

HR Tech po

EXHIBITOR/SPONSOR PROSPECTUS

28 AUG 2018

HILTON UNION SQUARE
SAN FRANCISCO

An exciting day-long event showcasing the intersection of HR and Technology



presented by



HR TechXpo

Home to the world's leading-edge companies,
the West is **the most innovative place on earth.**
Practicing HR here requires skills beyond the
ordinary, and a level of sophistication not found
in other parts of the world.



SHOWCASE

YOUR **PRODUCT** OR **SERVICE**

AND MEET HUNDREDS OF HR DECISION MAKERS!

SOLVING SOPHISTICATED PROBLEMS REQUIRES SOPHISTICATED SOLUTIONS

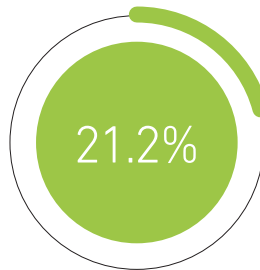
At the HR TechXpo, you'll meet HR professionals seeking to solve human problems with technology, as well as small, medium and large companies looking for solutions.

As the nation's second largest human resources association, we serve a community of more than 20,000 HR professionals throughout the West and have done so for more than 55 years. We look forward to getting you in front of your target audience and delivering invaluable solutions to our members.

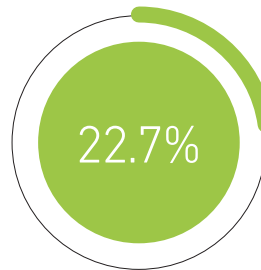
HR TechXpo 2018 Demographics

Titles

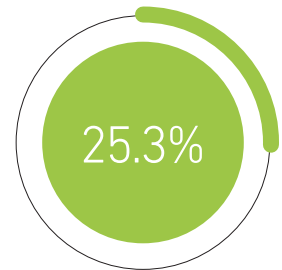
CEO/PRESIDENT/
VICE PRESIDENT



DIRECTOR



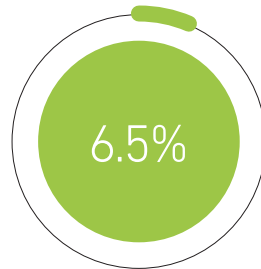
MANAGER



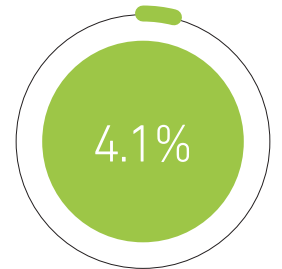
GENERALIST



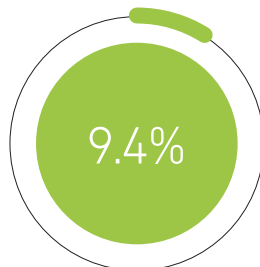
SPECIALIST



ANALYST

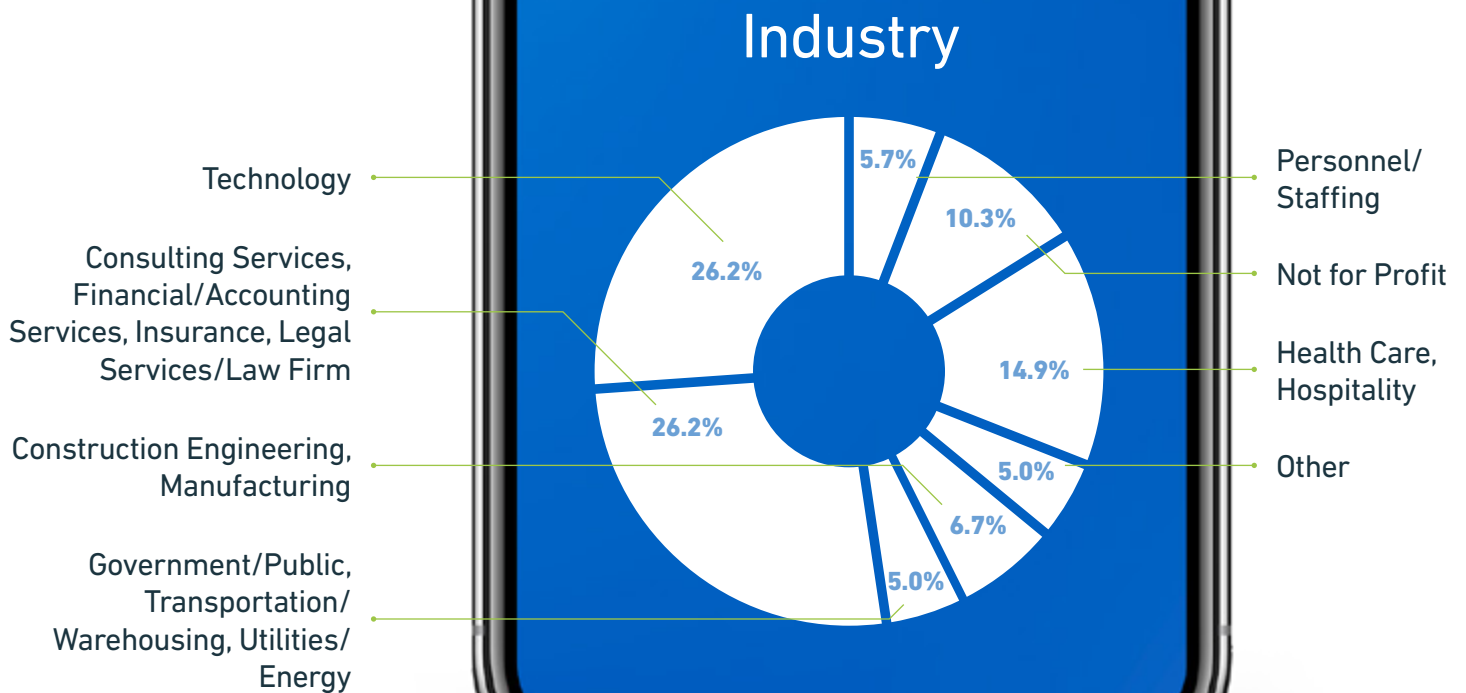
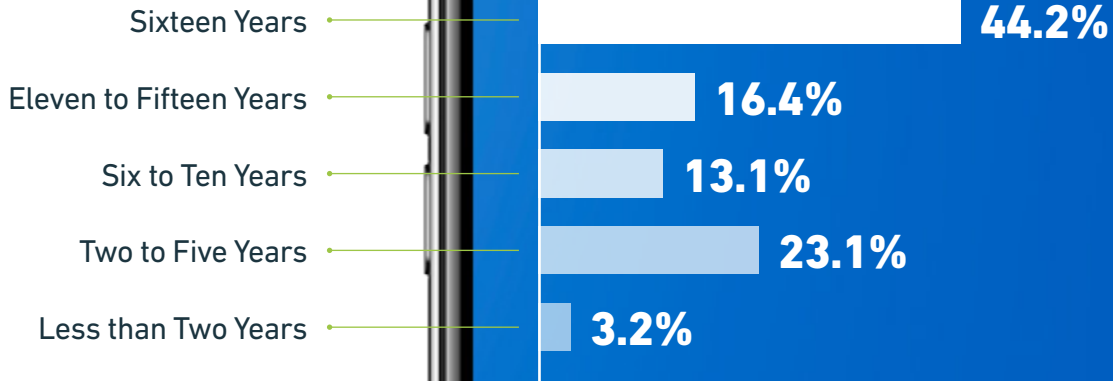


OTHER



HR TechXpo 2018

Demographics



Sponsor Opportunities

(WITH EXHIBIT SPACE)

Benefits Include:

- ✓ Copy of event attendee list (with emails following the event*)
- ✓ Three Representatives onsite to staff exhibit booth
- ✓ 2 complimentary passes for clients to attend HR TechXpo
- ✓ Company listing on HR TechXpo website with live link
- ✓ Company logo listed on HR TechXpo homepage
- ✓ Listing in select print and electronic pre-conference marketing materials
- ✓ Listing on map of venue
- ✓ One Wi-Fi login at booth
- ✓ Automatic participation in exhibitor bingo
- ✓ Logo listed on sponsor signage in Ballroom
- ✓ Company listing on event App

