

# Conference 2017 Sponsorship Opportunities

Connect with 1,000 attendees at the  
HRMA Conference + Tradeshow



Sponsor HRMA's conference today.

Contact **Richard Deacon**, Business Development and Strategic Partnerships, at **604.816.1488**, email **[sponsorship@hrma.ca](mailto:sponsorship@hrma.ca)**.



**HUMAN RESOURCES**  
MANAGEMENT ASSOCIATION

The Voice of the HR Profession

# Our members want to hear from you.

## Reach more than 5,500 highly engaged HR professionals.

HR professionals like Sarina are highly engaged in their professional networks and online communities. They have clear points of view and are authentically influential. They are advocates and evangelists of the best products, information and brands. They want to hear from your company, and understand your brand and products.



Sarina Ram, CHRP, HR Generalist

## HRMA offers many exciting opportunities for sponsorships.

**Association Sponsor** An Association-wide sponsorship that involves multiple HRMA programs throughout the year.

**Annual Conference + Tradeshow** Two days, more than 1500 delegates and 100 exhibitors. Features high-profile speakers and HR thought-leaders such as Col. Chris Hadfield and Dave Ulrich.

**Professional Development Courses and Webinars** Features authoritative instructors and acclaimed presenters.

**HRMA Professional Awards** Annual awards ceremony recognizing individuals demonstrating outstanding leadership and significant contributions to the HR profession.

**Symposia** One and two-day symposia throughout the year, in different regions. Features guest experts presenting on a wide range of topics.

**Professional Mentoring Program** Attracts province-wide participation of experienced professionals paired with motivated protégés.

**Roundtables** Facilitated, peer-learning events with a regional focus. Local participants learn and share their knowledge with other members from their region. Held in each region, several times throughout the year.

**HR Cafes** An annual forum held in conjunction with post-secondary educational institutions in various regions. Brings together emerging HR professionals with industry experts.

Contact **Richard Deacon**,  
Business Development and Strategic Partnerships,  
at **604.816.1488**, email [sponsorship@hrma.ca](mailto:sponsorship@hrma.ca) | [hrma.ca](http://hrma.ca)



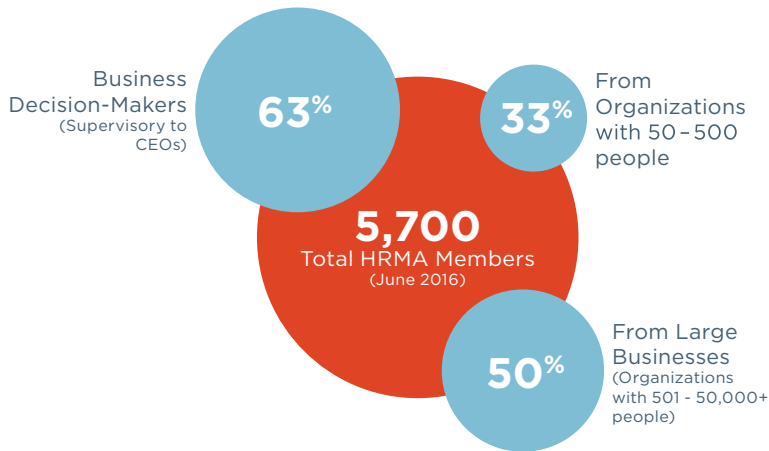
**HUMAN RESOURCES  
MANAGEMENT ASSOCIATION**

The Voice of the HR Profession

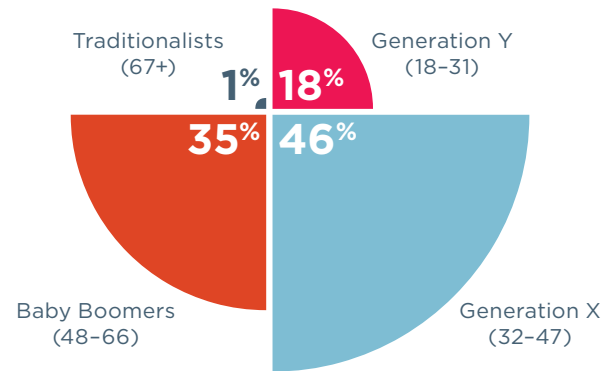


Our membership numbers are growing consistently.

