



THE 2018 CALIFORNIA HR CONFERENCE

LONG BEACH CONVENTION CENTER
AUGUST 26TH-29TH, 2018

WHERE DECISION MAKERS GATHER

The 2018 California HR Conference is back with new exciting opportunities to help your business grow. Meet even more connections this year in our expanded Marketplace Hall where exhibitors and sponsors can have more options for visibility and traffic

CAHRCONFERENCE.ORG



STANDARD BOOTHS

BEFORE MARCH 31ST	AFTER MARCH 31ST
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- | | |
|---------------------|---------------------|
| • BOOTH A - \$2,200 | • BOOTH A - \$2,400 |
| • BOOTH B - \$2,400 | • BOOTH B - \$2,600 |

ALL BOOTHS INCLUDE:

10 X 10 BOOTH
CARPET

ADD ON PACKAGE
\$200

Includes:

A 6-foot table
two chairs
wastebasket

ADDITIONAL BOOTH ADD-ONS AVAILABLE
THROUGH GENERAL CONTRACTOR BLAINE
SERVICES

ALL SPONSORSHIPS CAN BE PURCHASED
WITHOUT A BOOTH AT A \$1,000 DISCOUNT

THE PERKS OF RENTING A BOOTH

Your Exhibitor Perks Include:

- Exclusive, non-conflicting Marketplace hours to meet with attendees
- Networking opportunities, including luncheons, & refreshment breaks
- Company listing in attendee marketing brochures & conference guide
- Company's name on conference website & mobile app
- One time use of opt-in attendee list
- Five passes to the Marketplace for your clients & guests
- Special exhibitor rate for three full conference registrations
- Up to two tickets for luncheons

ALL BOOTHS INCLUDE:

- One 7" x 28" sign with your company name
- 8' high draped back wall & 3' high draped sidewall
- 10'x9' carpet
- Four booth staff registrations – access to the Marketplace only
- One onsite conference guide
- Complimentary exhibitor training webcast
- 24-hour security

WHAT IS A PASSPORT BOOTH?

Each attendee is given a Passport Game Card with a series of company logos from Sponsors and limited Passport Booths. Attendees are sent on a voyage throughout the entire Marketplace hall to receive stamps from each company on the board. The winner of the passport game receives a monetary prize or luxury item.



California HR Conference

2017 ATTENDEE STATISTICS

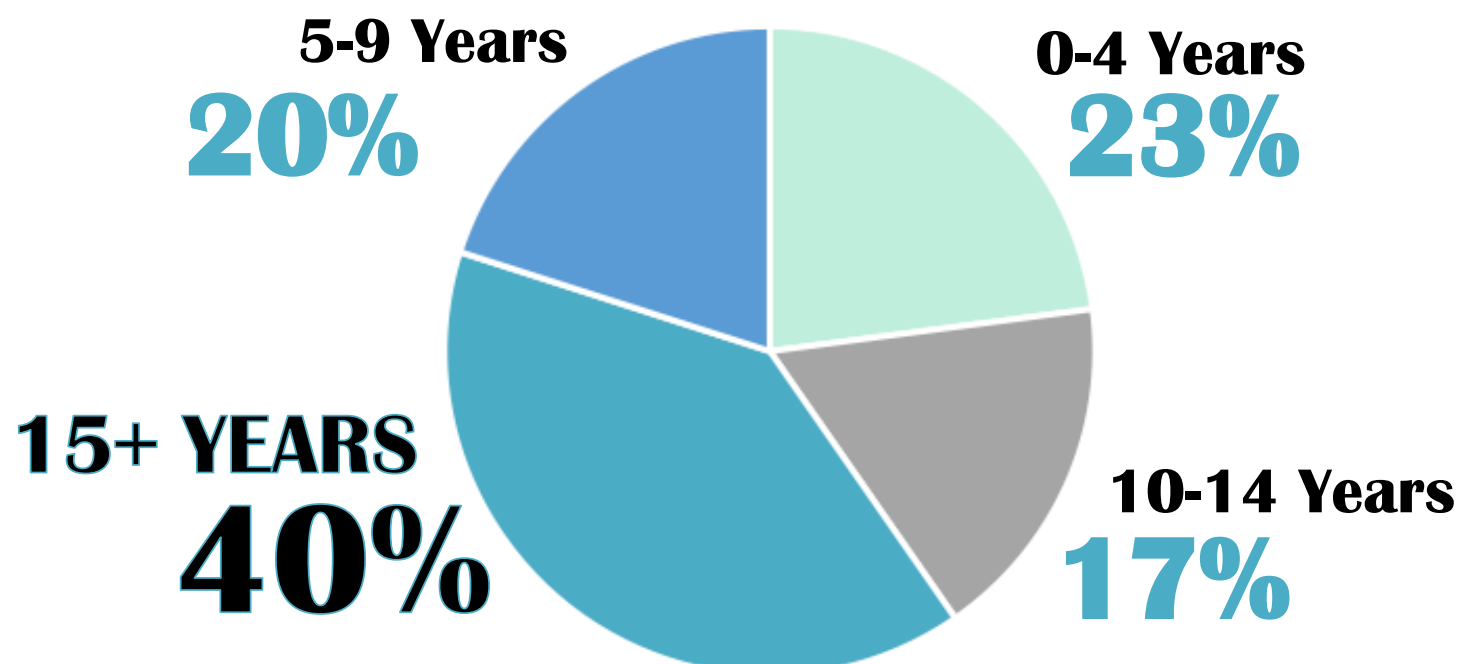
The California HR Conference is the largest conference on the West Coast for human resources and employment law professionals.



