



[VeteranRecruitingConference.com](http://VeteranRecruitingConference.com)

February 25-27, 2020

Location TBA

[sponsors@TheValueOfaVeteran.com](mailto:sponsors@TheValueOfaVeteran.com)

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Dear Prospective Sponsor,

**Are you ready to expand your influence and reach major corporations that are developing veteran recruitment and retention programs?**

Welcome to the **Veteran Recruiting Conference!** 2020 will be our 8th annual event that brings together **100-120** attendees from large companies that are looking for advice, connections and resources to help them develop and implement programs that deliver solid results.



Fortune 500 companies like CVS, Northrop Grumman and Wells Fargo are just a few of the organizations who make this a “must attend” event every year.

The **Veteran Recruiting Conference** is produced by The Value Of a Veteran. We are a fast growing, woman / veteran / minority owned company with a long and strong reputation for empowering our clients to develop solid veteran recruiting and retention programs.

Please accept my personal invitation to join us February 25-27, 2020. Put your company in front of these decision makers and influencers who are actively looking for resources to significantly accelerate their veteran recruiting & retention programs and deliver real results for their initiatives.

To your success,

Lisa Rosser

CEO and Founder, The Value Of a Veteran

## Why Do Our Sponsors Return Year After Year?

**Highly Targeted.** Unlike other larger HR conferences that attract not only recruiters and diversity specialists but also Labor Relations/Benefits/Work Life/HRIS professionals, this event targets a defined audience – those who are responsible for the military recruiting programs at their companies. They are expressing, through their interest in the event and their paid attendance, that they are serious about improving their recruitment and retention of veterans and veterans with disabilities. Sponsoring or exhibiting at this event puts your organization **front and center** in their minds as they search for resources that will assist them in their efforts.

**Small Conference Size.** Given the defined target audience, the conference size (less than 400 participants) ensures maximum contact time with attendees.

**Multiple Contact Opportunities.** Sponsorship and exhibition is designed to drive attendees to you. Meals and coffee breaks are in the expo area. Each break is sufficiently timed to offer maximum opportunity to meet and mingle with the attendees. Several sponsor levels provide you extra exposure through session presentation opportunities or short introductions of your company/product/service.

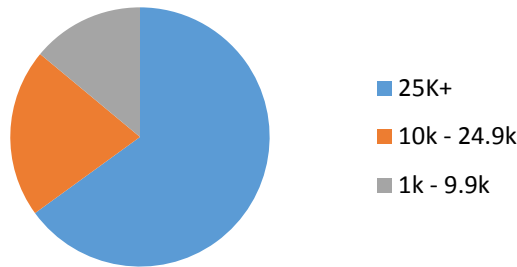


## PAST ATTENDEE DEMOGRAPHICS

- Accenture
- Alorica
- Altria
- American Red Cross
- Apollo Global Management
- AT&T
- Baker Hughes
- Bank of America
- BBVA Compass
- Bell Helicopter
- BlueCross BlueShield SC
- Bombardier Aerospace
- Boyd Gaming
- Bridgepoint Education
- BrooksSource
- Capital One
- Cargill
- ConAgra
- Con-way Truckload
- CVS/Caremark
- Denver Water
- Duke Energy
- Dunkin' Brands
- Energy Future Holdings
- Enterprise Holdings
- Exelon Corp
- Federal Deposit Insurance Corporation
- First Data
- Gardner Denver
- GE
- Golden Living
- Goldman Sachs
- Hallmark Cards
- HGS
- HMS
- HNTB Corporation
- Humana
- Ingalls Shipbuilding
- Intertek
- Iron Mountain
- JCPenney
- JPMorgan Chase
- Kellogg Company
- Kohl's Department Stores
- Lincoln Financial Group
- LinkedIn
- Lockheed Martin
- Macy's
- McDonalds
- McKesson
- Miller Coors

### Company Size

25,000 or more .....	65%
10,000 – 24,999.....	21%
1,000 - 9,999.....	14%



- National Vision
- NBC Universal
- NFI Industries
- NIMBUS
- Northrop Grumman
- OfficeMax
- Oil States
- Oracle
- Pacific Gas & Electric Co.
- Palo Alto Networks
- PNC Financial Services
- Progressive Insurance
- Providence Health & Services
- Prudential Insurance
- PwC
- Qualcomm
- Raytheon
- Ross Stores
- Sandia National Laboratories
- Shaw Industries Group
- SiriusXM
- Sodexo
- Southern Company
- Spok
- Starbucks
- Sysco Business Services
- Tektronics
- The GEO Group
- The Weyerhaeuser Company
- TJX Companies
- Travelers Insurance
- Trinity Industries
- University of Pittsburgh Medical Center (UPMC)
- UPS
- USAA
- US Cellular
- UTC Aerospace Systems
- Vectren Corporation
- Verizon
- VHA
- Walmart
- Wells Fargo
- Williams Company
- W.W. Grainger
- Xcel Energy

