

2018 State HR Conference

SHRM of New Mexico

Exhibitor/Sponsor Prospectus



Hyatt Regency Hotel

Albuquerque, NM

www.shrmnm.org



The SHRMNM State Conference invites you to be a part of the largest Gathering of HR Professionals in New Mexico!

The next opportunity to reach this audience will be in 2020!

Our Attendees: New Mexico has over 1,100 SHRM members of which over 500 are also members of a local New Mexico SHRM chapter. These members are highly active in their community and serve in HR positions for private, public, large and small New Mexico employers.

The 2018 conference is the only event for you to market your business to such a vast **New Mexico HR community and broader business community** all in one place!

Sign-up Now! Our 2016 conference sold out! The sooner you sign up the more publicity you will receive through the conference website and social media and the better your chances of getting your preferred exhibitor space selection. Exhibitor space selections are based on sponsorship level and are granted on a first-come, first serve basis. Space requests will be accepted upon receipt of the online registration, payment and contract.

This state conference is provided through collaboration of our New Mexico SHRM Council and Chapters:

- SHRM New Mexico Council
- 4 Corners HR Association (Farmington)
- HR Management Association of NM (Albuquerque)
- Northern New Mexico HR Association (Santa Fe) Southern NM SHRM Chapter (Las Cruces)

Who Sponsors & Exhibits?

BUSINESS ACUMEN & STRATEGY

Business Continuity and Recovery
Diversity Services
Legal Services
Management Consulting
Organizational Planning & Development
Outplacement
Outsourcing (domestic)
Personnel Research & Survey Results
Relocation Services

EMPLOYEE RELATIONS

Affirmative Action/EEO
Arbitration, Mediation, Dispute Resolution
Awards & Motivation
Communications, Employee Newsletters
Employee Engagement
Performance Management, Appraisals

GLOBAL HR

Cultural Awareness, Cultural Competence
Eligibility Verification (I-9), Immigration & Visas
Global Assignment Management
Global Employment Law
Global Outsourcing
Global Relocation

HEALTH, WELLNESS & SAFETY

Counseling, EAPs
Drug/Alcohol Treatment & Testing
Emergency Response
Health Promotion, Recreation, Wellness Benefits
Onsite Medical Care
Personal Fitness & Health Programs
Risk Management
Safety
Security
Workplace Ergonomics

LEADERSHIP & SKILLS DEVELOPMENT

Assessment, Assessment Tools
Business Education: Accounting, Marketing, etc.
Certification, Certificate Programs
Coaching, Mentoring

HR Professional Development
Leadership
Management/Executive Development
Professional Books, Magazines, Manuals, etc.
Seminars, Educational Programs
Training Materials and Methods
Universities & Colleges

TALENT ACQUISITION & RETENTION

Applicant Tracking
Background Investigations
Contingent Staffing, Employment Agencies
Executive Search
Pre-Employment & Employee Testing
Recruitment
Recruitment Advertising
Social Media

TECHNOLOGY

Databases, Analytics, Metrics and Dashboards
Electronic Document Management
External (Software as a Service – SaaS) Hosted Applications
HR Information Systems (HRIS) and Self-Service Intranets
Internal (client/server) Hosted Applications
Time Management Software, Services

TOTAL REWARDS

Child Care, Elder Care, Dependent Care
Financial
Health Care Cost Containment
Insurance: Health, Life, Dental, Vision, etc.
Insurance: Voluntary Benefits (Auto, Home, Pet, etc.)
Pensions/Retirement Benefits
Retirement/Pre-Retirement Planning
Surveys
Third Party Administrators
Voluntary Benefits
Wage and Salary Administration
Workers' Compensation

Exhibitors

Important Dates and Deadlines

Through February 28, 2018

Early exhibitor registration

March 1, 2018 – March 31, 2018

Regular exhibitor registration

March 31, 2018

Deadline to appear in Conference Program Guide

April 6, 2018

Exhibitor registration deadline



Exhibitor registration deadline is April 6, 2018 or until exhibit space is sold out.

Interested in more visibility? Check out our sponsor opportunities!

Booth Pricing

Early

(Thru – February 28)

\$1500

Regular

(March 1 – March 30)

\$2000

Late

(April 1st – April 20th)

\$2500



What is included in my exhibit table purchase?

