

SHRM Jacksonville

Conference & Exposition

Business Partner & Sponsorship Opportunities

Thursday, April 11, 2024

EverBank Stadium
Home of the Jacksonville Jaguars
Jacksonville, Florida

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ABOUT THE EVENT

The 2024 SHRM Jacksonville Annual Conference is a unique opportunity for your organization to connect with Human Resources professionals who work in a variety of government and private sectors.

SHRM Jacksonville is committed to engaging with HR Professionals through an energizing and informative program of speakers and facilitating networking and business opportunities for business partners through an interactive exhibition and a dynamic program of events.

The SHRM Jacksonville Annual Conference brings three hundred attendees from the Northeast Florida and Southeast Georgia area and includes HR Professionals from small, mid-sized and large organizations across a wide range of industries. Business Partners and exhibitors will receive acknowledgement prior to, during and after the conference through conference materials, the website, and social media, as well as enjoy significant contact with HR Professionals during the exhibition and events.

We look forward to your participation in this premier industry event, and to welcoming you to Jacksonville, FL in April 2024.

TERMS AND CONDITIONS

Applications will not be considered complete until payment is received. All Sponsors/Exhibitors agree to abide by the terms and conditions listed below including the email marketing policy (applicable to all sponsors and those exhibitors who purchase attendee roster). All session and track sponsorship will be assigned on a first come, first serve basis and is subject to availability.

No refunds will be made after April 1, 2024. Cancellation requests received after April 1, 2024, will result in SHRM Jacksonville retaining the entire amount Exhibit fee. A 75% refund will be made if notification is received in writing prior to April 1, 2024. For your files, our EIN# is: 41-2075812.

Exhibit Removal; Exhibit Space: The exhibitor assumes responsibility for any and all loss, theft and/or damage to exhibitor's displays, equipment and other property while on TIAA Bank Field premises, and hereby waives any claim or demand it may have against TIAA Bank Field or SHRM Jacksonville, Inc. and their respective parent, subsidiary and other related or affiliated companies from and against any attorneys' fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents..

To sponsor or exhibit, please visit:
<https://cutt.ly/lwAiVesU>

EXHIBITOR PACKAGES

Exhibitor Packages include sponsorship opportunities that allow for a booth in the Expo Hall and include various marketing opportunities before, during and after the conference.

	DUUUVAL*	Kick-Off	Field Goal	Touchdown	Superbowl
Price	\$2,000*	\$3,500	\$5,000	\$10,000	\$20,000
Booth in expo hall	Single	Single	Single	Single	Double
Booth Attendees**	2	2	2	2	2
Ad in Conference Program	Business Card	Quarter Page	Half Page	Half Page	Full Page
Conference Bag Insert	✓	✓	✓	✓	Sold out
Company Logo on Presentation Screen	✓	✓	✓	✓	
Logo on SHRM Jacksonville Conference Website	✓	✓	✓	✓	Name & Logo included in ALL marketing for the conference
List of Attendees		After conference	After Conference	One week before & after	One week before & after
Marketing Credit***		\$500	\$500	\$2,000	\$4,000
Conference Registration + Post-Game Happy Hour <i>(For HR professionals from co.)</i>		1	2	3	6
Logo on signage throughout Conference			✓	✓	✓
MC Recognition during Conference			✓	✓	✓
Business Partner Table <i>(At Monthly Chapter Meeting)</i>				3 meetings	6 meetings
Microphone Time <i>(Opening or Closing Session)</i>				3 min. <i>At Closing</i>	5 min. **** <i>Opening & Closing</i>
One-night Hotel Room					✓

* **50% discount** available for Non-profits (DUUUVAL Package Only; limited availability)

** Additional booth attendees will be \$150 per person to include Post-Game Happy Hour event.

*** Marketing credits are used to purchase chapter meeting sponsorships, marketing emails, and other marketing opportunities throughout the year with SHRM Jacksonville.

**** Includes a special thank you by name and a drawing for a gift during Closing General Session.

Please note: All sponsorships must be paid in full before any logos are placed in/on conference marketing materials.

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SPECIALITY PACKAGES

Enhance the overall value of your attendance with our specialty packages.
Limited company sponsorships permitted.

	"Special Teams" Conference Bag Sponsor	"Time Out" Meal Sponsor	"Red Carpet" Marketing Sponsor	"Post-Game" Happy Hour Sponsor	"Quarterback" Keynote Sponsor
Price	\$750	\$2,000	\$3,500	\$3,500	\$7,500
Logo on signage	✓	✓	✓	✓	✓
Ad in Conference Program	Quarter Page	Quarter Page	Quarter Page	Quarter Page	Quarter Page
Conference Website Marketing			✓		✓
Logo on Conference Marketing Materials	✓	✓	✓	✓	✓
Conference Bag Insert	✓	✓	✓	✓	✓
List of Conference Attendees			After Conference	After Conference	After Conference
Signage on display next to food stations		✓			
Post-Game Happy Hour Tickets				4	4
Introduction of 2 Keynotes <i>(With 30-second company introduction)</i>					✓
Presentation of Speaker Gifts					✓

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EXCLUSIVE PACKAGES

Exclusive Packages are limited and will be reserved on a first-come, first-serve basis.

	The ROAR	Jaxson de Ville
Price	\$500	\$500
Special thank you by name during introduction	✓	✓

*Can't attend the conference? Here are opportunities to market your company.
Limited company sponsorships permitted.*

	Quarter Page AD	Half Page AD	Full Page AD
Price	\$250	\$500	\$750

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