



# STATE CONFERENCE *evolved*

OCTOBER 2-4, 2022  
KEYSTONE, COLORADO  
OR VIRTUALLY ON OCTOBER 21, 2022

SPONSOR AND EXHIBITOR  
*prospectus*

Presented by  
**Ogletree  
Deakins**



# STATE CONFERENCE *evolved*

*New this year!*

## LIVE IN KEYSTONE | OCT. 2-4, 2022

- **Creative content delivery formats** – Content Track Sponsorships available!
- **Gamification** – All sponsors are automatically included in gamification on the virtual platform.
- **Intentional Networking Opportunities** – Sunday and Monday evening events to foster informal connections.
- **Sunday Signature Series** – A unique sponsorship opportunity featuring three additional small-group learning, networking and recertification opportunities on the afternoon of October 2 extending to the Welcome Reception and Opening Keynote on Sunday evening.

## VIRTUALLY FROM ANYWHERE | OCT. 21, 2022

- Engage with virtual attendees later in the month for a one-day event featuring **signature presentations and conference highlights**

*“COSHRM clearly prepared well to make this a well-organized and well-planned show.”*

—PAYROLL SOLUTION PROVIDER

# welcome

## Welcome to the 2022 Colorado SHRM State Conference!

Sponsoring and exhibiting at the 2022 COSHRM State Conference offers you the unique opportunity to reach decision-making HR and small business professionals from across the state.

This year we'll be offering an in-person (October 2-4) AND a virtual option (October 21) for our attendees – allowing us to safely extend the reach of our audience. These industry leaders are looking for the latest technology and professional services available to support their companies and their careers. Our in-person networking opportunities along with our engaging virtual platform are designed to maximize your ROI, resulting in meaningful interactions at your booth, online and beyond!

### Featured keynote speaker

**Johnny C. Taylor, Jr., SHRM-SCP**  
President & CEO, SHRM

### 4 content tracks

- Diversity, Equity & Inclusion
- HR Fundamentals
- Engagement & Culture
- The Future of Work  
is Here and Now



<b>SPONSORS AND EXHIBITORS BENEFITS BY TYPE</b>	<b>Presenting Sponsor (1)</b>	<b>Platinum Sponsor \$10,500 (2)</b>	<b>Gold Sponsor \$7,500 (3)</b>
<b>Opportunities</b>	<b>Presenting Sponsor (SOLD)</b>	<b>Monday Night Event Sponsor (SOLD) Featured Keynote Sponsor</b>	<b>Lanyard Sponsor (SOLD) Conference Bag Sponsor (SOLD) Signature Series Sponsor</b>
<b>ONSITE BENEFITS</b>			
Name in all marketing materials	<b>X</b>		
Speaking opportunity to address onsite conference attendees *	<b>X</b>	<b>X</b>	
Priority exhibit space selection	<b>X</b>	<b>X</b>	<b>X</b>
Exhibit space (exact booth space/size TBD)	<b>X</b>	<b>X</b>	<b>X</b>
Complimentary wifi access in the Exhibit Hall	<b>X</b>	<b>X</b>	<b>X</b>
Allotted onsite exhibitor personnel registrations to the conference	<b>4</b>	<b>4</b>	<b>3</b>
<b>VIRTUAL BENEFITS</b>			
Free virtual conference registrations to gift to clients or others at your company	<b>4</b>	<b>4</b>	<b>3</b>
Company-specific banner advertising on virtual platform	<b>X</b>	<b>X</b>	<b>X</b>
Speaking opportunity to address virtual conference attendees*	<b>X</b>	<b>X</b>	<b>X</b>
Push notification messaging to onsite and/or virtual attendees	<b>X</b>	<b>X</b>	<b>X</b>
Inclusion of company in gamification on the virtual platform	<b>X</b>	<b>X</b>	<b>X</b>
Post-event sponsorship report measuring your ROI	<b>X</b>	<b>X</b>	<b>X</b>
<b>EVERYONE RECEIVES</b>			
Mobile app and desktop access to the conference virtual platform being used by all attendees	<b>X</b>	<b>X</b>	<b>X</b>
Company logo and link to virtual booth included on virtual platform	<b>X</b>	<b>X</b>	<b>X</b>
Virtual 'Booth' in the online platform	<b>X</b>	<b>X</b>	<b>X</b>
Ability to upload video, marketing content and photos	<b>X</b>	<b>X</b>	<b>X</b>
Allotted booth staff in the online platform	<b>4</b>	<b>4</b>	<b>3</b>
In-app messaging and chat capabilities with attendees	<b>X</b>	<b>X</b>	<b>X</b>
Attendee list of individuals you engaged with at the event via the virtual platform	<b>X</b>	<b>X</b>	<b>X</b>

Silver Sponsor \$5,500 (6)	Bronze Sponsor \$3,500 (9)	Emerald Sponsor \$2,500 (6)	Exhibitor \$2,000 (20)	Exhibitor Online Only \$1,000 (Unlimited)
Giveaway Sponsor Monday Breakfast Sponsor Monday Lunch Sponsor (SOLD) Tuesday Lunch Sponsor Wifi Sponsor HR Student Champion Sponsor	Volunteer Apparel Sponsor (SOLD) Morning or Afternoon Break Sponsor (3 of 4 available) Content Track Sponsor (2 of 4 available) Volunteer	COSHRM Community Campsite (SOLD) HR Student Champion Sponsor (5 of 5 available)		
X	X	X	X	
X	X	X	X	
3	2	2	2	
3	2	2		
X	X	X	\$250	\$250
X	X	X		
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
3	2	2	2	2
X	X	X	X	X
X	X	X	X	X

## Audience profile

### YEARS in HR



0-6 years	19%
7-15 years	28%
16-20 years	16%
20+ years	53%

### decision makers

21% of attendees hold  
Director-Level positions

10.5% include  
C-Suite professionals



### COMPANY SIZE

1-50 employees	13%	51-200 employees	35%
201-500 employees	17%	501+ employees	36%



### ATTENDEES

# 500+

between in-person  
and virtual attendees

# 270+

Different Companies, Local/State  
Governments, Universities,  
School Districts represented

*“Very well-organized show. Especially like access  
to the technology which was very accurate and  
easy to use.”*

—VISION BENEFITS PROVIDER



# WHO SPONSORS AND EXHIBITS AT COSHRM?

HEALTH &  
WELLNESS

**solutions  
providers**

HIGHER EDUCATION

*compensation &  
benefits companies*

RECERTIFICATION PROGRAMS

talent management

***rewards  
& recognition***

**payroll solutions**

***banks***

TECH INNOVATORS

consultants  
& coaches

**staffing  
agencies**

HRM providers

FINANCIAL WELLNESS  
PROGRAMS

EMPLOYMENT  
LAW FIRMS

EDUCATION  
PROGRAMS

**brokerages**

***insurance  
companies***

***You.***

*“I like HR people. It was nice to meet more of them and have authentic conversations with so many great leaders from around Colorado.”*

—INSURANCE COMPANY