By exhibiting at the conference, you will have up to 3 days of direct face-face opportunities with HR professionals and other local business representatives. We will drive visibility and marketing opportunities for our exhibitors by purposefully holding certain activities in or near the exhibitor area. Likewise, as part of your exhibitor package, you are invited to join the attendees for our plated lunches on each day and will be provided the list of attendees with email addresses.

Booth Space:

- One skirted table, two chairs
- Two exhibitor staff passes. Additional booth staff registrations available at \$100 each.
- Breakfast and lunch for registered booth staff on Monday and Tuesday.
- 24 hour exhibit hall/area perimeter security (Although all reasonable measures are taken to secure the exhibit hall/area, individual's booths and materials contained within exhibit booths are the responsibility of the exhibitor.

Business Development and Lead Generation

- Complimentary company listing in preprinted Program Guide (deadline: 3/31/2018)
- Complimentary standard listing in mobile app, including contact information, company description and link to company website.

Education & Networking

- Meet and mingle with attendees during all lunches, receptions and breaks
- Participate in the "Scavenger Hunt" activity specifically designed to get participants to your exhibit table.
- Complimentary admission to the Opening and Closing Receptions
- Complimentary admission to the Keynote Sessions on Monday and Tuesday
- Plated lunch included each day of the conference

Sponsorship

Most of the following sponsorship opportunities include a skirted exhibit table in the Grand Pavilion and two exhibitor staff passes. You will be visible during all major events, including the General Session, Keynotes and networking receptions. Likewise, as part of your sponsorship package, you are invited to join the attendees for our plated lunches on each day and will be provided the list of attendees with email addresses. For maximum exposure please select one of these premium sponsorships soon as most are exclusive and are first come, first served.



Presenter/Mobile App Sponsorship - \$11,000 – SOLD

Get noticed by every attendee by being the mobile app sponsor of the 2018 SHRM NM State Conference. Your logo not only will be included in a prominent location in all digital and marketing materials, but you also have the opportunity to speak to a full audience in a Key Note Presentation.



Partner Sponsorship - \$10,000 – SOLD

Provide a special training track on Day 2 of the Conference. Receive recognition tied to Speakers of Day 2 in our Conference Program Guide.

Connecting the Pieces Evening Social Sponsorship - \$7,000

Entertain and amaze the attendees by sponsoring the conference's premier event. This is the most promoted event of the conference! Includes onsite logo placement and an opportunity to speak to all attendees. This year's event includes a DJ'd event with a dancing floor! Your sponsorship includes onsite signage featuring your company's logo, a full page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.

Conference Wi-Fi Sponsorship - \$5000

Help give attendees free Wi-Fi access. They'll appreciate you for the support. Your sponsorship includes onsite signage featuring your company's logo, a full page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.

Lanyard and Badge Sponsorship - \$3,000

Attendees, presenters and even the competition will be wearing your logo around their necks. Your company's logo will be printed on all of the badges. You may provide your company lanyards as well for extra advertisement. Your sponsorship includes onsite signage featuring your company's logo, a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.

Breakfast in the Grand Pavilion Sponsorship - \$3,000 (3 available total; 2)

When attendees fill up on delicious food, they'll also be served up with a helping of your company' logo. Sponsorship includes logo prominently displayed on screens, a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion. **(One Opportunity Left)**



Lunch and Early Bird Conference Bag Sponsorship - \$7,000

When attendees fill up on delicious food each day, they'll also be served up with a helping of your company' logo. The first 100 registered attendees will be carrying a premium conference bag with your logo all conference long. Sponsorship includes logo prominently displayed on screens during lunch, a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.

Conference Bag Sponsorship - \$5,000

Every attendee will be carrying your logo with them all conference long. Also includes one registration bag insert of approved collateral or promotional item, a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.

Pen Sponsorship - \$3,000

Attendees will have pens to take notes thanks to your sponsorship. You may provide your own company pens as well for extra advertisement. Also includes one registration bag insert of approved collateral or promotional item, a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.

Notepad Sponsorship - \$3,000

Attendees will have notepads to take notes on thanks to your sponsorship. You may provide your own company notepads as well for extra advertisement. Also includes one registration bag insert of approved collateral or promotional item, a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.

Conference Registration Sponsorship - \$3,000

Have your logo seen as soon attendees arrive at registration! Your sponsorship includes onsite signage featuring your company's logo, a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.



