



**2016 SYMPOSIUM
SPONSORSHIP/EXHIBITION
PROSPECTUS**



ABOUT LWHRA

LWHRA (Lake Washington Human Resources Association) is a "Super-Mega Chapter" of the Society for Human Resource Management. The Society for Human Resource Management is the world's largest association devoted to human resource management. Representing more than 210,000 individual members, the Society's mission is both to serve human resource management professionals and to advance the profession. Founded in 1948, SHRM currently has more than 550 affiliated chapters within the United States and members in more than 100 countries.

2016 SYMPOSIUM- PUTTING THE PIECES TOGETHER



Much like pieces in a puzzle, today's HR professionals must possess certain core competencies to successfully serve our companies, develop our careers, and to advance the HR profession. Like a puzzle, these pieces fit together in a specific way to reveal a well-rounded, business savvy, HR professional who 'gets' the big picture. Seeing the big picture is just the first step.

Where do you begin? By attending the [2016 LWHRA Symposium](http://www.lwhra.org/2016-symposium) of course. Each speaker or topic is aligned to a specific core competency, providing different insight, tools, experiences, and knowledge that will help all of us move towards the big picture that is “Thriving” in HR. Just as with real puzzles, it’s more fun to solve them together – so as always there will be the opportunity to network with local HR professionals from a variety of industries and roles – take advantage of this amazing opportunity to get involved. As SHRM CEO Henry Jackson, puts it, “...let’s see ourselves not as HR professionals, but as business professionals who happen to lead HR strategy.”



ABOUT THE SYMPOSIUM

Tuesday, February 9, 2016

VENUE :

*Meydenbauer Center
11100 NE 6th Street, Bellevue, WA 98004*

AUDIENCE PROFILE:

- LWHRA represents over 1,400 human resource professionals in the greater Puget Sound area including vice presidents and director level executives, consultants, business professionals, suppliers and students.
- 2015 Symposium attendees: 34% HR Directors, 48% HR Managers
- Conference attendees represent a wide variety of industries: Boeing, City of Bellevue, Coffman Engineers, McKinstry, Clark Nuber, Seattle Aquarium, UW, Big Wave Recruiting
- Our members are well-educated and tech-savvy professionals—leaders in the HR profession.
- They rely on LWHRA to keep up with professional trends, maintain professional contacts, and help make purchasing decisions.
- Our members not only make purchasing decisions for their own companies, but they touch every employee that enters the work force, thus influencing their vendor knowledge.

Learn more at www.lwhra.org

[Complete the online sponsor/exhibitor/advertiser application today!](#)



OPPORTUNITIES

Sponsorship, Exhibition and Marketing

*Be part of an exceptional marketing opportunity at this premier annual gathering of human resources professionals. The theme for this year's event is **Putting the Pieces Together**. The Symposium team is working hard to find innovative speakers for the four different tracks: People, Organization, Strategy, and Workplace.*

- Sponsor headline activities such as networking receptions, keynote speakers, sponsored breakfasts, breaks and more!
- Exhibitor display opportunities to broaden exposure.
- Recognition online and in print before, during and after the annual conference
- Sponsors will be personally introduced and thanked at the event
- Appropriate opportunities are available for both organizations in attendance and those who wish to be represented without sending staff

BENEFITS

- Build relationships by connecting with your best clients and meeting promising new prospects
- Showcase your information, programs, products and services
- Garner goodwill amongst your target audience by supporting their personal growth and the advancement of their profession
- Gain profile and stand out from your competition
- Maximize your marketing dollars



EXHIBITOR AND SPONSORSHIP PACKAGES

We are pleased to discuss customized sponsorship and recognition opportunities that meet your individual needs. Please contact symposium@lwhra.org for more information.

PASSPORT PROGRAM

In order to maximize your investment and increase your exposure, we are dedicated to bringing our attendees to YOU! All attendees will have the opportunity to participate in the exhibition Passport Program. This will encourage one-on-one conversations and connections, as well as prizes that you can donate and a grand prize which YOU can sponsor for additional recognition. The passport program was debuted at the 2015 Symposium and was a huge success!

How does this Passport Program work?

The Passport Program creates incentive for conference attendees to visit YOUR exhibition table. All conference attendees receive a passport card listing all participating exhibitors' names to be stamped/initialed by each exhibitor. Attendees with completed passport cards may enter into the prize giveaways.



EXHIBITOR

\$900

SOLD OUT!

- One 10x10 foot exhibit booth (table & two chairs included)
- One Symposium registration, includes full access to conference sessions and reception (\$140 for additional booth representatives – does not include access to conference sessions)
- Organization name and link to website on Symposium webpage
- Organization logo on screen during Welcome & Opening Remarks, and during Lunch & Announcements
- Organization name listed in conference program
- Access to delegates list including mailing and email addresses pre- and post-conference for up to two mailings (email or hard copy)
- Opportunity to participate in the Passport Program & the opportunity to donate a prize

Exhibitor kits for the conference will be emailed in November 2015. This will include information on shipping materials, special requirements such as internet connectivity or electricity and other details.



PREMIUM EXHIBITOR

\$1200

SOLD OUT!

Includes all exhibitor benefits plus the following:

- NEW BENEFIT: Priority booth placement
- NEW BENEFIT: Opportunity to place materials on tables in plenary ballroom
- NEW BENEFIT: Reserved priority seats in plenary ballroom for all company representatives
- UPGRADE: Recognition as Premium Exhibitor with organization logo on screen during Welcome & Opening Remarks, and during Lunch & Announcements
- UPGRADE: Recognition as Premium Exhibitor with organization logo and link to website on Symposium webpage



SYMPOSIUM SPONSOR

(Limit One) \$3,500

SOLD OUT!