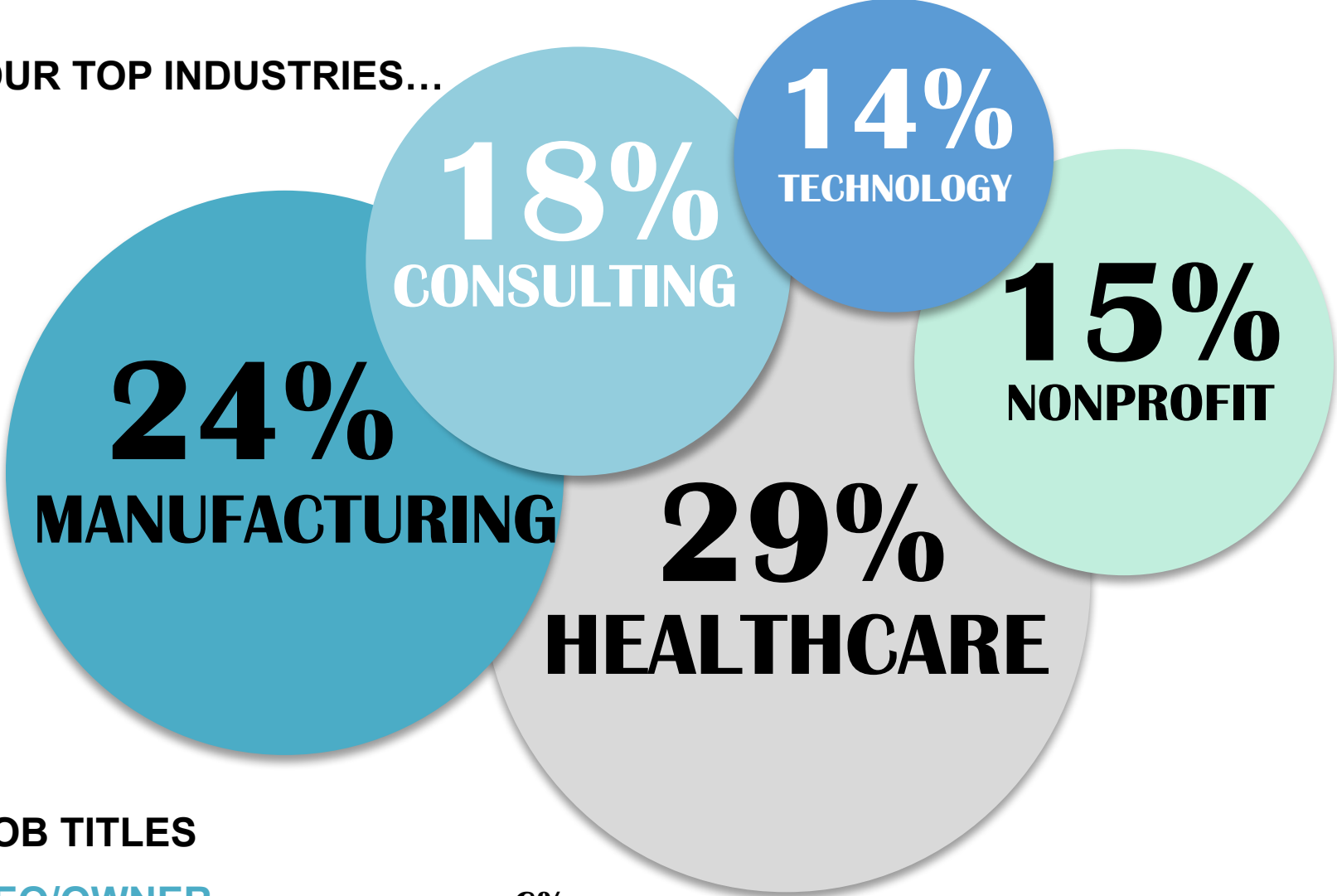
OVER
2800
ATTENDEES

Our attendees are the ones you want to talk to.

Forty percent of CAHR17 attendees have over 15+ years in HR. These are the decision-makers and influencers you want to meet!



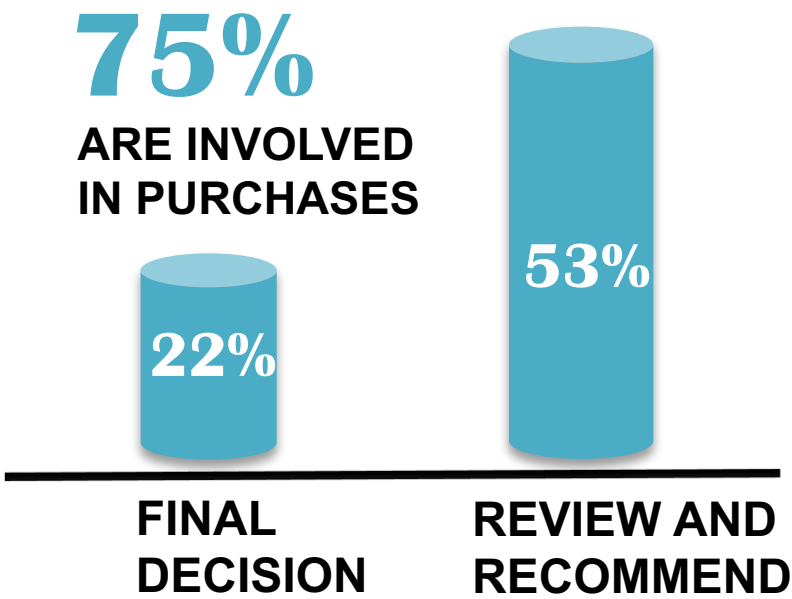
OUR TOP INDUSTRIES...



JOB TITLES

CEO/OWNER	6%
VICE PRESIDENT/ SENIOR VICE PRESIDENT	19%
DIRECTOR/ASSITANT DIRECTOR	24%
MANAGER/SUPERVISOR	33%
COORDINATOR/ ADMINISTRATOR	19%

PURCHASING ROLES



INTERNATIONAL

OF COMPANIES
51% HAVE
INTERNATIONAL
OPERATIONS

COMPANY REVENUE IN MILLIONS



SPONSOR BENEFITS

Types of Recognition	Diamond \$20,000	Emerald \$15,000+	Sapphire \$10,000+	Ruby \$7,500+	Opal \$6,500+
Complimentary booth space	10x20	10x10	10x10	10x10	10x10
20% discount on additional booth space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recognition in conference marketing & communications <i>(deadlines and content guidelines apply)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complimentary Marketplace passes for guests	25	20	15	10	5
Primary Booth Staff Registrations	5	4	3	2	2
Passport Booth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Add on for \$750	Add on for \$750