## Our Members



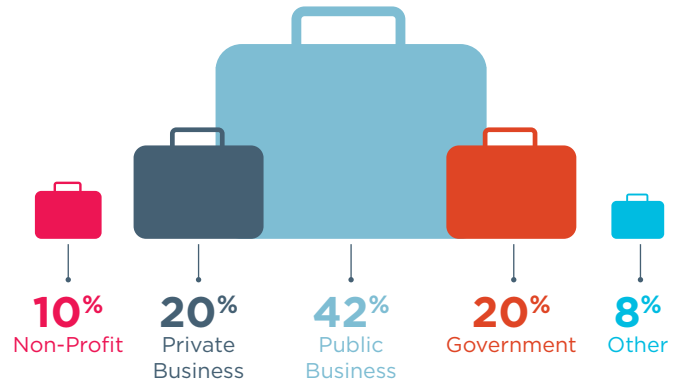
## Multi-Generational



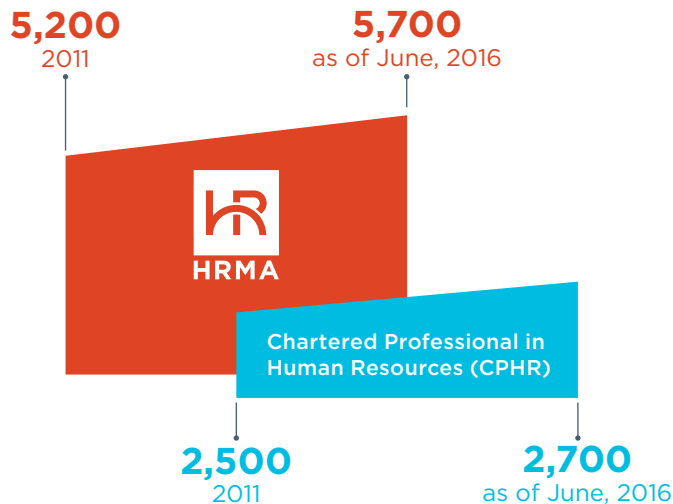
## Gender Balance



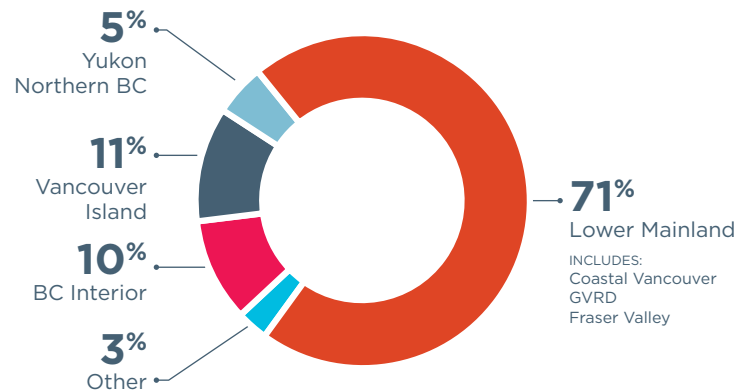
## Cross-Sector Market



## Membership Growth



## Membership Region



# Five Levels to Meet Your Every Need

HRMA offers many exciting opportunities for partnerships.