Title Sponsor // \$15,000

- Prominent company name or logo placement on all marketing materials. (ex: HR TechXpo 2017 Title Sponsor Acme Company (with logo).
- Recognition on NCHRA homepage, www.nchra.org
- Two dedicated e-blasts to membership pre-conference
- 10x10 Premium Booth #100
- One Demo Room
- One App notification via the conference App
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018 night of August 27th
- Two NCHRA Annual Memberships
- Additional two representatives @ HR TechXpo (five total)

Name Badge Sponsor // \$8,500

- Company logo imprinted on all attendee, speaker and sponsor name badges
- 10X10 Select Booth #200
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

Wi-Fi Sponsor // \$8,500

- Listing as sponsor on Wi-Fi signage in each room
- Company name or abbreviation used as Wi-Fi password
- 10x10 Select Booth #201
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

Conference App Sponsor // \$6,000

- Company logo on main app splash screen and rotating banner
- Listing as sponsor on instructions for app to all participants
- Listing as sponsor on app signage
- App notification sent to attendees
- 10x10 Select Booth #206
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

Lunch Sponsor // \$6,000

- Listing as sponsor on lunch signage
- Co-branded napkin out at lunch
- 10x10 Select Booth #207
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

CONTACT
Denise Granados

dgranados@nchra.org
(800) 339-4481



Session Sponsor // \$6,000

- Listing as sponsor on session signage
- 10x10 Select Booth #210
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

Reception Sponsor // \$6,000

- Listing as sponsor on reception signage
- 10x10 Select Booth #211
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

Conference Bag Sponsor // \$5,400

- Company logo imprinted on all conference bags provided to attendees
- Approved collateral or promotional item in conference bags
- 10x10 Select Booth #202
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

Bingo Card Sponsor // \$5,400

- Featured company logo on all Bingo Cards
- Drop off box for Bingo Cards will be located next to booth
- 10x10 Select Booth #203
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

Expo Map Sponsor // \$5,200

- Listed as sponsor on expo map that all attendees receive
- 10x10 Select Booth #204
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

Grand Prize Sponsor // \$5,200

- Company logo and description on Grand Prize Ticket distributed to all attendees. Attendees have a chance to win \$500 at lunch and the end of the conference from this ticket.
- 10x10 Select Booth #205
- Two Hotel Rooms at the Hilton Union Square, August 27, 2018

Refreshment Sponsor // \$5,000

- Company logo on signage during refreshment break
- Listed as refreshment break on schedule of events
- 10x10 Select Booth #212

AV Sponsor // \$5,000

- Company logo on speaker podium in the session room
- 10x10 Select Booth #213

Photo Booth Sponsor // \$5,000

- Company logo and name on signage at professional photo booth
- Approved collateral or promotional item displayed in photo area
- 10x10 Select Booth #214

Pitch Competition Sponsor // \$5,000

- Listed as the sponsor of the Pitch Competition prior to HR TechXpo on all marketing for this event
- Company logo on Pitch Competition signage about the Pitch Competition
- Winner receives \$1,000 presented by the sponsor
- 10x10 Select Booth #215

Innovator Award Sponsor // \$5,000

- Listed as the sponsor of the innovator award on all marketing materials
- 10x10 Select Booth #216

Internet Talk Show Sponsor // \$5,000

- Company listed as sponsor of Internet Talk Show
- Highlighted interview on the Internet Talk Show
- Approved collateral displayed at Internet Talk Show
- 10x10 Select Booth #217

**Limit two emails to attendees about HR TechXpo in 2018*

CONTACT dgranados@nchra.org
Denise Granados (800) 339-4481



Exhibit Opportunities

Benefits Include:

- ✓ Copy of event attendee list (with emails following the event*)
- ✓ Three Representatives onsite to staff exhibit booth
- ✓ 2 complimentary passes to send potential clients
- ✓ Company listing on HR TechXpo website with live link
- ✓ Listing in select print and electronic pre-conference marketing materials
- ✓ Listing on map of venue
- ✓ One Wi-Fi login at booth
- ✓ Automatic participation in exhibitor bingo
- ✓ Company listing on event app

