



Washington State SHRM Annual Conference

Meydenbauer Center, Bellevue
March 14, 2024



2024 Sponsor Prospectus



Dear Valued Partner,

Today more than ever before, business leaders understand that to remain competitive they must focus on their most valuable resource – their people. This is why “The Power of People” was chosen as the theme of this year's conference. The need for talent is ongoing and labor market information suggests it won't end soon. Human Resource professionals are crucial strategic partners in any business. People managers are facing unprecedented challenges and exciting opportunities.

The 2024 Washington State SHRM Annual Conference will provide a critical forum for HR leaders and people managers from all industries as they navigate the new world of work. For over 20 years, as the largest HR gathering in the state, the conference has provided a focal point for professionals to gather and hear from top experts in the field and engage in vital discussions with peers. On March 14, 2024, the conference will once again bring together business leaders from around the state. Over 500 attendees, representing companies of all sizes and a wide array of industries, will convene at the Meydenbauer Center in Bellevue, Washington to share strategies, tools, best practices, trends, and research. “The Power of People” is an opportunity to tackle shared challenges and build community. An impressive slate of industry experts will inspire and inform through a series of keynote speeches.

Companies that participate in the Washington State SHRM Annual Conference view it as a trusted resource for their decision makers. Attendees arrive eager to discover and implement actionable workplace strategies. As the largest gathering of its kind in the state, the annual conference provides an unparalleled opportunity for sponsors to build brand awareness among HR decision makers and business professionals.

We offer a wide range of sponsorship opportunities and we encourage you to join us for this outstanding event. In past years, sponsor packages have sold out quickly. Important dates for sponsorship discounts are listed on the following pages. Booth selection is based on sponsorship level and date of submission.

On behalf of the entire 2024 Washington State SHRM Annual Conference Committee and Washington State SHRM, we want to extend a warm invitation to be our partner for the conference that brings together the world of HR in Washington State.

Sincerely,
Michelle Smith
Conference Co-Director, Washington State SHRM

Teresa Simpson
Conference Co-Director, Washington State SHRM



[SIGN UP HERE](#)



Benefits of Sponsorship

With over 500 HR and business professionals attending, sponsorship opportunities provide a powerful, cost-effective way to enrich your company's brand and connect with key decision makers in local businesses throughout Washington. Never before has the HR Community needed to connect and share. Your company's sponsorship of this conference will:

- Increase your company's visibility within the HR and workforce community
- Provide opportunities to showcase your products and services
- Position your organization as an ally and a leader in the industry
- Reach concentrated groups of HR leaders and professionals
- Stimulate leads by engaging prospects in a pertinent environment

In an effort to maximize foot traffic at each of the exhibitor booths, Washington State SHRM utilizes an "Expo Passport" program and prize drawing. This program has been well received by our attendees and ensures maximum face time with each attendee and prospect.




For more information on the opportunities that follow, contact:

Danielle Huston Partnerships Director,
Washington State SHRM

206.915.0884

Danielle.Huston@lockton.com

SIGN UP HERE



"The presentations were truly amazing and very relatable. I can easily take these tools back with me and be better than ever."

