

Sponsorship Opportunities

April 17-18
AmericasMart

Presenting Spotlight Supporting Leading Diamond Platinum Gold Silver Bronze Exhibitor

Booth Size	10x20	10x20	10x20	10x20	10x20	10x20	10x10	10x10	10x10	10x10
Conference Registrations (includes booth staff)	8	7	6	5	5	4	3	3	2	2
Preconference Video Q&A	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Stage Address (5 minutes)	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗
Stage Emcee Role	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗
Journal Ad	Full Page	Full Page	Full Page	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page	✗
Banner Ad on SOAHR Website	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗
Company Detail Inclusion in (1) Pre-Event Email	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
Recognition During General Session	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
Inclusion on Event Signage	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
Welcome Packet Inclusion	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
Prime Booth Space & Inclusion in Attendee Game	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗
Social Media Mentions	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗
Logo on Event T-Shirt	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗
Logo in Email Marketing	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Opportunity to Host Own Prize Drawing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo + Description in Mobile App	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Post-Event Attendee List	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Investment

25,000 15,000 11,500 10,000 8,000 7,000 6,000 5,000 4,000 2,400 Regular
2,700 Late

Questions? Contact Rogers Beasley rbeasley@shrmatlanta.org

Prime Location
Add \$500/10x10 booth

April 17-18
AmericasMart

Individual Partnership Opportunities

Spotlight

Name Badge Sponsor
(full back of badge real estate)

1

Available

Keynote Sponsor
(3 min podium time)

2

Available

Leading

Lanyard Sponsor
(logo on conference lanyards)

1

Available

Platinum

Virtual Content Sponsor
(logo recognition on event platform and host a prerecorded one-hour session)

4

Available

Journal Sponsor

1

Available

Registration Sponsor
(logo recognition on/near the conference registration site)

1

Available

Bronze

Educational Track Sponsor
(logo recognition on signage of 3+ sessions)

5

Available

Questions?

Contact Rogers Beasley rbeasley@shrmatlanta.org

Supporting

Evening Event Sponsor
(3 min podium time)

1

Available

Diamond

Exhibit Hall Sponsor
(includes logo recognition at entrance of hall; podium time during in-hall presentation)

1

Available

Conference Bag Sponsor
(logo on conference bag)

1

Available

Gold

Conference Promo Item Sponsor
(logo recognition on conference promo item)

3

Available

Silver

Lunch Sponsor
(logo recognition throughout dining area)

2

Available

Breakfast Sponsor
(logo recognition throughout dining area)

2

Available

Break/Entertainment Sponsor
(logo recognition throughout break area)

4

Available

Welcome Sponsor
(30-second prerecorded commercial before general session)

2

Available

Sponsorship Opportunities



AWARDS
April 17, 2024

SHRM-ATLANTA

ATLANTA BUSINESS CHRONICLE

Event Sponsor Red Carpet Sponsor Individual Award Sponsor (7 available) Live Music Sponsor Selfie Station Sponsor Charging Station Sponsor Signature Cocktail Sponsor Napkins Sponsor Reception Giveaway Sponsor Flowers Sponsor

Logo or Name on/near Sponsored Item	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Event Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Promotional Materials	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗
Social Media Mentions	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗
Logo on Webinar Featuring Winners	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗
Logo on Step and Repeat	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
3 Minutes Podium Time	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Announce Winner	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗
Project Logo on Wall	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Full Page Ad ABC Special Section	✓	✗	\$3,000 add on	✗	✗	✗	✗	✗	✗	✗
Half Page Ad ABC Special Section	✗	✓	\$2,000 add on	✗	✗	✗	✗	✗	✗	✗
Quarter Page Ad ABC Special Section	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗

Investment 15,000 7,500 3,500 3,000 3,000 4,000 2,500 2,000 7,500 2,000

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