### Industry Type

Aerospace/Defense.....	5%
Business Services.....	9%
Energy/Utilities/Oil/Gas.....	13%
Financial Services.....	22%
Healthcare.....	11%
Manufacturing.....	13%
Retail.....	18%
Technology/Media.....	7%
Transportation.....	2%



## SPONSORSHIP PACKAGE OFFERINGS

### All sponsors/exhibitors receive:

- Logo on event website
- Logo on “hold screens” in General Session Ballroom
- Logo and 50 word entry in conference mobile app
- Company name included in social media campaign

Sponsorship Level	Package Components
Presenting Sponsor \$10,000	<ul style="list-style-type: none"> <li>• 50-minute general session (in <b>main ballroom</b>)</li> <li>• Premium location 6’ exhibitor space</li> <li>• 4 passes to attend conference including welcome reception</li> <li>• 1 promotional item or advert to include in attendee folder</li> <li>• <b>Contact information for each registered attendee</b> (emailed 3 weeks before event and updated roster after event)</li> </ul>
Session Sponsor \$4,700	<ul style="list-style-type: none"> <li>• 5-7 minute introduction of your business at the beginning of a general conference session</li> <li>• 6’ exhibitor space</li> <li>• 3 passes to attend conference including welcome reception</li> <li>• <b>Contact information for each registered attendee</b> (emailed after event)</li> </ul>
Exhibitor \$3,495	<ul style="list-style-type: none"> <li>• 6’ exhibitor space</li> <li>• 2 passes to attend conference including welcome reception</li> </ul> <p><b>NOTE: does not include contact information – see add on’s below</b></p>
<b>Any level ADD ON</b> \$995/person	<ul style="list-style-type: none"> <li>• Each additional booth personnel beyond the number conveyed with sponsorship/exhibitor level</li> </ul>
<b>Exhibitor level ADD ON</b> \$995 for early/final lists	<ul style="list-style-type: none"> <li>• Contact information for all attendees               <ul style="list-style-type: none"> <li>○ Registration list “as of” 3 weeks before conference <b>AND</b></li> <li>○ Complete list after conference</li> </ul> </li> </ul>
<b>Exhibitor level ADD ON</b> \$495 for final list (only)	<ul style="list-style-type: none"> <li>• Contact information for all attendees - complete list sent after conference concludes</li> </ul>



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## About The Event

The **Veteran Recruiting Conference** is an annual conference specifically for large (1,000+ US employees) companies that are seeking information, advice and resources to help them improve recruitment and retention of military veterans. 2020 will be our 8th annual event and we expect **100-120** attendees from large companies. Fortune 500 companies like CVS, Northrop Grumman and Wells Fargo are just a few of the organizations who make this a “must attend” event every year.

The companies range from those with mature veteran programs (4+ years) to those just starting to build a program. Unlike events that are free for employers to attend, this conference draws companies that are demonstrating a willingness to invest time, people and capital to gain access to this information and these resources. And, unlike larger HR-related conferences, ***every attendee*** of this event is interested in one thing – how to improve recruitment and retention of veterans.

If your company has a need to directly engage with this audience, you cannot ask for an event that provides more face-to-face opportunities.

## About The Value Of a Veteran

Founded in 2007, The Value Of a Veteran is a human resources training and consulting firm that **specializes in educating employers on how to recruit and retain veterans.**

It was the **first company** to create commercially available comprehensive training expressly for employers, human resources professionals and hiring managers that covered all aspects of veteran recruitment and retention.

Its content is the **only one** available that was developed by someone with **both significant military experience AND staffing/recruiting experience**, making it both relevant and realistically actionable for recruiters and managers to implement.

In its most recent 3 years (2016-2018) The Value Of a Veteran has been **directly engaged** with the military recruiting programs of **more than 150 large companies (5,000+ employees)**. The Value Of a Veteran has worked with more than 360 Fortune-1000 size companies since its founding in 2007.