Sponsor Logo on General Session Screens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Complimentary full conference registrations <i>(New Attendee Only – Did not attend CAHR17)</i>	2	1	1		
Complimentary Ad in Conference Guide	Full Page	Half Page			
Complimentary push notifications in conference app <i>(deadlines and content guidelines apply)</i>	2	1			
One-piece insert in conference bag	<input type="checkbox"/>	<input type="checkbox"/>			
Pre- & post opt-in conference attendee list <i>(post conference list only available to sponsors)</i>	<input type="checkbox"/>	<input type="checkbox"/>			
Complimentary room & tax for two nights at conference headquarter hotel	<input type="checkbox"/>				
First right of refusal for following year through Nov 30	<input type="checkbox"/>				

THE 2018 CALIFORNIA HR CONFERENCE

LONG BEACH CONVENTION CENTER
AUGUST 27TH-29TH, 2018

SPONSORSHIP OPPORTUNITIES

CAHRCONFERENCE.ORG

DIAMOND SPONSORSHIPS

TITLE SPONSOR - \$25,000

Get noticed by every attendee by being the title sponsor of the 2017 California HR Conference. Your logo not only will be included in a prominent location in all digital and marketing materials, but you also have your company logo perched outside the Long Beach Convention Center and the opportunity to speak for up to five minutes during opening remarks for the general session.