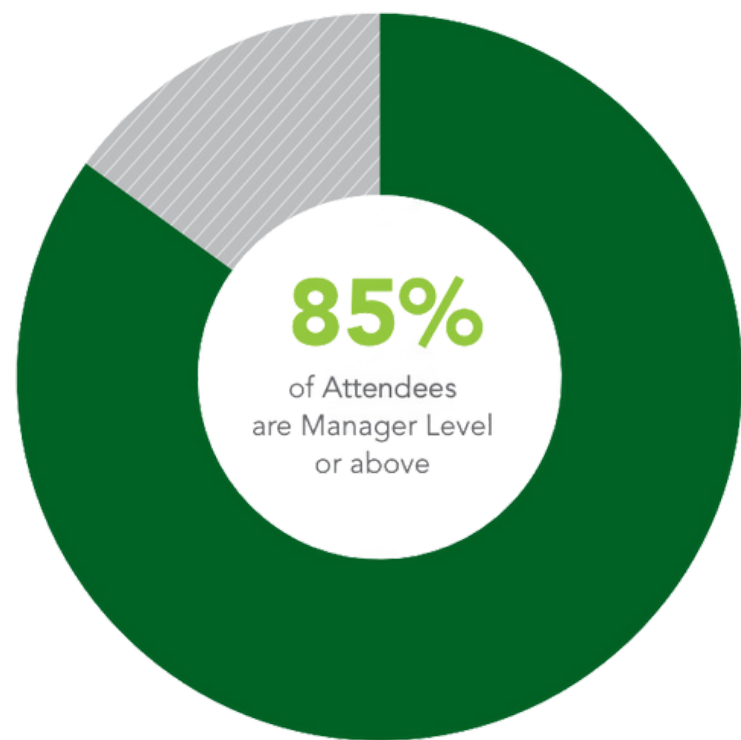
"This was my first time attending this conference and it was very valuable to an HR professional."

"Thank you for all you do to support the nearly 800 participants, providing such a high quality event."

[SIGN UP HERE](#)

2023 Participation Data

ATTENDEES BY JOB TYPE



281

ORGANIZATIONS

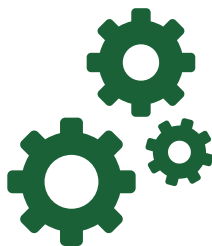
530

REGISTRATIONS

COMPANIES ATTENDING IN THE PAST



TOP INDUSTRIES REPRESENTED



Manufacturing or
Distribution



Professional
Service



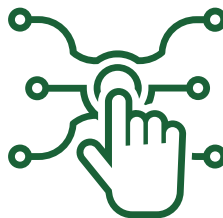
Government



Healthcare



Non-Profit:
Religious, Arts,
Social Assistance



Technology



Education

[SIGN UP HERE](#)