HR Professional Award Sponsorship - \$3,000

Help recognize nominated HR Professionals at a special lunch on Day 3 of the conference. Your sponsorship includes your company logo on a special program highlighting each nominated HR Professional.

AM/PM Refreshment Breaks Sponsorship - \$5,000

Give attendees a treat and your brand by sponsoring a refreshment break. Includes your company's logo on signage, a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.



Exhibitor Networking Prize Sponsorship - \$5,000

Give attendees a fun activity to do throughout the conference and the prizes to incentivize networking. By sponsoring this activity, you will be recognized as the prize sponsor on the puzzle and scavenger hunt materials which all attendees will receive at registration. Sponsorship also includes a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.

HR Lounge/Charging Station Sponsorship - \$3,000

Every time attendees, speakers, and exhibitors stop to charge up their devices, they'll be greeted with your company's logo at the charging station. Your sponsorship includes onsite signage featuring your company's logo, a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.

Barista Sponsorship - \$3,000

Help give attendees a relaxing cup of coffee or tea in our HR Lounge as they charge their devices! Your sponsorship includes onsite signage featuring your company's logo, a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.



"A Treat for You" Sponsorship \$3,000 (2 Available)

Provide free chair massages to attendees in our HR Lounge to help relieve HR Stress from day to day responsibilities. Your sponsorship includes onsite signage featuring your company's logo, a half page color ad in the Program Guide and an exhibitor table in the HR Lounge.

Conference Parking Sponsorship \$5,000

Help give attendees a relaxed state of mind each day of the conference with sponsored paid parking! Your sponsorship includes parking passes with your company logo sent to each registrant, a Full page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.

Conference Program Sponsorship - \$3,000

Put your company front and center with your logo on each page of our conference program. Attendees will reference this valuable resource throughout the entire conference for details on the schedule, speakers and special events. Your sponsorship includes promotion of your company on each page, a half page color ad in the Program Guide and an exhibitor table in the Grand Pavilion.

Speaker & Volunteer Recognition Sponsorship - \$3,000

Show the volunteers and speakers how much you appreciate their hard work. Sponsorship includes a gift for each volunteer and speaker and the promotion of collateral or promotional item in each registrant conference bag. Your sponsorship includes a half page color ad in the Program Guide, an exhibitor table in the Grand Pavilion, and the distribution of collateral or promotional item in each conference bag.

Purchasing

You may now select your sponsor/exhibitor packages and
purchase them at RegOnline

<https://www.regonline.com/2018ExhSponStateConference>

Rooms and Reservations

VENUE & ACCOMMODATIONS

Hyatt Regency Albuquerque
330 Tijeras Avenue NW
Albuquerque, NM
87102

The Society for Human Resource
Management New Mexico State Council
will be hosted at the
Hyatt Regency Albuquerque.

Accommodations are not included in the conference fees. A block of rooms has been reserved for this group at a reduced rate of \$99.00 USD. This room rate is only guaranteed until 4/2/18. Reservations can be made via the PASSKEY reservation web that is set to the special discounted room rate via this

<https://aws.passkey.com/go/HumanResourceMgmt>

If you require assistance making your reservation, you can contact the Hyatt Regency at the following numbers:

1-888-421-1442 (toll free)

1-402-592-6464 (non-toll free)

Exhibitor/Sponsor Event Schedule

(subject to change)

Sunday, April 22

2pm – 5:00pm Exhibitor Registration and Move in
All exhibits must be set by 5pm on Sunday

Monday, April 23

07:30 a.m. Registration Open

08:00 a.m. Marketplaces Open with Breakfast in Grand Pavilion

10:00 a.m. Refreshment Break in Fiesta Marketplace/Atrium

12:00 p.m. Lunch in the Grand Pavilion

3:00 p.m. Refreshment Break in Fiesta Marketplace/Atrium

5:00 p.m. Fun Evening in the Grand Pavilion – “Connecting the Pieces Evening Social”

Tuesday, April 24

08:00 a.m. Marketplaces Open with Breakfast in Grand Pavilion

12:00 p.m. Lunch in the Grand Pavilion

1:15 p.m. Dessert in Fiesta Marketplace/Atrium

4:00 p.m. Refreshments in Grand Pavilion

Wednesday, April 25

08:00 a.m. Marketplaces Open with Breakfast

9:30 a.m. Refreshment Break in Fiesta Marketplace/Atrium

11:30 a.m. Lunch in the Grand Pavilion

3:00 p.m. Closing Remarks and Prizes

Questions?

