

# 2021 State HR Conference



**HR: P  WER UP!**

April 19<sup>th</sup>—20<sup>th</sup>, 2021



## Exhibitor/Sponsor Prospectus

# Exhibitors

The SHRM NM State Conference invites you to be a part of the largest gathering of New Mexico's HR Professionals in 2021!



**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 2021 conference is the premier event for you to market your business services to a vast community of **HR and other business professionals** all in one place!

**Sign-up Now!** The sooner you pay for your sponsorship, the sooner we can begin acknowledging your support of the conference and your services.

**SHRM New Mexico is proud to acknowledge the efforts of our Affiliate Chapters:**

SHRM New Mexico Council  
FCHRA (Farmington)  
HRMA of NM (Albuquerque)  
NNMHRA (Santa Fe)  
SNMSHRM (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 Wellness  
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



## Important Dates and Deadlines

**March 15, 2021**

Speaker hubs begin opening

**April 9, 2021**

Ad provided to ensure time for marketing or upload to your hub

**April 16, 2021**

Sponsor registration deadline

**April 19-20, 2021**

SHRM NM 2021 Virtual State Conference

Learn more about the conference at

<http://shrmnm.org/2021conference>

All Sponsorships at the Silver level and above include a special hub, branded with your logo and featuring a link to your web site, your name, and contact information. You will have access to your hub shortly after we receive your payment. If you meet the deadline (April 9<sup>th</sup>), we will upload your ad for you or you may upload it yourself after that date. You will be able to leave messages for attendees and upload marketing materials within your hub. Attendees can leave you messages or start a discussion and you can leave replies or arrange for future meeting or call after the conference. You will have access to your hub for at least 30 days after the event. Watch the Sponsor Hub video to get a better idea of what your hub looks like to attendees!

### Silver Level Sponsorship

\$1500

#### What is included in my sponsorship?

- ◆ Your own Sponsor Hub including contact information, company description and link to company website. Sponsor Hubs create your own branded space for posting materials, interacting with attendees, and sharing your services. Attendees may even start leaving questions before the conference! Within your hub you can start discussions, answer questions attendees leave, and upload approved marketing materials including your ad.
- ◆ Your hub will be available to you before the event (as early as March 15<sup>th</sup> once payment is received) and both you and attendees will have access to it for at least 30 days after the event. (Attendees gain access to the platform based on their registration date and may choose to explore the platform space.)
- ◆ Complete access to the conference for **1 individual** from your organization.
- ◆ Inclusion of raffle item and/or door prize if you are willing to ship/email to an attendee.
- ◆ Your company logo with a link to your website will appear on the event page of our website **until after the conference.**
- ◆ Your company logo with a link to your website will appear in all email blasts related to the conference beginning as soon as sponsorship is received.
- ◆ Individual recognition in **one** Facebook, Instagram, and LinkedIn post plus additional posts on our social media pages recognizing multiple sponsors at the Silver level and higher.

**SPONSORSHIP**



# Premium Sponsorships

## Gold Sponsorship (\$2,500) Includes All Benefits listed in Silver, plus:

- ◆ An opportunity to introduce one of our presenters (as available).
- ◆ List of conference attendees for follow up marketing.
- ◆ Opportunity to be scheduled for a live 10-minute Zoom session during a Sponsor break. You may record the session and we will make it available in our Resources section on the Platform for at least 30 days after the conference. This is non-exclusive, so other sponsors may be scheduled at the same time.
- ◆ Your company logo, with a link to your website, will be featured on the Sponsor section of our website, and in all allowable SHRM NM eblasts **through January 2022**.
- ◆ Recognition as a Gold Sponsor during the conference.
- ◆ Additional individual recognition on our social media pages.
- ◆ First Right of Refusal for the Gold Sponsorship at the SHRM NM 2022 State Conference.
- ◆ Complete access to the conference for **2 individuals** from your organization.

## Platinum Sponsorship (\$3,500) Includes All Benefits listed in Gold, plus:

- ◆ Opportunity to provide a 3-minute introduction of your services followed by an introduction of a Keynote or Breakout speaker of your choice, (on a first come, first served basis).
- ◆ Special acknowledgement as a Platinum Sponsor.
- ◆ Recognition on our Social Media outlets to include at least **two** individual Facebook posts and **two individual** LinkedIn posts, at least one of which will feature an ad you create (jpeg and pdf versions must be provided to us ASAP to ensure time).
- ◆ The ad you create, with a link to your website, will be featured on the SHRM NM website at the top of the Sponsor section of our website through January 2022.
- ◆ Photo & Story on Company's CEO on SHRM NM website Sponsor page.
- ◆ Complete access to the conference for **3 individuals** from your organization.
- ◆ First Right of Refusal for the Platinum Sponsorship at the SHRM NM 2022 State Conference

## Conference Platform Sponsorship - \$5000 Includes All Benefits listed in Platinum, plus:

Set your firm apart by being one of our Conference Platform Sponsors and Premiere Partner(s) for the 2021 SHRM NM State Conference. You will get noticed by every attendee throughout the entire virtual event as your logo will be included in a prominent location on the main page of the Virtual Conference platform, throughout each Conference session, in digital conference marketing materials, and on the Eventbrite Conference Details page.

