EXHIBITOR AGREEMENT*

Online registration is available at [REGONLINE.COM/2019COSHRMSPONSOR](http://REGONLINE.COM/2019COSHRMSPONSOR)

[ There is no need to complete this page if you register online. ]

## SPONSOR CONTACT INFORMATION

**Business Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Website** \_\_\_\_\_

## PAYMENT

Total from previous page: \_\_\_\_\_

Check # (payable to COSHRM) \_\_\_\_\_

Visa    MC    AMEX    Discover

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Invoice me. I understand payment is due within 30 days of completing this sponsor/exhibitor agreement. I understand payment is required to secure exhibit space.

## ACCEPTANCE AND SIGNATURES

I certify that I have read and agree to comply with the COSHRM Conference Checklist. This completed form represents a binding agreement between the undersigned and COSHRM.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Please submit signed COSHRM 2019 Conference Agreement and initialed checklist with payment to:

**Colorado SHRM**  
**500 Discovery Parkway, Suite 125**  
**Superior, CO 80027**  
**Phone: 303-438-7090 | Fax: 303-243-5075**  
**Email: [conference@coshrm.org](mailto:conference@coshrm.org)**



# sponsor & exhibitor CHECKLIST

Carefully review and initial the following checklist, which contains important deadline information for deliverables and guidelines.

## □ CONFIRM YOUR RESERVATION \_\_\_\_\_ initial

Initial and submit Conference Agreement, checklist and logo (electronically) by email or mail with payment to:

Colorado SHRM  
500 Discovery Parkway, Suite 125  
Superior, CO 80027  
Phone: 303-438-7090  
Email: conference@coshrm.org

## □ INITIAL AND INCLUDE A COPY OF THIS SPONSOR/ EXHIBITOR CHECKLIST FORM WITH YOUR SUBMISSION \_\_\_\_\_ initial

All applications are first-come, first-served and must be accompanied by full payment. Presenting, Signature Experience & Maximum Exposure sponsors will have an opportunity to select exhibitor space first-come, first-served and with full payment. All other exhibitors will be awarded exhibit space based on the discretion of the COSHRM State Conference Committee. Reservation for table space will NOT be accepted over the telephone. COSHRM accepts checks, MasterCard, Visa, American Express and Discover cards. In the event an exhibitor finds it necessary to cancel participation in the COSHRM 2019 State Conference, notice of cancellation for a FULL refund must be received no later than July 1, 2019; 50% refund by August 1, 2019. Any cancellations received after that date will receive no refund. Cancellations must be sent in writing. Postmarks or email time-stamp will be determine level of refund.

## □ SUBMIT YOUR LOGO \_\_\_\_\_ initial

All logos must be submitted electronically at the time of reservation confirmation.

## □ SUBMIT YOUR AD \_\_\_\_\_ initial

Advertising in the conference program is included with some Sponsorships and Exhibitor Packages and can be purchased with others. Please submit your ad at the time of reservation confirmation (recommended) and no later than August 1, 2019. Ad specifications are as follows: Full page 8" w x 11" h, ½ page 8" w x 5.25" h, ¼ page 3.75" w x 5.25" h all ads are full color. Submit ads electronically as high resolution pdfs. **Contracts executed after August 1, 2019 will not include an advertisement in the conference program.**

# *sponsor & EXHIBITOR CHECKLIST*

## □ **SECURE OTHER APPROVALS, EQUIPMENT AND ELECTRICITY IF NECESSARY** \_\_\_\_\_ initial

Once contracted, you will receive follow-up detailed instructions regarding special booth requests (approvals), additional equipment requests (electrical needs, additional tables, chairs, etc.) which may result in an additional fee.

## □ **SPECIAL DONATION** \_\_\_\_\_ initial

Exhibitors who wish to donate an item for inclusion in the Conference Bags must receive approval and ensure delivery of the items to COSHRM by 5:00 PM on Friday, September 27, 2019.

Send package to: Keystone Conference Center,

Attention: COSHRM State Conference, 0633 Tennis Club Road, Dillon, CO 80435

## □ **SET UP AND DISMANTLE YOUR EXHIBIT** \_\_\_\_\_ initial

Subject to facility availability, installation of exhibits will be from 12:00 - 2:00 PM on Wednesday, October 2, 2019. All exhibits must be ready for inspection by COSHRM staff at 3:30 PM, Wednesday, October 2, 2019. Exhibit hours are 4:30 – 6:30 PM (Cocktail Reception) Wednesday, October 2 and 7:30 AM – 6:00 PM Thursday, October 3, 2019. No exhibits may be dismantled before the conclusion of the closing reception (6:00 PM) on Thursday, October 3, 2019. Set-up, conference times and closing/dismantling times are subject to change. Scheduling changes will be published on the 2019 COSHRM State Conference website at [coshrmstateconference.org](http://coshrmstateconference.org).

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.

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

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. All applications are first-come, first-served and MUST be accompanied by full payment.