Premium Booth // \$4,850

- Premium Booth Location
- 10x10 Booth
- Listing in preconference e-blast recognizing all Premium Exhibitors

Select Booth // \$4,500

- Select Booth Location
- 10x10 Booth

Select II Booth // \$4,000

- Select II Booth Location
- 10x10 Booth

Choice Booth // \$3,500

- Choice Booth Location
- 10x10 Booth

Choice II Booth // \$3,000

- Choice II Booth Location
- 10x10 Location



Standard Booth // \$2,500

- Standard Booth Location
- 10x10 Booth

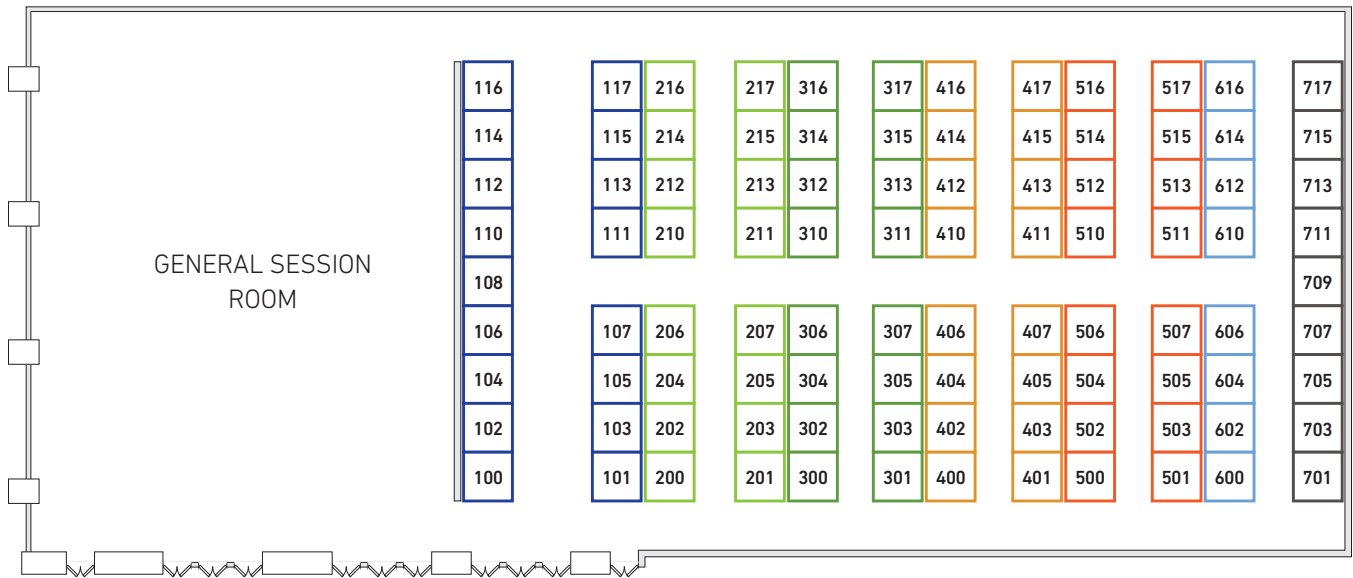
CONTACT
Denise Granados

dgranados@nchra.org
(800) 339-4481

Startup Alley Booth // \$1,500 (MUST QUALIFY)

- Startup Booth Location
- 10x10 Booth

Exhibitor Map



100-117
PREMIUM

200-217
SELECT

300-317
SELECT II

400-417
CHOICE

500-517
CHOICE II

600-616
STANDARD

701-717
STARTUP

Additional Opportunities

Demo Room // \$3,500

- Must be an exhibitor at the event
- Private room and audience
- 30 minutes to demo your product
- Recognition on conference website and in a pre-marketing email
- Listed on Demo signage Signage for the demo
- Supply us with your approved collateral or promotional item to be inserted in Conference bags to all attendees

Conference Bag Insert // \$350

- Must be an exhibitor at the event
- Supply us with your approved collateral or promotional item to be inserted in Conference bags to all attendees

*Limit two emails to attendees about HR TechXpo in 2018