**Platinum Partner:** \$22,500

Value: \$38,500

**Gold Partner:** \$16,500

Value: \$24,000

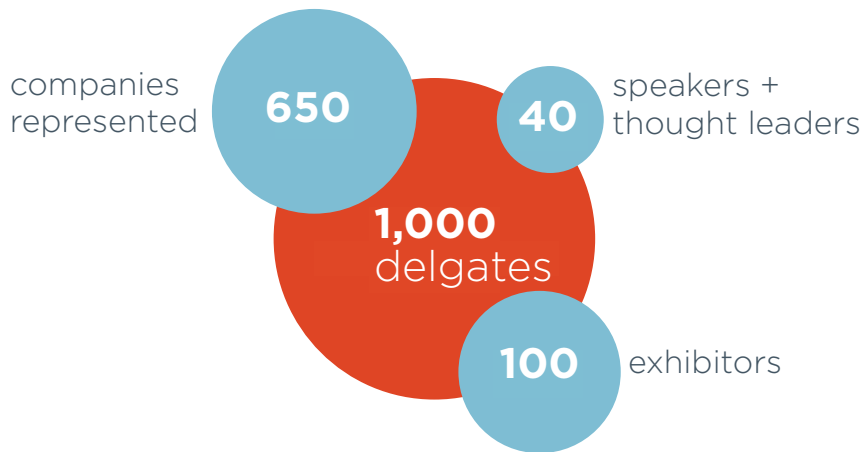
**Silver Partner:** \$11,500

Value: \$13,000

**Bronze Partner:** \$6,500

Value: \$7,000

## Conference by the Numbers



46% of delegates are senior decision makers



92% of delegates work in human resources



75% of delegates are Certified Human Resources Professionals (CHRP)



# Platinum Partner - \$22,500

## Feature Benefits

Please select one

- **Keynote Speaker**  
This opportunity includes a three minute speaking opportunity to share your corporate message to more than 1,000 attendees before introducing a high-profile speaker on the main stage, plus logo placement on conference promotional material and main stage screens.
  - **Opening keynote Mike Walsh**  
Futurist and bestselling author. He advises leaders on how to thrive in the current era of disruptive technological change.
  - **Keynote May 2 Margaret Heffernan**  
CEO and author. Her motto: Let's not play the game, let's change it. Her TED talks have been seen by over 5 million people.
  - **Keynote May 3 Josh Bersin**  
Founder and principal at Bersin by Deloitte, provider of research-based membership programs in human resources, talent and learning.
  - **Closing Keynote, author Elizabeth Gilbert**  
Worldwide bestselling author of *Eat, Pray, Love*, which became a major motion picture. Her latest New York Time bestseller *Big Magic* shows how it is possible to live a life that is driven more strongly by curiosity than fear.

## Core Benefits

All Platinum Partners automatically receive the following:

- Logo and link on HRMA.ca partner page
- Logo inclusion in PeopleTalk sponsor recognition ad
- Listing in the Annual Conference + Tradeshow resource guide
- 1 annual corporate membership (which includes 1 individual general membership)
- 1 annual individual membership
- Logo placement and link on all materials related to feature benefit
- Opportunities to promote special offers to members via social media (available only to platinum and gold partners)
- Opportunity to invite HRMA members to one of your events (available only to platinum and gold partners)

## Customized Benefits

To further customize your partnership benefit package, please select 5 products from the following list:

|                          | Quantity | Product (Select Five)  |
|--------------------------|----------|--|
| <input type="checkbox"/> | 1        | PeopleTalk ad - Full page colour   |
| <input type="checkbox"/> | 2        | PeopleTalk ad - 1/2 page colour  |
| <input type="checkbox"/> | 1        | Promotional Feature in PeopleTalk<br><i>All potential Promotional Features must first be submitted for editorial consideration by HRMA; all content and final art is the responsibility of the client.</i> |
| <input type="checkbox"/> | 1        | Full page ad in the Conference Program   |
| <input type="checkbox"/> | 3        | Position postings on HRMA job board  |
| <input type="checkbox"/> | 10       | HRVoice.org online ads   |
| <input type="checkbox"/> | 4        | HRVoice.org Special Promotional Features (advertorials)  |
| <input type="checkbox"/> | 2        | Email blasts to all regions circa 5,500  |
| <input type="checkbox"/> | 4        | Full Conference registrations  |
| <input type="checkbox"/> | 1        | Premium Conference booth   |
| <input type="checkbox"/> | 5        | Conference keynote session tickets   |
| <input type="checkbox"/> | 4        | Awards Luncheon tickets and reserved VIP table at Conference   |
| <input type="checkbox"/> | 4        | Banner ads on the conference app   |