2023 Sponsors

TITLE



PREMIER



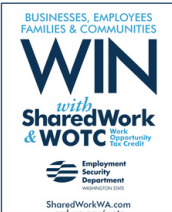
PLATINUM



GOLD

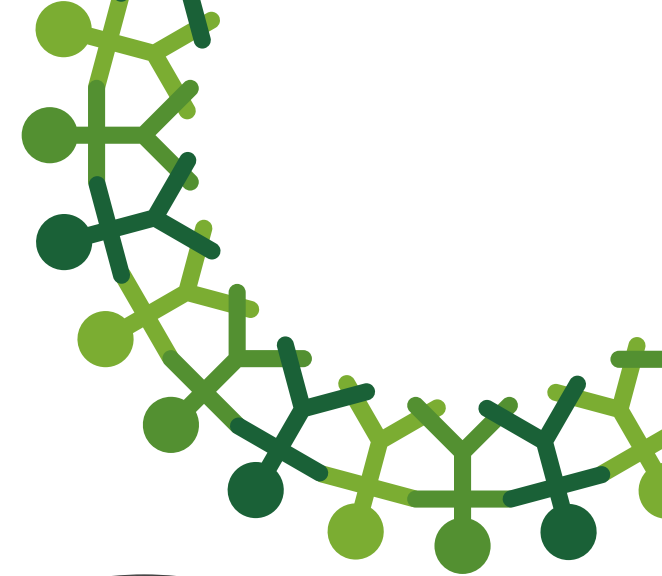


SILVER



SIGN UP HERE

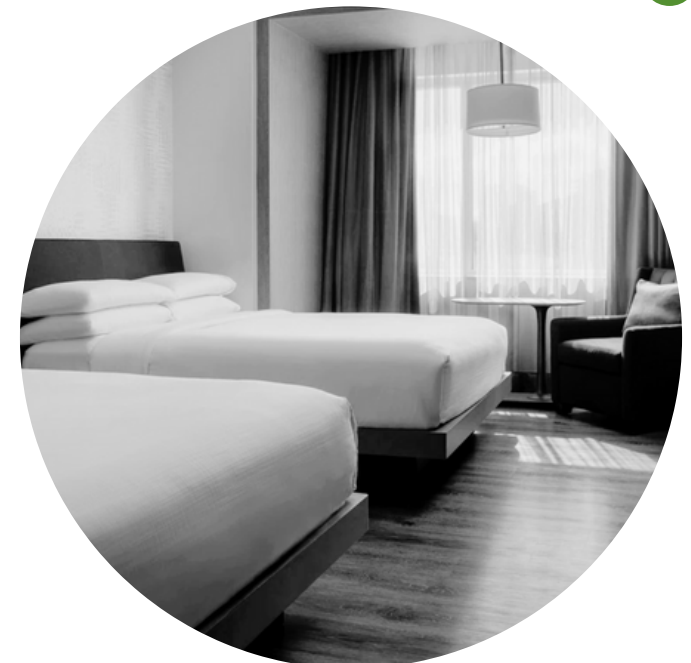
Location



The conference will take place at the Meydenbauer Center conveniently located in the heart of Bellevue, WA. The center has ample parking and is close to area hotels and restaurants.



The vendor booth area is on the same floor as our general sessions. This will increase vendor visibility and offer multiple opportunities for engagement with conference attendees.



The nearby Seattle Marriott Bellevue's well-appointed rooms are available to book at a discounted rate through our conference room block (while available).

[SIGN UP HERE](#)

Sponsorship At-a-Glance

	TITLE	PREMIER	PLATINUM	GOLD	SILVER
Recognized as event sponsor on rolling PowerPoint slides	SOLD	X	X	SOLD	X
Commercial and Keynote introductions Choose the opening, lunch, or closing keynote spot to give your commercial (up to 3 minutes) and introduce the keynote speaker	X				
Multiple breakout sessions Speaker introduction and give brief commercial (up to 3 minutes)	X	X	X		
Exhibitor booth	Prime booth	Prime booth	Prime booth	Prime booth	Standard booth
Exhibitor passport program/booth traffic driver	X	X	X	X	X
Exhibitor Admitted Full Conference Pass (includes meals)	4	2	2	2	2
Logo Advertisement (Website, App, Promo materials, Registration Desk)	X	X	X	X	X
Social media promotional messages	X	X	X		
Logo on lanyards	X				
Pre-Conference webinar	X	X	X	X	X
Attendee contact listing	X	X	X	X	X
Hotel Accommodations As a valued sponsor, additional hotel rooms are available at discounted rate via the WSELHRC room block	X	X	X	X	X
EARLY BIRD PRICING	\$15,000	\$12,500	\$8,000	\$5,500	\$2,750
REGULAR PRICING (1/31/2024)	\$20,000	\$15,000	\$10,000	\$7,000	\$3,500
QUANTITY AVAILABLE	1	1	3	3	27

[SIGN UP HERE](#)



Networking Reception

\$7,500

March 13, 2024

SOLD

This is a great opportunity to host the attendees of the conference as they reconnect with old friends and make new connections in this relaxed social gathering. It will take place Wednesday, March 13, 2024 from 5:00-7:00 p.m. at the Seattle Marriott Bellevue. There will be appetizers and entertainment. Upon entry, there is a branded step-and-repeat photo op for all attendees that will feature your logo along with the conference logo. You will be featured on the "Welcome" signage as well as on the app as the exclusive sponsor.

Other Exclusive Sponsorships

Promote your Brand with one of these unique opportunities! One sponsor per opportunity.

EARLY BIRD PRICING

\$5,000

After 1/31/2024

\$6,500

WiFi

Be featured as the exclusive sponsor of the WiFi for the Thursday conference.

EARLY BIRD PRICING

\$3,500

After 1/31/2024

\$5,000

Lunch

A delicious plated meal will be served to all conference attendees just prior to the lunch keynote. You will be featured as the host of this meal and have the opportunity to place branded items on lunch tables.

