Sponsorship Opportunities

2027

PHILLY SHRM SYMPOSIUM

April 16, 2027 | Loews Philadelphia Hotel

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 2027 Symposium will offer a dynamic keynote, 7 interactive breakout sessions, a closing session, a post event networking reception, and several additional post-Symposium webcasts.

Philly SHRM
Where business & HR connect

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

Philly SHRM
Where business & HR connect

Event Agenda (subject to change)

7:00am	Registration
8:00 am	Welcome
8:10am	Keynote
9:30 am	Culture & Compliance
10:15am	Break
10:45am	Session #1
11:45pm	Break
12:00pm	Lunch
12:45pm	Break
1:10pm	Session #2
2:10pm	Break
2:30pm	Session #3
3:30pm	Break
3:35pm	Closing Session
4:40pm	Post Event Networking Reception

Philly SHRM
Where business & HR connect

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
- Ability to have 1 company-supplied promotional offer emailed to Philly SHRM membership (single email for all sponsors)

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

Philly SHRM
Where business & HR connect

Sponsorship Packages

$4,500 - $5,000

Breakout Session Sponsor - $4,500
5 Available- 6 Total

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*

Philly SHRM
Where business & HR connect

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*

Philly SHRM
Where business & HR connect

Post Symposium Webcast Sponsor - $5,000

1 Available

Includes:

- Recognition at Symposium as the Post Symposium Webcasts as the exclusive Sponsor
- Logo on webpage for the Post Symposium Webcasts.
- Your ad will run and the logo will appear in each Post Symposium Webcast
- 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 full-page ad for $200*

Philly SHRM
Where business & HR connect

Program Booklet Sponsor - $5,000

1 Available

SOLD OUT

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***

Philly SHRM
Where business & HR connect

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 Ticket
- Sponsor Spotlight on Social Media
- ***PLUS all inclusions from the Exhibitor Booth Sponsor Package***

SOLD OUT

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

Philly SHRM
Where business & HR connect

Sponsorship Packages

$5,500 and above

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
- Half 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 full-page ad for $200*

Philly SHRM
Where business & HR connect

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
- ***PLUS…all inclusions from the Exhibitor Booth Sponsor Package***

*Upgrade to a full-page ad for $200

Philly SHRM
Where business & HR connect

Pre-Symposium Event Sponsor - $6000
1 Available

Includes:

- Sponsor of the Symposium Pre-Conference – includes educational session and evening social
- Prominent display of company logo on signage for Pre-Conference
- Podium time during welcome address at the Pre-Conference
- VIP Seating for the Pre-Conference presentation
- Company logo on drink ticket
- Exhibitor tabletop (6ft table) at Pre-Conference
- Full-Page Ad color ad in program booklet
- 3 Full Conference Passes – includes access to Symposium Conference, Keynote, Pre-Symposium and Post Networking Reception
- ***PLUS…all inclusions from the Exhibitor Booth Sponsor Package for the day of the Symposium***

SOLD OUT

*Upgrade to a full-page ad for $200

Philly SHRM
Where business & HR connect

Closing Session Sponsor - $6,500

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
- Full-Page Ad in Program Booklet
- (4) Full Conference Tickets
- Sponsor Spotlight included on Social Media and in Philly SHRM Newsletter
- Opportunity to provide pos Sympos broadcast for S um r stran
  - Sponsor ust pr de ssion c tent t Philly S RM for vie and f dbac rior to the we nst
  - Cor nt m t q ify a d be ap ved or recerti tio redit
  - Date must be mutually agreed upon
- ***PLUS…all inclusions from the Exhibitor Booth Sponsor Package***

Upgrade to a full-page ad for $200

SOLD OUT

Philly SHRM
Where business & HR connect

Symposium Activity Sponsor - $7,000
1 Available

Includes:

- Company logo on digital image printed at activity booth for all participants
- Interactive activity will be located next to company's selected exhibitor table (if space allows)
- 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***

Philly SHRM
Where business & HR connect

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
- ***PLUS…all inclusions from the Exhibitor Booth Sponsor Package***

Philly SHRM
Where business & HR connect

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
- ***PLUS…all inclusions from the Exhibitor Booth Sponsor Package***

Philly SHRM
Where business & HR connect

Culture & Compliance Session Sponsor - $8,000
1 Available

Includes:

- Opportunity for podium time to introduce the Executive Panel (this is a prime speaking opportunity in front of the entire conference audience)
- Logo included on Executive 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***

Philly SHRM
Where business & HR connect

Keynote Sponsor - $10,000
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
- Opportunity to provide a copy of the keynote's book to all paid attendees
- Exclusive keynote speaker book signing at selected exhibitor table
- 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***

Philly SHRM
Where business & HR connect

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*

Philly SHRM
Where business & HR connect

Advertising Options

- Full Page Ad - $750
- Half Page Ad - $500
- Quarter Page Ad - $300

Philly SHRM
Where business & HR connect