Cost: \$22,500 (quarterly installments of \$5,625)

**TOTAL VALUE: \$38,500**

# Gold Partner - \$16,500

## Feature Benefits

Please select one

- Professional Awards (2 available)  
An awards program that shines the spotlight on innovative and inspiring HR professionals and celebrates leaders who inspire above-average people practices. The two awards available are the Rising Star Award and the HR Professional of the Year. Includes 3 minute opportunity to share your company message on the main stage to more than 1,000 delegates
- Keeping People First: CEO Award (exclusive)  
Recognize a CEO for outstanding leadership in people practices, champion of innovative HR and a people-first approach to strategic decision makers.
- Tradeshow (exclusive)  
Largest HR tradeshow in western Canada with over 100 exhibitors, 1,000+ delegates and the general public.
- Branded Badge Holders
- Networking Lunch (exclusive per lunch)  
A 90 minute networking break and deluxe lunch box for delegates. Includes a casual 10 minute presentation during lunch. (Content to be approved by HRMA.)

## Core Benefits

All Gold Partners automatically receive the following:

- Logo and link on HRMA.ca partner page
- Logo inclusion in PeopleTalk sponsor recognition ad
- Listing in the Annual Conference + Tradeshow resource guide
- 1 annual corporate membership (which includes 1 individual general membership)
- 1 annual individual membership
- Logo placement and link on all materials related to feature benefit
- Opportunities to promote special offers to members via social media (available only to platinum and gold partners)
- Opportunity to invite HRMA members to one of your events (available only to platinum and gold partners)

## Customized Benefits

To further customize your partnership benefit package, please select 5 products from the following list:

|                          | Quantity | Product (Select Five)  |
|--------------------------|----------|--|
| <input type="checkbox"/> | 1        | PeopleTalk ad - 1/2 page colour  |
| <input type="checkbox"/> | 1        | Promotional Feature in PeopleTalk<br><i>All potential Promotional Features must first be submitted for editorial consideration by HRMA; all content and final art is the responsibility of the client.</i> |
| <input type="checkbox"/> | 1        | Full page ad in the Conference Program   |
| <input type="checkbox"/> | 2        | Position postings on HRMA job board  |
| <input type="checkbox"/> | 5        | HRVoice.org online ads   |
| <input type="checkbox"/> | 2        | HRVoice.org Special Promotional Features (advertorials)  |
| <input type="checkbox"/> | 1        | Email blast to all regions circa 5,500   |
| <input type="checkbox"/> | 2        | Full Conference registrations  |
| <input type="checkbox"/> | 1        | Deluxe Conference booth  |
| <input type="checkbox"/> | 1        | Delegate bag insert  |
| <input type="checkbox"/> | 4        | Conference keynote session tickets   |
| <input type="checkbox"/> | 3        | Awards Luncheon tickets and reserved VIP table at Conference   |

Cost: \$16,500 (quarterly installments of \$4,125)

**TOTAL VALUE: \$24,000**



# Silver Partner - \$11,500

## Feature Benefits

Please select one

- **HR Happy Hour**  
The Welcome Reception features drinks, appetizers, live music and networking activities for delegates and exhibitors.
- **Twitterboard**  
Digital boards throughout the Vancouver Convention Centre display conference tweets, instagram photos and other social media feeds.
- **Max Session**  
Selected breakout sessions identified as being of particular interest or popularity among attendees because of a high-profile presenter or topic.
- **Tradeshow Passport**  
A networking game designed to help attendees establish new contacts and build lasting relationships with exhibitors. Completed passports are entered into the grand prize draw on the final day of conference.
- **Survey**  
Survey kiosks stationed throughout the Vancouver Convention Centre allow attendees to comment on their conference experience and win prizes. Includes opportunity to customize three questions of your choice.
- **Oxygen Bar**
- **CHRP Breakfast**
- **Conference App**  
An app, designed for smartphones and tablets, provides attendees information about conference.