EMERALD SPONSORSHIPS

ATTENDEE BAGS - \$17,500 **SOLD**

Attendees will be carrying your logo with them everywhere! From their hotel room to their favorite local restaurant and of course all over the Long Beach Convention Center. Additionally, our sustainable bag selections make them useful to attendees for daily use even after the conference! This sponsorship also includes one bag insert of approved collateral or promotional item.

BADGE/LANYARDS - \$17,500 **SOLD**

Attendees and presenters will be wearing your logo around their necks. Your company's logo will be printed on the lanyards and the badge itself. This sponsorship also includes one approved collateral or promotional item to be put in the registration bags.

OPENING KEYNOTE - MEL ROBBINS - \$15,000 - SOLD

Here's your chance to welcome your future clients during the opening ceremony by being the exclusive sponsor of the opening general session. You will also receive pre-show promotion, up to three minutes to address attendees, logo on screens and signage, and the ability to distribute approved collateral or promotional items in function space.

TUESDAY KEYNOTE - MULTIPLE CHRO PRESENTERS - \$15,000 SOLD

Here's your chance to welcome your future clients during the opening ceremony by being the exclusive sponsor of the opening general session. You will also receive pre-show promotion, up to three minutes to address attendees, logo on screens and signage, and the ability to distribute approved collateral or promotional items in function space.

CLOSING KEYNOTE - CAPTAIN SCOTT KELLY - \$15,000

Leave a lasting impression on attendees by sponsoring the Closing Keynote. Includes exclusive sponsorship logo on screens and signage, the opportunity to address all attendees for up to three minutes, and the ability to distribute approved collateral or promotional item in function space.

TUESDAY NIGHT EVENTS - \$15,000 - SOLD

This year we are providing attendees with two options to celebrate CAHR18. Sponsors will have logo placement on all marketing for their purchased event, brief speaking time and additional benefits.

SAPPHIRE SPONSORSHIPS

MOBILE APP - \$12,500 SOLD

Get your company noticed every time someone opens the conference's mobile app. In 2017, the app was downloaded by 1,225 unique devices and over 219,500-page views. Sponsorship includes in-app logo placement, custom splash screen and banner.

ISLAND BOOTH SPONSORSHIP - \$10,000

Increase your presence and visibility by sponsoring a 20'x20' island booth. Standard booth carpet will be provided. Island booth design packages will be available through our general services contractor.

GRAND PRIZE - \$10,000

Give away the grand prize and be the last voice attendees will hear at the end of the conference. Sponsorship includes your company's logo on signage, a hyperlink on prize webpage and logo on screens. You can even present the prize and address the attendees for three minutes after the final general session on Wednesday.

CONFERENCE WI-FI - \$10,000 SOLD

Help give attendees free Wi-Fi access. They'll appreciate you for providing it and remember your name as the password. Your sponsorship includes onsite signage featuring your company's logo, a custom splash screen, and custom password selection.

SHRMSTORE & BOOK SIGNING - \$10,000 SOLD

Whether browsing books or meeting one of our featured keynote speakers/authors, attendees will know you're the company that helped make it possible. Sponsorship includes logo placement on bookstore signage and webpage and a registration bag insert of approved collateral or promotional item.

CHARGING STATION - \$10,000 SOLD

Every time attendees, speakers, and exhibitors stop to charge up their devices, they'll be greeted with your company's logo at the charging station.

TUESDAY NIGHT EVENTS NETWORKING SOCIAL - \$10,000

This year we are providing attendees with two options to celebrate CAHR18. The second option will provide attendees with a comfortable space to network and build meaningful relationships. Sponsors will have logo placement on all marketing for their purchased event, brief speaking time and additional benefits.

RUBY SPONSORSHIPS

LUNCH IN THE MARKETPLACE - MONDAY - \$8,500 **SOLD**

High-quality buffet lunches are served to all registered attendees and qualifying exhibitors. In addition to the sponsor's logo prominently displayed on signage, benefits include distribution of collateral materials on dining tables.