EARLY BIRD PRICING

\$3,500

After 1/31/2024

\$5,000

Breakfast

A delicious plated meal will be served to all conference attendees just prior to the breakfast keynote. You will be featured as the host of this meal and have the opportunity to place branded items on break tables.

EARLY BIRD PRICING

\$1,500

After 1/31/2024

\$2,000

Breaks

During the morning and afternoon breaks, light snacks and refreshments will be served. You will be featured as the host of these treats and have the opportunity to place branded items on break tables.

SIGN UP HERE

NOTE: All sponsorships are on a first-come, first-served basis.



Title Sponsorship

ONLY 1 AVAILABLE 

EARLY BIRD PRICING

\$15,000

After 1/31/2024

\$20,000

The 2024 Title Sponsorship provides advanced networking opportunities opportunities with special recognition in the main ballroom: Title Sponsor signage with company logo at registration desk and a prime exhibitor booth.

At the Conference

- Naming recognition in all conference materials, identifying the company as the Title Sponsor
- Opportunity to collaborate with WA State SHRM to provide a keynote presenter for the conference
- Keynote Introduction and Company Comments: Speaker introduction and brief commercial regarding your organization (1-3 minutes) at a keynote session
- Recognized as main event sponsor on rolling PowerPoint slides
- Multiple Breakout Sessions: Speaker introduction and brief commercial regarding your organization
- Top Exhibitor Booth location with four exhibitors admitted (includes meals and breaks)

- Complimentary Exhibitor Passport Program to drive attendee traffic to your booth

Marketing and Brand Recognition at the Conference

- Company logo at the registration desk
- Company logo on the attendee lanyards
- Company logo displayed on the wall in all General Sessions using a Gobo (AV device used to prominently project logo on any surface).
- Full-page color advertisement in Conference Program (inside front cover)
- Premium logo placement with link to company website on the conference app
- Pre-Conference Webinars
- Social media promotional messages
- Logo included on conference promotional materials and emails

- Top tier logo placement with link to company website on the conference website

Benefits Post-Conference

- Attendee contact listing
- Recognition in post-event thank you email to all attendee types
- Social media promotional message

PRIME EXHIBITOR BOOTH SPECS
Prime booth placement for maximum foot traffic
One 6' table
One electrical connection
One power strip
Two chairs
Wastebasket
Sponsor only WiFi access
Material handling – up to 4 packages
Optional monitor(s) (pricing available upon request)
Optional install and dismantle (pricing available upon request)

SIGN UP HERE

NOTE: All sponsorships are on a first-come, first-served basis.



Premier Sponsorship

EARLY BIRD PRICING

\$12,500

After 1/31/2024

\$25,000

ONLY 1 AVAILABLE

The 2024 Premier Sponsorship provides additional networking opportunities with special recognition in the main ballroom: Premier Sponsor signage with company logo at registration desk and a prime exhibitor booth.

At the Conference

- Recognized as event sponsor on rolling PowerPoint slides
- Multiple Breakout Sessions: Speaker introduction and brief commercial regarding your organization
- Commercial and Keynote Introduction: Speaker introduction and brief commercial regarding your organization
- Prime Exhibitor Booth with two exhibitors admitted (includes meals and breaks)
- Complimentary Exhibitor Passport Program to drive attendee traffic to your booth

Marketing and Brand Recognition at the Conference

- Company logo at the registration desk

- Company logo displayed on the wall in all General Sessions using a Gobo (AV device used to prominently project logo on any surface)
- Full-page color advertisement in Conference Program (prime viewing location)
- Premium logo placement with link to company website on the conference app
- Lounge (the lounge is reserved exclusively for SHRM-CP and SHRM-SCP certified attendees. Grab a snack, charge your phone, connect with other certified professionals)

Marketing and Brand Recognition Pre-Conference

- Social media promotional messages
- Logo included on conference promotional materials and emails

- Premium logo placement with link to company website on the conference website Benefits Post-Conference
- Attendee contact listing

PRIME EXHIBITOR BOOTH SPECS

Prime booth placement for maximum foot traffic
One 6' table
One electrical connection
One power strip
Two chairs
Wastebasket
Sponsor only WiFi access
Material handling – up to 4 packages
Optional monitor(s) (pricing available upon request)
Optional install and dismantle (pricing available upon request)

SIGN UP HERE

NOTE: All sponsorships are on a first-come, first-served basis.



