

The logo for CPHR (Chartered Professionals in Human Resources) is displayed in the top left corner. The letters 'CPHR' are in a bold, sans-serif font, with 'CP' in white and 'HR' in a light blue color. The background of the entire page features a photograph of a woman with brown hair and bangs, smiling warmly. She is wearing a dark blazer over a light-colored top. The image is partially obscured by dark blue and teal geometric shapes that create a modern, layered effect.

CHARTERED PROFESSIONALS  
IN HUMAN RESOURCES

British Columbia  
& Yukon

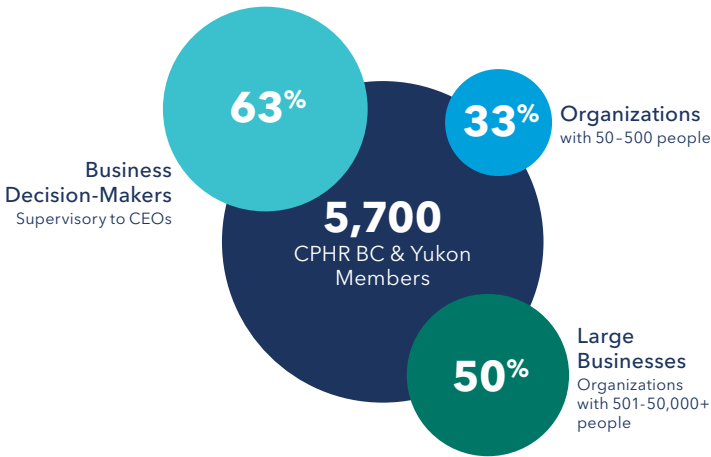
# HR Technology Symposium + Showcase

2018 SPONSORSHIP

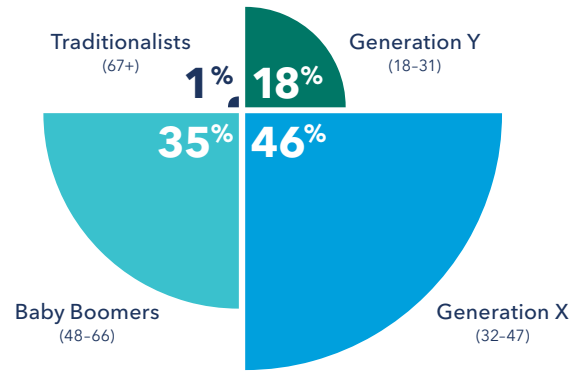
[CPHRBC.CA](http://CPHRBC.CA)