LUNCH IN THE MARKETPLACE - TUESDAY - \$8,500 **SOLD**

High quality buffet lunches are served to all registered attendees and qualifying exhibitors. In addition to the sponsor's logo prominently displayed on signage, benefits include distribution of collateral materials on dining tables.

CONCURRENT SESSIONS SPONSORSHIP - HR COMPLIANCE - \$7,500 **SOLD**

Keep your company brand at the forefront of HR education in each of the concurrent sessions of this track. Includes company logo on session signage and the opportunity to facilitate the introduction of each session of your track.

CONCURRENT SESSIONS SPONSORSHIP - CALIFORNIA EMPLOYMENT LAW - \$7,500 **SOLD**

Keep your company brand at the forefront of HR education in each of the concurrent sessions of this track. Includes company logo on session signage and the opportunity to facilitate the introduction of each session of your track.

CONCURRENT SESSIONS SPONSORSHIP - TALENT MANAGEMENT - \$7,500 SOLD

Keep your company brand at the forefront of HR education in each of the concurrent sessions of this track. Includes company logo on session signage and the opportunity to facilitate the introduction of each session of your track.

CONCURRENT SESSIONS SPONSORSHIP - GLOBAL HR - \$7,500

Keep your company brand at the forefront of HR education in each of the concurrent sessions of this track. Includes company logo on session signage and the opportunity to facilitate the introduction of each session of your track.

CONCURRENT SESSIONS SPONSORSHIP - PROFESSIONAL DEVELOPMENT - \$7,500 - SOLD

Keep your company brand at the forefront of HR education in each of the concurrent sessions of this track. Includes company logo on session signage and the opportunity to facilitate the introduction of each session of your track.

CONCURRENT SESSIONS SPONSORSHIP - TOTAL REWARDS - \$7,500 SOLD

Keep your company brand at the forefront of HR education in each of the concurrent sessions of this track. Includes company logo on session signage and the opportunity to facilitate the introduction of each session of your track.

CONCURRENT SESSIONS SPONSORSHIP - BUSINESS & HR STRATEGY - \$7,500 SOLD

Keep your company brand at the forefront of HR education in each of the concurrent sessions of this track. Includes company logo on session signage and the opportunity to facilitate the introduction of each session of your track.

CONCURRENT SESSIONS SPONSORSHIP - EXECUTIVE ONLY SUMMIT (TUESDAY) - \$7,500

Keep your company brand at the forefront of HR education in each of the concurrent sessions of this track. Includes company logo on session signage and the opportunity to facilitate the introduction of each session of your track.

EXPOSITION PASSPORT GAME - \$7,500 **SOLD**

Continue your company marketing well after CAHR18 by sponsoring Conference On-Demand. Our online learning platform allows attendees and those who couldn't attend to view all the recorded sessions from conference. This product will be marketed leading up to, during and after the conference. On-Demand Sponsor will have logo and advertisement placement within the On-Demand portal.

AM / PM REFRESHMENT BREAKS - MONDAY - \$7,500 **SOLD**

Every time an attendee looks for a coffee or a tasty snack in the exhibit hall, they'll see your company logo. Sponsor may distribute approved collateral or promotional item in the break area.

AM / PM REFRESHMENT BREAKS - TUESDAY - \$7,500 **SOLD**

Every time an attendee looks for a coffee or a tasty snack in the exhibit hall, they'll see your company logo. Sponsor may distribute approved collateral or promotional item in the break area.

PIHRA FOUNDATION SILENT AUCTION - \$7,500

PIHRA Foundation's auction might be silent but the fact you're sponsoring it will speak volumes. Attendees will frequently see your company's logo on the onsite signage. Your logo will also be featured on the auction's website and marketing materials placed in the registration bags.

CONFERENCE ON-DEMAND - \$7,500

Continue your company marketing well after CAHR18 by sponsoring Conference On-Demand. Our online learning platform allows attendees and those who couldn't attend to view all the recorded sessions from conference. This product will be marketed leading up to, during and after the conference. On-Demand Sponsor will have logo and advertisement placement within the On-Demand portal.

REGISTRATION CONFIRMATION + BADGE PREVIEW EMAIL - \$7,500 **SOLD**

Get ahead of the competition by putting your company's logo and message on the registration confirmation and badge preview email. Every single attendee will see your logo on their registration confirmation, badge preview and barcode email leading up to the conference.