EXHIBITOR benefits, plus Exclusive Sponsorship including the following:

- Prominently identified with organization name and logo as Symposium Sponsor on all material published for the event, including conference registration brochure, conference program, Symposium webpage and event signage.
- Organization name identified on all event advertising.
- Named in chapter newsletter articles written about the event.
- Thanked as part of the presentation at the Symposium breakfast and luncheon.
- One exhibit table on the balcony adjoining the Symposium meeting rooms.
- First choice of exhibit table in prime location
- One additional Symposium registration.
- Recognition in pre-conference emails and other communications



BREAKFAST SPONSOR

(Limit One) \$1,500

LUNCHEON SPONSOR

(Limit One) \$1,500

SOLD OUT!

EXHIBITOR benefits, plus:

- Organization name and logo on printed event program
- Organization name and logo on meal signage
- Organization name and link to website on Symposium webpage, with recognition as meal sponsor
- Sponsor acknowledgement by LWHRA leadership during sponsored event



MORNING KEYNOTE SPONSOR

(Limit One) \$1,500

LUNCHEON KEYNOTE SPONSOR

(Limit One) \$1,500

SOLD OUT!

CLOSING KEYNOTE SPONSOR

(Limit One) \$1,500

EXHIBITOR benefits, plus:

- Organization name and logo on printed event program
- Organization name and logo on keynote signage
- Organization name and link to website on Symposium webpage, with recognition as Keynote Sponsor
- Sponsor acknowledgement by LWHRA leadership during sponsored event



RECEPTION SPONSOR

(Limit One) \$800

- Organization name and logo on printed event program
- Organization name and logo on reception signage
- One Symposium registration
- Organization name and link to website on Symposium webpage, with recognition as Reception Sponsor
- Organization logo on screens during Welcome & Opening Remarks, and during Lunch & Announcements

NOTE: Reception Sponsorship does not include an exhibit booth



MORNING REFRESHMENT BREAK SPONSOR

(Limit One) \$500

AFTERNOON REFRESHMENT BREAK SPONSOR

(Limit One) \$500

- Organization name and logo on printed event program
- Organization name and logo on refreshment break signage
- Organization name and link to website on Symposium webpage, with recognition as Refreshment Break Sponsor
- Organization logo on screens during Welcome & Opening Remarks, and during Lunch & Announcements
- Opportunity to purchase sugar cookies with your logo screen printed on them (\$34 a dozen, 3 dozen minimum)

NOTE: Refreshment Break Sponsorships do not include an exhibit booth



WIFI SPONSOR

(Limit One) \$2,000

- Organization name and logo on printed event program
- Organization name and logo on signage
- Organization name and link to website on Symposium webpage, with recognition as Wifi Sponsor
- Organization logo on screens during Welcome & Opening Remarks, and during Lunch & Announcements
- Includes custom branding on the landing page. Redirects to website of your choice!
- Opportunity to select the wifi password – you could use your company name!

NOTE: Wifi Sponsorship does not include an exhibit booth



COFFEE CART SPONSOR

(Limit Three) \$750

POPCORN CART SPONSOR

(Limit One) \$450

- Organization name and logo on printed event program
- Organization name and link to website on Symposium webpage, with recognition as Coffee/Popcorn Cart Sponsor
- Organization logo on coffee/popcorn cart signage
- Organization logo on screens during Welcome & Opening Remarks, and during Lunch & Announcements
- 3 hour service
- Coffee Cart: Opportunity to provide branded cups/sleeves (to be provided by sponsor)
- Popcorn Cart: Opportunity to provide branded bags (to be provided by sponsor)

NOTE: Coffee Cart Sponsorship does not include an exhibitor booth



PRODUCT SPONSORSHIPS

(Limit one per sponsorship)

Show your support for LWHRA by providing high-profile conference amenities:

- **Registration Bag Sponsor*** | \$2000
Sponsoring organization will have their logo on the conference bags.
- **Name Badge Lanyard Sponsor*** | \$1000
Sponsoring organization will have their logo on the conference lanyards.

**All items must include the LWHRA logo in addition to the sponsor logo. Artwork must be approved by LWHRA. If preferred, the LWHRA office will coordinate ordering of the sponsored item with your organization.*

- **Grand Door Prize Sponsor** | \$500 + product donation
Sponsor will donate a prize, subject to committee approval, valued at \$500.
Sponsoring organization will have name and logo on the Passport Program card.

All in-kind sponsorships are recognized with organization name and logo on printed event program, Symposium webpage, screen during Welcome & Opening Remarks and during Lunch.

NOTE: In-Kind Sponsorships do not include an exhibitor booth



PROGRAM ADVERTISING

Conference Program Advertising Rates

- Color Rates

Full-Page Color: \$750

Half-Page: \$450

Quarter-Page : \$250

- Black and White Rates

Full-Page: \$500

Half-Page: \$300

Quarter-Page: \$150

Promotional item in attendee tote bags*: \$200

*Sponsor to provide printed insert

Deadlines

Artwork due date: **January 5, 2015**

Ad Dimensions:

Quarter page: 3.875" w x 4.875" h

Half page: 7.75" w x 4.875" h

Full page (no bleed):

7.75" w x 9.875" h

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