Please contact the following Exhibitor/Sponsorship Committee Members:

Charlie Sparks, charlie@groupmortgagebenefits.com; 505-350-3745

Jill Avey, jill@swhrc.com; 505-321-1255

Mary Romero Hart, marrome@sandia.gov

Vicki Lusk, vdLusk@zianet.com

Teresa Lujan, Teresa.lujan@hyatt.com

Terms and Conditions as listed in the online acknowledgement:

EXHIBITOR SPACE ALLOCATION: Assignment of table space is based on the first request for each table location, with completed online application and appropriate payment. If an application is received after table space is sold out, the application and payment will be returned to the applicant. Reservation for table space will NOT be accepted via telephone.

RESTRICTIONS: The SHRM of New Mexico State Conference Exhibit/Vendor Committee (henceforth, Ex/Spo Committee), reserves the right to prohibit any display, exhibit, or any part of a proposed exhibit that it judges to be unsuitable or not in accordance with the acceptable professional ethics of SHRM. Non-exhibiting suppliers or non-showcase speakers will not be allowed to display, solicit, or distribute any literature or items.

USE OF SPACE: Exhibitors shall arrange their exhibits so that they stay within their assigned space and do not obstruct other exhibits. Aisles must be kept clear. Exhibitors will be provided space behind their table adequate to seat two chairs – most displays will have to be placed on the table and may not be more than 4 feet above the table. 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. Display materials and equipment of significant size must be pre-approved in writing by an Ex/Spo Committee Co-Chair (Charlie Sparks or Jill Avey). All requests must be submitted in writing four weeks prior to the exposition. Public address, sound producing, or amplifying devices projecting sound (i.e., music, singing, etc.) beyond the exhibitor's space is prohibited. Power requirements must be coordinated in advance and are not included in the exhibitor price. The cost of power will be an additional charge. SHRM of New Mexico respectfully requests that vendors refrain from using the hotel WiFi service as a courtesy to the conference attendees who will be using a mobile app to view conference materials, manage their session schedules, etc.

LIABILITY/SECURITY INSURANCE: It is mutually agreed that the Ex/Spo Committee, and the Hyatt Regency of Albuquerque shall not 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. SHRM of New Mexico State Conference Exhibit/Vendor Committee, show facility, any officer, director or staff member will not be responsible for the safety of the property or the exhibitor from any cause. The Ex/Spo Committee 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.

SHIPPING: If you have supplies or equipment to ship ahead of time to the Hyatt Regency of Albuquerque, please ship to the conference site at Hyatt Regency Albuquerque, 330 Tijeras Avenue NW, Albuquerque, NM 87102. Make sure to address all packages to your attention with your dates of arrival and that they are for the SHRM 2018 State Conference. All related expenses are the responsibility of the vendor.

EXHIBITOR INSTALLATION, INSPECTION, DISMANTLING AND HOURS: Installation of exhibits will be on Sunday, April 22, 2018 between the hours of 2:00 p.m. and 5:00 p.m. All exhibits must be ready for inspection by an Ex/Spo Committee Co-Chair at 5:30 p.m.

Exhibitor Hours: The exhibit hours will be from 8:00 a.m. to 5:30 p.m. on April 23, 2018 from 7:30 a.m. to 6:30 p.m. on April 24, 2018, and from 7:30am to 4:00 pm on April 25. No exhibits should be dismantled before the end of the break of the Conference at 5:00 p.m. on April 25th in the Grand Pavilion or as otherwise announced. Exhibitors in the Atrium may dismantle their exhibits after 3:00p on April 25, 2018.

CANCELLATIONS/FAILURE TO OCCUPY SPACE: In the event an exhibitor finds it necessary to cancel its participation, refunds will be made as follows: for cancellations prior to March 1, 2018 – 50% refund, for cancellations March 2, 2018 and later – no refund. All cancellations must be in writing. Postmarks will be controlling.

FOOD AND BEVERAGE: Exhibitors who wish to dispense refreshments (i.e., bite sized snacks) from their table MUST receive permission from the Ex/Spo Committee to ensure compliance with hotel rules. No liquor may be served from exhibit tables. Food and beverage for exhibitors will be made available for purchase – more information will be provided at least two weeks prior to the conference.

COMPETITIVE EVENTS: No activities shall be scheduled during the time of the official program hours except with the express permission of the Ex/Spo Committee.