

# 2022

## PHILLY SHRM SYMPOSIUM



March 17, 2022 • Philadelphia Sheraton Downtown

# About the Symposium

- The Symposium is Philly SHRM's premier event.
- The conference is focused on advancing the HR profession and business community through both educational programs and personal connections.
- The 2022 Symposium will offer a dynamic keynote, a CHRO panel, 9 interactive breakout sessions and a closing presentation.



# The Symposium in Numbers

- Marketed to 10,000+ HR and Business Professionals
- 400+ Attendees
- 150+ Companies Represented
- 70% of attendees are either the primary decision maker or have a strong influence on purchasing decisions



# Event Agenda

- 7:30am Registration / Breakfast / Networking
- 8:15am Welcome Remarks
- 8:30am CHRO Panel
- 9:30am Break / Visit Sponsors
- 10:00am Keynote Speaker
- 11:00am Break / Visit Sponsors
- 11:15am Breakout Session 1
- 12:15pm Lunch
- 1:30pm Breakout Session 2
- 2:30pm Break / Visit Sponsors
- 2:45pm Breakout Session 3
- 3:45pm Break / Visit Sponsors
- 4:00pm Closing Session
- 5:00pm Event Ends

# Standard Sponsorship Package



**2022** PHILLY SHRM  
SYMPOSIUM

# Exhibitor Booth Sponsor - \$3,500

## Includes:

- Exhibitor Tabletop (6 ft table) selected on a first come, first served basis
- Company Logo on the event website linked to corporate homepage
- Company Logo on event signage
- Ability to have 1 company supplied item in the conference bag
- Access to the opt-in attendee list
- Recognition during the welcome address
- Mobile App Listing
- (2) Exhibitor Only Tickets to manage exhibitor table

*\*Add on a quarter page ad for \$250*

# Sponsorship Packages

**\$4,000-\$4,500**



# Breakout Session Sponsor - \$4,000

## Includes:

- Introduction of Speaker by your Company Representative prior to sponsored session
- Logo included on Breakout Session page on website, mobile app and program booklet
- Quarter Page Ad in Program Booklet
- (1) Full Conference Ticket
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

*\*Upgrade to a half page ad for \$150 or a full page ad for \$400*



# Event App Sponsor - \$4,500

## Includes:

- Sponsor of the Event App - Includes company logo on homepage and main banner of the app
- (1) Mobile App Push Notification (sponsor to provide content)
- Quarter Page Ad in Program Booklet
- (2) Full Conference Tickets
- Sponsor Spotlight on Social Media
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

*\*Upgrade to a half page ad for \$150 or a full page ad for \$400*

# Program Booklet Sponsor - \$4,500

## Includes:

- Full Page Ad in Program Booklet on inside cover or back cover
- (2) Full Conference Tickets
- Sponsor Spotlight on Social Media
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

*\*Upgrade to a half page ad for \$150 or a full page ad for \$400*

# Refreshment Sponsor - \$4,500

## Includes:

- Logo recognition as sponsor for all food during conference - breakfast, snacks and lunch
- Quarter Page Ad in Program Booklet
- (2) Full Conference Tickets
- Sponsor Spotlight on Social Media
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

*\*Upgrade to a half page ad for \$150 or a full page ad for \$400*

# WI-FI Sponsor - \$4,500

## Includes:

- Provides Wi-Fi for all conference attendees with ability to custom brand the Wi-Fi password
- Quarter Page Ad in Program Booklet
- (2) Full Conference Tickets
- Sponsor Spotlight on Social Media
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

*\*Upgrade to a half page ad for \$150 or a full page ad for \$400*

# Photo Booth Sponsor - \$4,500

## Includes:

- Sponsor of the Photo Booth with logo recognition printed on each photo
- Quarter Page Ad in Program Booklet
- (2) Full Conference Tickets
- Sponsor Spotlight on Social Media
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

*\*Upgrade to a half page ad for \$150 or a full page ad for \$400*

# Sponsorship Packages

**\$5,000 and above**



# Closing Session Sponsor - \$5,000

## Includes:

- Opportunity for podium time to introduce the Closing Session Speaker (this is a prime speaking opportunity in front of the entire conference audience)
- Logo included on Closing Session Speaker page on website, mobile app and program booklet
- Half Page Ad in Program Booklet
- (2) Full Conference Tickets
- Sponsor Spotlight included on Social Media
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

*\*Upgrade to a full page ad for \$200*

# Conference Bag Sponsor - \$6,500

## Includes:

- Company logo on bag given to each conference attendee
- Full Page Ad in Program Booklet
- (3) Full Conference Tickets
- Sponsor Spotlight included on Social Media and in Philly SHRM Newsletter
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***



# Name Badge & Lanyard Sponsor - \$6,500

## Includes:

- Company logo on name badge and lanyard given to each conference attendee
- Full Page Ad in Program Booklet
- (3) Full Conference Tickets
- Sponsor Spotlight included on Social Media and in Philly SHRM Newsletter
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

# CHRO Panel Sponsor - \$7,500

## Includes:

- Opportunity for podium time to introduce the CHRO Panel (this is a prime speaking opportunity in front of the entire conference audience)
- Logo included on CHRO Panel page on website, mobile app and program booklet
- Full Page Ad in Program Booklet
- (4) Full Conference Tickets
- Sponsor Spotlight included on Social Media and in Philly SHRM Newsletter
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

# Keynote Sponsor - \$8,500

## Includes:

- Opportunity for podium time to introduce the Keynote Speaker (this is a prime speaking opportunity in front of the entire conference audience)
- Logo included on Keynote Speaker page on website, mobile app and program booklet
- Full Page Ad in Program Booklet
- (4) Full Conference Tickets
- Sponsor Spotlight included on Social Media and in Philly SHRM Newsletter
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

# Additional Options



# Event Supporter - \$1,250

## Includes:

- Company Logo on the event website linked to corporate homepage
- Company Logo on event signage
- Recognition during the welcome address
- Mobile App Listing
- (1) Full Conference Ticket

*\*Add on a quarter page ad for \$250*

# Advertising Options

Full Page Ad - \$750

Half Page Ad - \$500

Quarter Page Ad - \$300