- ◆ Your ad will be featured in a conference related eblast **and** a future eblast to our full SHRM NM contact list.

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# Additional Opportunities

## **Turquoise Level Sponsors - \$500 (No Access to Conference):**

- ◆ Your logo, business name, link to the website and a brief description of services will be listed in the Turquoise Group Sponsor hub during the conference and for at least 30 days following it. You may also provide a contact name, email address, and phone number.
- ◆ Your company logo with a link to your website will appear on the event page of our website until after the conference.
- ◆ Your company logo with a link to your website will appear in all email blasts related to the conference beginning as soon as payment is received.
- ◆ Individual Recognition in 1 Facebook post.
- ◆ 1 LinkedIn post recognizing all Turquoise sponsors.

## **Add-Ons (Must be purchased in addition to a sponsorship at the **Silver-Platinum** levels)**

- ◆ **Session Sponsor (As Available)** – Company Logo and link featured within a virtual session. **\$100**
- ◆ **Special Eblast** – An eblast containing conference information sent to all registered attendees or to our complete contact list will feature your ad with a link to your website. Only one vendor will be featured in any eblast, so this will be offered on a first come, first served basis. The ad could instead be featured in an eblast to our complete contact list later in the year. **\$100**





**SHRM NM State Conference  
Sponsor/Exhibitor Registration Form  
April 19<sup>th</sup> – 20<sup>th</sup>, 2021**

Please review the Sponsor/Exhibitor prospectus carefully, noting what your sponsorship provides.

Then email this completed form to [Charlie Sparks](mailto:Charlie.Sparks@shrmnm.org) (or fax to 505-404-7980).

- Choose Sponsor Level:**
- |                          |   |  |
|--------------------------|---|--|
| <input type="checkbox"/> | Conference Platform Sponsor/<br>Exhibitor | <b>\$5,000</b>                           |
| <input type="checkbox"/> | Platinum Sponsor/Exhibitor                | <b>\$3,500</b>                           |
| <input type="checkbox"/> | Gold Sponsor/Exhibitor                    | <b>\$2,500</b>                           |
| <input type="checkbox"/> | Silver Sponsor/Exhibitor                  | <b>\$1,500</b>                           |
| <input type="checkbox"/> | Turquoise Sponsor                         | <b>\$ 500</b> (No access to conference.) |

**Add-On Option(s):** \_\_\_\_\_ **Cost:** \_\_\_\_\_

**Total Due:** \_\_\_\_\_

- I will pay by credit card     I will pay by check     Please provide an invoice     Please provide a W9

Organization: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website: \_\_\_\_\_  
Address: \_\_\_\_\_ Email: \_\_\_\_\_  
City: \_\_\_\_\_  
Zip Code: \_\_\_\_\_

Visa     MC     AE Card # \_\_\_\_\_ EXP \_\_\_\_\_ C V V \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

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# Important Details

Print the Sponsor Registration form from this booklet or access a copy at

<http://shrmnm.org/2021conference>

Complete the form and return it as soon as possible to Charlie Sparks

[charlie@groupmortgagebenefits.com](mailto:charlie@groupmortgagebenefits.com)

## Additional Information:

All sponsors should provide a PNG and/or JPEG version of your logo as soon as possible in order to ensure we have time to advertise your sponsorship.

Platinum and Conference Platform Sponsors must provide a **PNG and/or JPEG** version of your ad no later than **April 9th** to ensure we have time to post your ad prior to the conference. We will post your ad to your Speaker Hub.

Gold and Silver Sponsors who would like us to post an ad for you in your Speaker Hub must provide a **PNG and/or JPEG** version of your ad no later than **April 9th** or you may post on your own within your Speaker Hub.

All ads should be at least 300 dpi.

**Please send your logo and ad to our Public Relations Director, Cindy Murphy at [CindyMurphyHR@gmail.com](mailto:CindyMurphyHR@gmail.com).**



## Exhibitor Event Schedule

(subject to change)

### Monday, April 19

8:00 AM - Conference Sessions begin  
10:00 - 10:30 AM Exhibitor Visits & Zoom Sessions  
11:30 AM—12:30 PM Lunch & Exhibitor Visits & Zoom Sessions  
1:45 - 2:15 PM Exhibitor Visits & Zoom Sessions  
2:15 - 2:45 PM Exhibitor Visits & Zoom Sessions

### Tuesday, April 20

8:00 AM - Conference Sessions begin  
10:15 - 10:45 AM Exhibitor Visits & Zoom Sessions  
2:15 - 2:45 PM Exhibitor Visits & Zoom Sessions  
3:45 p.m. Prizes and Raffles

Please note that attendees have access to your Sponsor hub during the event, as well as prior to the conference and for at least 30 days after it. There are also a few 15-minute breaks during the conference.

**THANK YOU  
for  
YOUR SUPPORT  
of SHRM NM**

## Questions?

Please contact the following Exhibitor/Sponsorship Committee Members:

Charlie Sparks, [charlie@groupmortgagebenefits.com](mailto:charlie@groupmortgagebenefits.com); 505-350-3745

Naomi Serna-Olander, [nsernao@arcaspirit.org](mailto:nsernao@arcaspirit.org); 505-252-6746