

2024

PHILLY SHRM SYMPOSIUM



THURSDAY, MARCH 14, 2024

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 2024 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
- 450+ Attendees
- 150+ Companies Represented
- 70% of attendees are either the primary decision maker or have a strong influence on purchasing decisions



Event Agenda (Agenda subject to change)

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



2024 PHILLY SHRM
SYMPOSIUM

Standard Sponsorship Package



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

9 Available

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

1 Available

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

1 Available

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

1 Available

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

1 Available

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*



Sponsorship Packages

\$5,000 and above



Closing Session Sponsor - \$5,000

1 Available

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

1 Available

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 *1 Available*

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

1 Available

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

1 Available

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