# Member Demographics

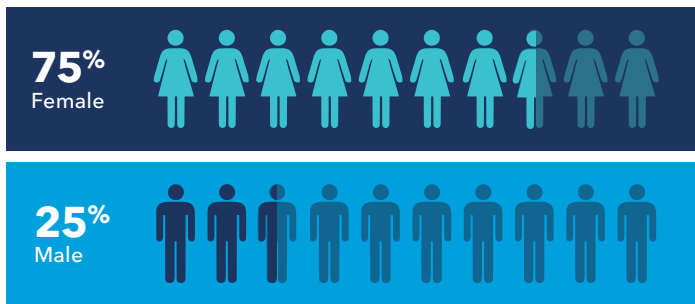
## Our Members



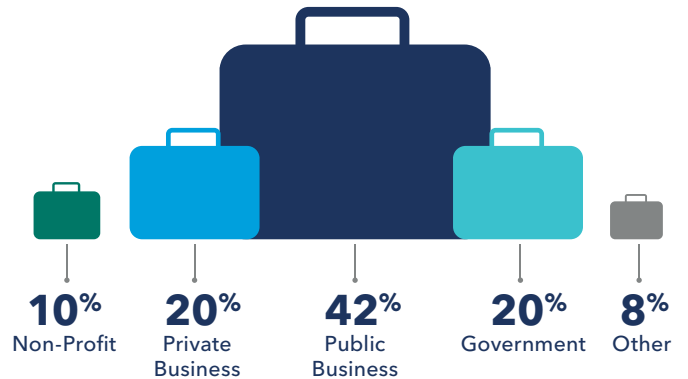
## Multi-Generational



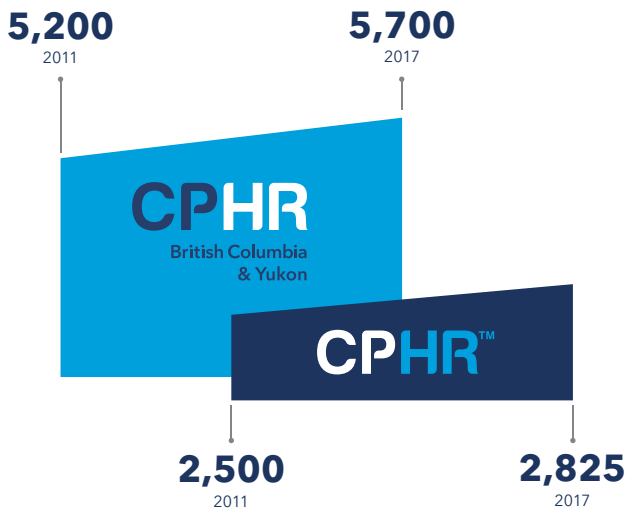
## Gender Balance



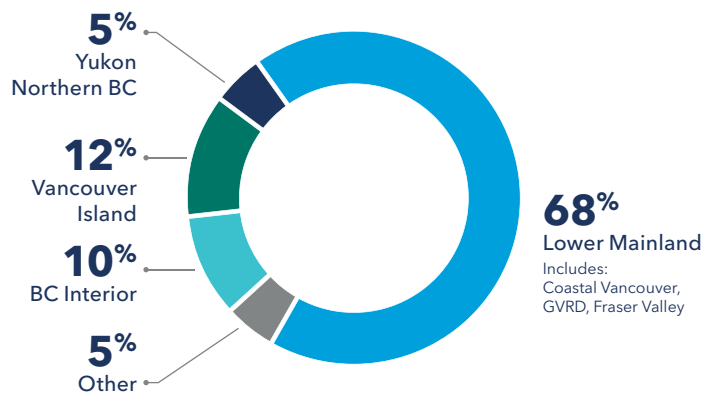
## Cross-Sector Market



## Membership & Designation Growth



## Membership Region



All numbers as of May 2017

# 2018 HR Technology Symposium + Showcase

October 29, 2018 | Vancouver Marriott Hotel

In a recent survey of more than 1,000 North American office workers, respondents said that technology, more than other flashier perks, is the most important factor that engages them with their workplace. Software, apps and platforms that keep employees feeling motivated, valued and efficient is most often HR-related and these are the technologies changing the face of the HR profession.

HR technology was identified as a topic of significant interest on the CPHR BC & Yukon 2017 Member Survey. As a result, CPHR BC & Yukon is introducing the 2018 HR Technology Symposium + Showcase.

In addition to learning sessions designed to educate and inspire attendees regarding HR technology, the complementary showcase allows attendees to connect directly with HR technology providers in a setting where they can ask questions, watch demos and compare products.

The showcase is free for all CPHR BC & Yukon members and available to non-members for a nominal fee. Registration for this new event is expected to be between 150 - 300 attendees.

### FEATURE BENEFIT - SOLD OUT

**Sponsored session:** This 40-minute session is for a sponsor to host, engage and educate the audience on content you have created. *(Note: session content to be approved by CPHR BC & Yukon.)*

### CORE BENEFITS

- » Logo and link on cphrbc.ca sponsor page
- » Logo inclusion in PeopleTalk sponsor recognition ad
- » Recognition as Premium Sponsor on all signage and marketing materials
- » 1 annual industry partner membership
- » 2 tickets to the HR Technology Symposium + Showcase
- » 1 dropcard on all attendee seats during the sponsored session
- » 1 10x20 exhibitor booth - Includes two 10-minute live presentation sessions on the Showcase Smart Stage during premium time

### CUSTOMIZED BENEFITS

Please select two products from the following list:

- » 1 webinar available through CPHR BC & Yukon professional development (limited availability; content must be approved by CPHR BC & Yukon)
- » 2 email blasts to all regions circa 5,700 (limited availability)
- » 1 PeopleTalk magazine ad - half page colour
- » 1 PeopleTalk magazine ad - Full page black and white
- » 2 PeopleTalk magazine ads - 50% off full page colour
- » 1 HR Conference + Tradeshow exhibitor booth - 50% off
- » 2 PeopleTalk online promotional features
- » 2 PeopleTalk online digital ads
- » 1 PeopleTalk magazine promotional feature
- » 1 PeopleTalk magazine polybag insert (one page, double-sided)
- » 2 position postings on the CPHR BC & Yukon job board
- » 1 month exclusive digital ad on CPHR BC & Yukon login page (limited availability)
- » 1 month exclusive digital ad on CPHR BC & Yukon job board page (limited availability)

### FEATURE BENEFIT - SOLD OUT

**Keynote session:** This opportunity includes a three-minute speaking opportunity to share your corporate message on the main stage before the keynote session.

**Notebook:** An important keepsake from the symposium, featuring your company logo, which provides long-term awareness of your brand.

### CORE BENEFITS

- » Logo and link on [cphrbc.ca](http://cphrbc.ca) sponsor page
- » Logo inclusion in PeopleTalk sponsor recognition ad
- » Recognition as Deluxe Sponsor on all signage and marketing materials
- » 1 annual industry partner membership
- » 2 tickets to the HR Technology Symposium + Showcase
- » 1 10x20 exhibitor booth - Includes two 10-minute live presentation sessions on the Showcase Smart Stage during premium time

### CUSTOMIZED BENEFITS

Please select two products from the following list:

- » 1 email blasts to all regions circa 5,700 (limited availability)
- » 1 PeopleTalk magazine ad - half page colour
- » 2 PeopleTalk magazine ads - 50% off full page colour
- » 1 PeopleTalk magazine ad - Full page black and white - 50% off
- » 1 HR Conference + Tradeshow standard exhibitor booth - 50% off upgrade
- » 2 PeopleTalk online promotional features
- » 2 PeopleTalk online digital ads
- » 2 PeopleTalk magazine promotional feature
- » 1 position postings on the CPHR BC & Yukon job board
- » 1 month exclusive digital ad on CPHR BC & Yukon login page (limited availability)
- » 1 month exclusive digital ad on CPHR BC & Yukon job board page (limited availability)
- » 1 invite to CPHR BC & Yukon members to one of your events



People Leading Business.™