Platinum Sponsorship

ONLY 1 AVAILABLE **2 SOLD / 1 AVAILABLE**

The 2024 Platinum Sponsorship provides additional networking opportunities with special recognition in the main ballroom: Platinum Sponsor signage with company logo at registration desk and a prime exhibitor booth.

EARLY BIRD PRICING

\$8,000

After 1/31/2024

\$10,000

At the Conference

- Recognized as event sponsor on rolling PowerPoint slides
- Multiple Breakout Sessions: Speaker introduction and brief commercial regarding your organization
- Prime Exhibitor Booth with two exhibitors admitted (includes meals and breaks)
- Complimentary Exhibitor Passport Program to drive attendee traffic to your booth

Marketing and Brand Recognition at the Conference

- Company logo at the registration desk
- Company logo displayed on the wall in all General Sessions using a Gobo (AV device used to prominently project logo on any surface)
- Full-page color advertisement in Conference Program
- Premium logo placement with link to company website on the conference app

Marketing and Brand Recognition Pre-Conference

- Social media promotional messages
- Logo included on conference promotional materials and emails
- Premium logo placement with link to company website on the conference website

Marketing and Brand Recognition Pre-Conference

- Attendee contact listing

PRIME EXHIBITOR BOOTH SPECS
Prime booth placement for maximum foot traffic
One 6' table
One electrical connection
One power strip
Two chairs
Wastebasket
Sponsor only WiFi access
Material handling – up to 4 packages
Optional monitor(s) (pricing available upon request)
Optional install and dismantle (pricing available upon request)

SIGN UP HERE

NOTE: All sponsorships are on a first-come, first-served basis.



Gold Sponsorship

EARLY BIRD PRICING

\$5,500

After 1/31/2024

\$7,000

ONLY 3 AVAILABLE  **SOLD**

The 2024 Gold Sponsorship provides additional networking opportunities with special recognition in the main ballroom: Gold Sponsor signage with company logo at registration desk and a prime exhibitor booth.

At the Conference

- Recognized as event sponsor on rolling PowerPoint slides
- Multiple Breakout Sessions: Speaker introduction and brief commercial regarding your organization
- Prime Exhibitor Booth with two exhibitors admitted (includes meals and breaks)
- Complimentary Exhibitor Passport Program to drive attendee traffic to your booth
- Logo included on conference promotional materials and emails

Marketing and Brand Recognition at the Conference

- Premium logo placement with link to company website on the conference app
- Half-page color advertisement in Conference Program
- Company logo at the registration desk

Marketing and Brand Recognition Pre-Conference

- Logo included on conference promotional materials and emails
- Premium logo placement with link to company website on the conference website

Benefits Post-Conference

- Attendee contact listing

PRIME EXHIBITOR BOOTH SPECS
Prime booth placement for maximum foot traffic
One 6' table
One electrical connection
One power strip
Two chairs
Wastebasket
Sponsor only WiFi access
Material handling – up to 4 packages
Optional monitor(s) (pricing available upon request)
Optional install and dismantle (pricing available upon request)

SIGN UP HERE

NOTE: All sponsorships are on a first-come, first-served basis.



Silver Sponsorship

EARLY BIRD PRICING

\$2,750

After 1/31/2024

\$3,500

ONLY 27 AVAILABLE **11 SOLD / 16 AVAILABLE**

The 2024 Silver Sponsorship provides additional networking opportunities with special recognition in the main ballroom: Silver Sponsor signage with company logo at registration desk and a prime exhibitor booth.