## Core Benefits

All Silver Partners automatically receive the following:

- Logo and link on HRMA.ca partner page
- Logo inclusion in PeopleTalk sponsor recognition ad
- Listing in the Annual Conference + Tradeshow resource guide
- 1 Annual HRMA membership
- Logo placement and link on all materials related to feature benefits

## Customized Benefits

To further customize your partnership benefit package, please select 3 products from the following list:

|                          | Quantity | Product (Select Three)                                       |
|--------------------------|----------|--|
| <input type="checkbox"/> | 1        | 1/2 page ad in the Conference Program                        |
| <input type="checkbox"/> | 1        | Position posting on HRMA job board                           |
| <input type="checkbox"/> | 3        | HRVoice.org online ads                                       |
| <input type="checkbox"/> | 1        | HRVoice.org Special Promotional Feature (advertorial)        |
| <input type="checkbox"/> | 1        | Full Conference registration                                 |
| <input type="checkbox"/> | 1        | Conference booth - 50% discount                              |
| <input type="checkbox"/> | 1        | Delegate bag insert  |
| <input type="checkbox"/> | 3        | Conference keynote session tickets                           |
| <input type="checkbox"/> | 2        | Awards Luncheon tickets and reserved VIP table at Conference |
| <input type="checkbox"/> | 1        | Annual corporate membership                                  |

Cost: \$11,500 (quarterly installments of \$2,875)

**TOTAL VALUE: \$13,000**

# Bronze Partner - \$6,500

## Feature Benefits

Please select one

- Breakout Session  
Three minute speaking opportunity to conference attendees at the concurrent knowledge session of your choice, plus corporate recognition on affiliated marketing material.
- Refreshment Break  
Breaks that provide time for conference attendees to connect and refuel between learning sessions.
- Coat Check + Luggage Storage
- Out Of Towners Party
- Internet Kiosk with Mobile Charging Stations  
4 branded kiosks located in the Tradeshow to provide free internet access for conference attendees and recharge smartphones and electronic devices.

## Core Benefits

All Bronze Partners automatically receive the following:

- Logo and link on HRMA.ca partner page
- Logo inclusion in PeopleTalk sponsor recognition ad
- Listing in the Annual Conference + Tradeshow resource guide
- 1 Annual HRMA membership
- Logo placement and link on all materials related to feature benefit

## Customized Benefits

To further customize your partnership benefit package, please select 3 products from the following list:

|                          | Quantity | Product (Select Three)                 |
|--------------------------|----------|--|
| <input type="checkbox"/> | 1        | Position posting on HRMA job board     |
| <input type="checkbox"/> | 1        | HRVoice.org online ads                 |
| <input type="checkbox"/> | 1        | Conference registration - 50% discount |
| <input type="checkbox"/> | 1        | Conference booth - 50% discount        |
| <input type="checkbox"/> | 1        | Delegate bag insert                    |
| <input type="checkbox"/> | 2        | Conference keynote session tickets     |
| <input type="checkbox"/> | 1        | Annual corporate membership            |

Cost: \$6,500

**TOTAL VALUE: \$7,000**

# Advertising Opportunities

Upon arrival, each conference delegate receives a conference bag containing the conference program, pen and additional flyer inserts. The program, a 40-page, 8.5x11 publication, is designed to be kept as a resource guide for future reference.

|                      | Details            | Member Price | Non-Member Price |
|----------------------|--------------------|--------------|------------------|
| Conference Program   | Inside Front Cover | \$2200       | \$2750           |
|                      | Inside Back Cover  | \$2200       | \$2750           |
|                      | Outside Back Cover | \$2500       | \$3125           |
|                      | Full Page          | \$1600       | \$2000           |
|                      | 1/2 Page           | \$800        | \$1000           |
|                      | 1/4 Page           | \$600        | \$750            |
| Delegate Bag Inserts |                    | \$1600       | \$2000           |

The booking deadline is March 2017. Contact Richard Deacon at [rdeacon@hrma.ca](mailto:rdeacon@hrma.ca) or 604.816.1488.