

Sponsorship Opportunities

2  25

**PHILLY SHRM
SYMPOSIUM**

March 20, 2025 | Hilton Philadelphia City Avenue

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 2025 Symposium will offer a dynamic keynote, a CHRO panel, 9 interactive breakout sessions, a post-Symposium networking social, and additional post-Symposium webcasts.

The Symposium in Numbers

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

Event Agenda (subject to change)

- 7:00am Registration / Breakfast / Networking
- 8:15am Welcome Remarks
- 8:30am Keynote
- 9:30am Break / Visit Sponsors
- 9:45am CHRO Panel
- 10:45am Break / Visit Sponsors
- 11:00am Breakout Session 1
- 12:00pm Lunch
- 1:00pm Breakout Session 2
- 2:00pm Break / Visit Sponsors
- 2:15pm Breakout Session 3
- 3:15pm Closing Remarks
- 3:30pm Event Ends
- 3:35pm Post-Symposium Networking Reception

Standard Sponsorship Package

Exhibitor Booth Sponsor - \$4,000

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

\$4,500 - \$5,000

Breakout Session Sponsor - \$4,500

8 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 - \$5,000

1 Available

Includes:

- Sponsor of the Event App: with company logo on homepage & 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 - \$5,000

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***

Refreshment Sponsor - \$5,000

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 - \$5,000

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

\$5,500 and above

Post-Symposium Networking Sponsor - \$5,500

1 Available

Includes:

- Recognition as exclusive sponsor of the Post-Symposium Networking Reception
- Opportunity for podium time to invite everyone to the networking reception, during the closing remarks (this is a prime speaking opportunity in front of the entire conference audience)
- Half Page Ad in Program Booklet
- (2) Full Conference Tickets
- Sponsor Spotlight included on Social Media
- Opportunity to provide post-Symposium webcast for Symposium registrants
 - Sponsor must provide session content to Philly SHRM for review and feedback prior to the webcast
 - Content must qualify and be approved for recertification credits
 - Date must be mutually agreed upon
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

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

Technology Sponsor - \$5,500

1 Available

Includes:

- Placement of phone/device charging station directly next to sponsor's exhibitor table
- Logo recognition at phone/device charging station
- Quarter Page Ad in Program Booklet
- (2) Full Conference Tickets
- Sponsor Spotlight on Social Media
- Opportunity to provide post-Symposium webcast for Symposium registrants
 - Sponsor must provide session content to Philly SHRM for review and feedback prior to the webcast
 - Content must qualify and be approved for recertification credits
 - Date must be mutually agreed upon
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

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

Valet Sponsor - \$5,500

1 Available

Includes:

- Branded recognition as valet sponsor (before the event and throughout the day)
- Half Page Ad in Program Booklet
- (2) Full Conference Tickets
- Sponsor Spotlight included on Social Media
- Opportunity to provide post-Symposium webcast for Symposium registrants
 - Sponsor must provide session content to Philly SHRM for review and feedback prior to the webcast
 - Content must qualify and be approved for recertification credits
 - Date must be mutually agreed upon
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

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

Caregiver Sponsor - \$6,500

1 Available

Includes:

- Logo recognition as sponsor of the childcare provided at the Symposium
- Half Page Ad in Program booklet
- (2) Full Conference Tickets
- Sponsor Spotlight on Social Media
- Opportunity to provide post-Symposium webcast for Symposium registrants
 - Sponsor must provide session content to Philly SHRM for review and feedback prior to the webcast
 - Content must qualify and be approved for recertification credits
 - Date must be mutually agreed upon
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

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

Conference Bag Sponsor - \$7,000

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
- Opportunity to provide post-Symposium webcast for Symposium registrants
 - Sponsor must provide session content to Philly SHRM for review and feedback prior to the webcast
 - Content must qualify and be approved for recertification credits
 - Date must be mutually agreed upon
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

Name Badge & Lanyard Sponsor - \$7,000 *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
- Opportunity to provide post-Symposium webcast for Symposium registrants
 - Sponsor must provide session content to Philly SHRM for review and feedback prior to the webcast
 - Content must qualify and be approved for recertification credits
 - Date must be mutually agreed upon
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

CHRO Panel Sponsor - \$8,000

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
- Opportunity to provide post-Symposium webcast for Symposium registrants
 - Sponsor must provide session content to Philly SHRM for review and feedback prior to the webcast
 - Content must qualify and be approved for recertification credits
 - Date must be mutually agreed upon
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

Keynote Sponsor - \$9,000

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
- Opportunity to provide post-Symposium webcast for Symposium registrants
 - Sponsor must provide session content to Philly SHRM for review and feedback prior to the webcast
 - Content must qualify and be approved for recertification credits
 - Date must be mutually agreed upon
- ***PLUS...all inclusions from the Exhibitor Booth Sponsor Package***

Additional Options

Event Supporter - \$1,500

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