At the Conference

- Recognized as event sponsor on rolling PowerPoint slides
- Standard Exhibitor Booth with two exhibitors admitted (includes meals and breaks)
- Complimentary Exhibitor Passport Program to drive attendee traffic to your booth

Marketing and Brand Recognition

- Logo placement with link to company website on the conference app
- Company logo at the registration desk

Marketing and Brand Recognition

- Pre-Conference
- Logo included on conference promotional materials and emails
- Logo placement with link to company website on the conference website

Benefits Post-Conference

- Limited to the first 10 Silver Sponsors

Standard Exhibitor Booth

- General booth placement
- One 6' table
- One electrical connection
- One power strip
- Two chairs
- Wastebasket
- Sponsor only WiFi access
- Material handling - up to 4 packages
- Optional monitor (pricing available upon request)
- Optional install and dismantle (pricing available upon request)

SIGN UP HERE

NOTE: All sponsorships are on a first-come, first-served basis.

Custom Opportunities

Put your brand front and center at the 2024 Washington State SHRM Annual Conference by taking advantage of one of these great marketing promotional opportunities. Please contact us if you are interested in these custom branded opportunities. Our sponsorship team can work with you to create a custom package that meets your marketing goals and budget.

Keynote Sponsor

Virtual
Pre-Conference
Program Sponsor

Co-Branded
Attendee Bags

SOLD

Wellness Sponsor

Branded Coffee
Station

Branded Charging
Station

Headshot Station

Conference Call
Space

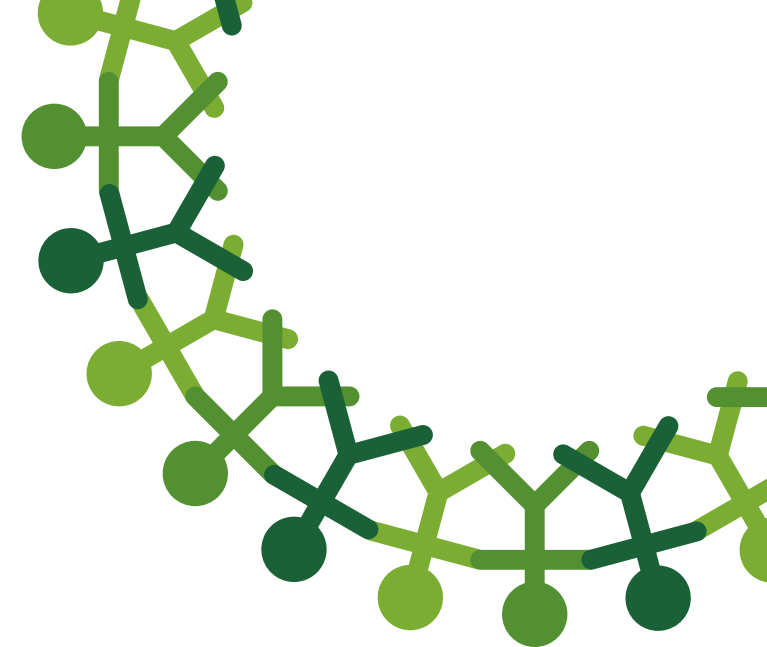
Co-Branded
Photo Booth

Lounge

[SIGN UP HERE](#)

NOTE: All sponsorships are on a first-come, first-served basis.

Let's work together to unlock a unique opportunity for your brand!



We hope you will join us. Please email me at the address below to secure your opportunity today! In order to receive the Early Bird pricing, you must sign up by January 31, 2024. Sponsorship registrations received after January 31, 2024, will be subject to regular rates. All sponsorships are on a first-come, first-served basis. Let's work together to unlock a unique opportunity for your brand!



For more information regarding sponsorship opportunities, please contact:

Danielle Huston

Partnerships Director, Washington State SHRM
206.915.0884
Danielle.Huston@lockton.com

[SIGN UP HERE](#)