HR YOUNG PROFESSIONALS' RECEPTION - \$7,500 **SOLD**

Get direct access to the young professionals attending the conference by sponsoring the YP Reception. This is the best social for fun, networking and catching the attention of ambitious young professionals. Sponsor logo and collateral will be displayed in event space.

HOTEL KEY CARDS - \$7,500 **SOLD**

Display your brand with constant exposure as attendees access their hotel rooms. Branded key cards will be created and distributed to attendees at all three conference hotels.

GIFT SPONSOR - \$7,500

Show the volunteers and/or speakers how much you appreciate them. Sponsorship includes a gift for each volunteer and the distribution of collateral or promotional item with the gift.

OPAL SPONSORSHIPS

WATER STATION - \$6,500 SOLD

Everyone drinks water, so being the exclusive sponsor of the water stations in the entire conference area is the perfect way to make sure every single attendee see's your company name and logo. Sponsor may also provide branded disposable water cups.

AM / PM REFRESHMENT BREAKS - WEDNESDAY- \$6,500

Everyone drinks water, so being the exclusive sponsor of the water stations in the entire conference area is the perfect way to make sure every single attendee see's your company name and logo. Sponsor may also provide branded disposable water cups.

PRESIDENTS' RECEPTION - \$6,500 SOLD

Our opening social event of the conference gets bigger and better every year. Be the very first to speak to attendees for up to three minutes and present collateral before the conference begins. Sponsorship includes logo placement at event and event marketing material.

HEADSHOT TRUCK- \$6,500 SOLD

The Headshot Truck is consistently one of the main attractions of the Marketplace Hall. It's the perfect opportunity to build your company's brand recognition while providing an essential service to HR professionals.

HOTEL ROOM DROP-OFF - \$6,500 SOLD

Deliver a room-welcoming gift to the attendees' rooms. Includes one approved collateral or promotional item to be distributed to all hotel rooms in the CAHR17 room block.

EXHIBITOR LOUNGE - \$6,500

Sponsoring this lounge puts you in front of all the exhibitors and your competition. Sponsor's logo will be displayed on hanging sign designating the exhibitor lounge area. Sponsor may distribute approved collateral or promotion item in Exhibitor Lounge area.

HEALTH & WELLNESS ACTIVITY - \$6,500 SOLD

Your company name will greet attendees every morning before sessions begin during the wellness activities. The sponsor can provide instructors and equipment for the activities or invest in sponsorship to be highlighted as the sponsor of the instructor lead activities.

VOLUNTEER LOUNGE - \$6,500

Our volunteers are the dedicated professionals and HR community members everyone wants on their team. Sponsor the Volunteer Lounge and exclusive access to the people that help make PIHRA successful. Sponsor's logo will be displayed on signs designating the lounge area. Sponsor may distribute approved collateral or promotion item in Volunteer Lounge area.

STAFF, COMMITTEE & VOLUNTEER ATTIRE - \$6,500 - SOLD

Maybe your target audience consists of field experts and high-end, well-connected clients. Sponsoring this lounge puts you in front of all the presenters and media personnel. Sponsor's logo will be displayed on signs designating the lounge area. Sponsor may distribute approved collateral or promotion item in Speaker/Media Lounge area.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

THESE SPONSORSHIPS DO NOT INCLUDE A BOOTH

CONCURRENT SESSIONS SPONSORSHIP - NONPROFIT HR (MONDAY) - \$6,000

Keep your company brand at the forefront of HR education in each of the concurrent sessions of this track. Includes company logo on session signage and the opportunity to facilitate the introduction of each session of your track.

PIHRA ANNUAL MEETING - \$2,500 **SOLD**

Sponsoring the PIHRA Annual Meeting puts you in front of the HR leaders of our 17 Chapters across Southern California. The sponsor will have an opportunity to speak for up to two minutes to the audience and distribute collateral.

GUIDE / MAGAZINE ADVERTISING - \$2,500 (**2 SOLD** 3 AVAILABLE)

Put your message in front of your audience with a full-page ad in the official California HR Conference guide/magazine.

NEW MEMBER / FIRST-TIME ATTENDEE RECEPTION - \$2,500 **SOLD**

Our opening social event specifically for new members and attendees of the conference was a huge hit last year. Sponsor logo included in the marketing of the event and onsite signage. Sponsor may provide promotional item or collateral for event space.

ATTENDEE BAG INSERT - \$1,500 **SOLD**

A simple way to leave a piece of your company with every attendee.