2022 State Conference

ELEVATE + INNOVATE

Leadership • Culture • Diversity • Legislation

April 11th – 12th, 2022 | Isleta Resort & Casino | Albuquerque

Exhibitor/Sponsor Prospectus
Exhibitors

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

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, 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, 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

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 2022 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:
- FCHRA (Farmington)
- HRMA of NM (Albuquerque)
- NNMHRA (Santa Fe)
- SNMSHRM (Las Cruces)
Important Dates and Deadlines

**April 1, 2022** Ad provided to SHRM NM so as to ensure time for all eligible marketing

**April 6, 2022** Sponsor registration deadline

**April 8, 2022** All items for Virtual Access due

**April 10, 2022, 12:00 PM** This is the final deadline for conference bag inserts to be provided. Items provided April 10th must be delivered to Isleta Resort & Casino.


Should we be forced to change this to a fully virtual event, you will be contacted and all options available to sponsors will be shared with you. At that time you will be given the opportunity to determine if you would like to continue with your sponsorship or if changes need to be made.

### Silver Level Sponsorship

- **$1500**

**What is included in my sponsorship?**

- One 6” draped table and chair
- One sponsor/exhibitor registration
- Inclusion of raffle item and/or door prize
- One registration bag insert of approved collateral or promotional item
- 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.
- Your company name, logo, website link, a brief description of your services, and contact information will be shared with attendees who choose our *Virtual Access to Presentations* option.
- Individual recognition in **one** Facebook, Instagram, and LinkedIn post plus an additional post on social media recognizing multiple sponsors at the Silver level and a post recognizing all of our sponsors.
- Signage at the event acknowledging all sponsors
- 24 hour exhibit area perimeter security (Although all reasonable measures are taken to secure the exhibit area, materials contained within exhibit area are the responsibility of the exhibitor.)
- Additional sponsor/exhibitor registrations available at $125
Gold Sponsorship ($2,500) Includes All Benefits listed in Silver, plus:

- Two sponsor/exhibitor registrations
- An opportunity to introduce one of our presenters as available
- List of conference attendees for follow up marketing
- 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 2023.
- 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 2023 State Conference

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

- Three sponsor/exhibitor registrations
- Opportunity to be a speaker at the event (As available). Your topic must be approved by SHRM NM. The topic should adhere to one of the SHRM content areas and be eligible to receive SHRM Professional Development Credits or 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).
- You will have access to the Attendee List at least 5 days prior to the event for pre-conference marketing. Any additions to the list will be provided to you post-conference.
- Opportunity to provide an up to 10-minute video for us to share on the website that will house presentation recordings for one month of access by both our live event attendees and those who select our Virtual Access to Presentations option.
- Special acknowledgement as a Platinum Sponsor
- PREMIUM exhibit space inside the Grand Ballroom
- Your recognition on our Social Media outlets will include at least two individual Facebook posts and two individual LinkedIn posts, at least one of which can feature an ad (jpeg) you create 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 2023.
- Your ad will be included in an eblast either before or after the conference. Only 1 ad will appear in any eblast.
- First Right of Refusal for the Platinum Sponsorship at the SHRM NM 2023 State Conference

Premier Conference Sponsor - $5000 Includes All Benefits listed in Platinum, plus:

Set your business apart by being a Premiere Partner for the 2022 SHRM NM State Conference. You will get noticed by every attendee throughout the entire event as your logo will appear on screen prior to start of the conference each day and before all Keynote Sessions. Special welcome signage with your logo will be posted at Registration on Monday and then moved into the Grand Ballroom. Your business will also be highlighted within the hotel’s signage system for the conference.

- Your ad will be featured in a conference related eblast (if received in time!) and a future eblast to our full SHRM NM contact list.
- You’ll have the opportunity to provide a photo & story on Company’s CEO or the company’s history/services to be featured on the Sponsor page of SHRM NM’s website.
Additional Opportunities

Turquoise Level Sponsors - $500 (No Exhibit Space or Access to Conference):

- One registration bag insert of approved collateral or promotional item
- 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
- Recognition on 1 LinkedIn post recognizing all sponsors

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

Conference Bag Sponsorship - $650 (1-color logo), $850 (2-color logo) Every attendee will carry your logo with them all conference long!

