



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



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

*3-5 minutes allotted at a time associated with the sponsorship; to be determined by the Conference Committee

| Silver Sponsor \$5,500 (5) | Bronze Sponsor \$3,500 (10) | Emerald Sponsor \$2,500 (6) | Exhibitor \$2,000 (30) | Exhibitor Online Only \$1,000 (Unlimited) |
|--|--|---|------------------------------|--|
| VIP Giveaway Sponsor Monday Breakfast Sponsor Monday Lunch Sponsor (SOLD) Tuesday Lunch Sponsor (SOLD) Wifi Sponsor (SOLD) | Volunteer Apparel Sponsor (SOLD) Morning or Afternoon Break Sponsor (2 of 4 available) Content Track Sponsor (SOLD) (0 of 4 available) Conference Center Café Sponsor | COSHRM Community Campsite (SOLD) HR Student Champion Sponsor (4 of 5 available) | | |
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| X | X | X | X | |
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| X | X | X | \$250 | \$250 |
| X | X | X | | |
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| 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