- PREMIUM exhibit space inside the Grand Ballroom or Exhibit Hall
- The list of conference attendees for follow up marketing

- Notebook Sponsorship - $800 (1-color logo) $1,000 (2-color logo) Every attendee will be using a notebook with your logo on the cover!
- PREMIUM exhibit space inside the Grand Ballroom or Exhibit Hall.
- You may provide your own company notepads as well for extra advertisement.
- Your ad will be included in an eblast either before or after the conference. Only 1 sponsor ad will appear in any eblast.
Breakfast Sponsorship - $350 (2 available, 1 each day)
When attendees fill up on delicious food, they’ll also be served up with a helping of your company’s logo. Sponsorship includes a commercial (up to two minutes) at the beginning of the day and acknowledgement as our breakfast sponsor.

Lunch Sponsorship - $350 (2 available, 1 each day)
When attendees dine at our plated luncheons, they’ll also be served up with a helping of your company’s generous hospitality. Sponsorship incudes a commercial (up to two minutes) at lunch and acknowledgement as our lunch sponsor.

Speaker & Volunteer Recognition Sponsorship - $600
Show the volunteers and speakers how much you appreciate their hard work. Sponsorship includes a gift for our volunteers and speakers. A sign thanking you for your generosity will be displayed at the event and the card included with the gift will acknowledge your sponsorship and include your logo. Plus, an up to 2 minute commercial at lunch on Tuesday!

Lanyard Sponsorship - $500
Attendees, presenters and even the competition will be wearing your company name around their necks. Lanyards will include your business name!

Breakout Session Sponsor (As Available) – $200/day (4 available per day)
Your company logo will be featured on the in-room screen before a breakout session. Your company logo and/or name will also be on the screen outside of a breakout room door throughout the day.

Special Eblast – $150
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 ad will be featured in any eblast, so 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.
**Important Details**

Print the **Sponsor/Exhibitor Registration** from this booklet or access a copy at

Complete the form and return it as soon as possible to Charlie Sparks
charlie@groupmortgagebenefits.com

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**Additional Information:**

All sponsors should provide a JPEG version of your logo as soon as possible. Platinum and Conference Partner Sponsors must provide a **JPG** version of your ad no later than **March 15th**.

**SPECS**

- **Recommended image size:** 1200 x 628  **Image file type:** .jpg
- **Image ratio:** 9:16 to 16:9 (No links please)
- **Images no more than 20% text**
- **Text:** Recommended 125 characters or less
- **Headline:** 25 characters

Please send your logo and ad to our Public Relations Director, Cindy Murphy at CindyMurphyHR@gmail.com.

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**Exhibitor/Sponsor Event Schedule**

*(Subject to change)*

**Monday, April 11**

- 7:15 AM—8:00 AM - Registration, Breakfast, Exhibitor Visits
- 10:30 AM - 11:00 AM Exhibitor Visits
- 12:15 PM—1:15 PM Lunch
- 2:15 - 2:45 PM Exhibitor Visits

**Tuesday, April 12**

- 7:15 AM—8:00 AM - Registration, Breakfast, Exhibitor Visits
- 9:15 AM - 9:45 AM Exhibitor Visits
- 12:00 PM—1:15 PM Lunch
- 2:15 - 2:45 PM Exhibitor Visits, Raffle Prizes

Please note that attendees may also visit sponsor exhibits during the short 10-15 minute breaks throughout the conference, at lunch and before the networking event on Monday evening.

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

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**Questions?**

Please contact our Exhibitor/Sponsorship Chair:
Charlie Sparks [charlie@groupmortgagebenefits.com](mailto:charlie@groupmortgagebenefits.com)  505-350-3745
SHRM NM State Conference
Sponsor/Exhibitor Registration Form
April 11th – 12th, 2022

Please review the Sponsor/Exhibitor prospectus carefully, noting what your sponsorship provides. Then email this completed form to Charlie Sparks (or fax to 505-404-7980).

Choose Sponsor Level:

☐ Premier Sponsor/Exhibitor $5,000
☐ Platinum Sponsor/Exhibitor $3,500
☐ Gold Sponsor/Exhibitor $2,500
☐ Silver Sponsor/Exhibitor $1,500
☐ Turquoise Sponsor $500 (No access to conference.)
☐ *Additional Meal Package $125

☐ Add-On Option: ____________________________ Cost: ____________________________
☐ Add-On Option: ____________________________ Cost: ____________________________

Total Due: __________________

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

Title: ____________________________
Organization: ____________________________
Website: ____________________________
Phone: ____________________________
Email: ____________________________
City: ____________________________
Address: ____________________________
Zip Code: ____________________________

☐ Visa ☐ MC ☐ AE Card #: ____________________________ EXP ___ C V V ___

Authorized Signature: ____________________________

SHRM NM
2022 State Conference Sponsorship
PO Box 95493
Albuquerque, NM 87199-5493