

# 2010 Annual Conference & Exhibition Sponsorship Opportunities

## 2009 Conference Attendee Demographics

### Primary Job Function

HR Generalist	21%
HR Manager	18%
HR Director	13%
VP of HR	5%
HR Staff Person	12%
Consultant	5%
Other	26%

### Company Size

Fewer than 100	17%
100-499	27%
500-999	8%
1000-2499	18%
2500-4999	10%
5000 or more	20%

### Company Sector

Health Services	13%
Government	11%
Service	9%
Manufacturing	12%
Utility	6%
Education	10%
High-Tech	12%
Employee Search	7%
Retail/Wholesale	5%
Legal	8%
Social Services	9%
Finance/Insurance/ Real Estate	8%
Transportation	4%
Media	7%
Other	10%

### Services company Uses

HRIS Software	39%
Background Checks	36%
Job Postings	37%
Payroll Software	22%
Benefits Administration	26%
Training Services	24%
Employment Services	24%
Legal Services	19%
Insurance Broker	16%
Surveys	19%
College/Universities	12%
Investment Services	13%
Publications/Media	12%
Relocation Services	10%
Other	8%
Executive Outsourcing	7%
General Staff Outsourcing	6%
Non-Profit Services	9%
Communications	5%

**\*\*\*Attendee demographics are statistics derived from the 2009 Annual Conference & Exhibition registration forms.**

At PHRA, we are committed to serving the HR community by providing superior professional development, networking opportunities and educational resources to enhance the value of the profession.

This two-day conference features 2-3 high-caliber keynote speakers, numerous concurrent educational sessions, a social event on the first evening, and an exhibition with over 100 vendors. HR practitioners from across the greater Pittsburgh region will come together for the most comprehensive event specifically oriented toward the needs of the HR Professional.

The conference provides HR professionals with valuable HR material and continuing education credits for PHR/SPHR certification. The educational sessions are identified as entry, mid or senior level to ensure that participants are finding value in the programs that they attend. This event includes meals and breaks for networking in the exhibit area. Approximately 500 people attend this exclusive event each year!

# 2010 Annual Conference & Exhibition

## Sponsorship Opportunities

### Heinz Field, Pittsburgh PA

### September 21—22, 2010

#### Sustaining Sponsorship Opportunities

	Gold	Emerald	Platinum
	\$2,500	\$5,000	\$7,500
Logo on Conference Registration Brochure	X	X	X
Promotional Literature in Conference Tote Bags	X	X	X
Listing of All Attendees	X	X	X
Logo in Conference Program	X	X	X
Listing on PHRA Conference Web Page	X	X	X
Recognition on Sustaining Sponsor Signage	X	X	X
Recognition at the Ribbon Cutting Ceremony	X	X	X
Banner Ad on PHRA website with Hyperlink to your website		X	X
One 8' x 10' Exhibit Booth		X	
One 8' x 10' Exhibit Booth with Food Station			X
Business Card Ad in Conference Program			X
Two Free Conference Registrations	X		
Three Free Conference Registrations		X	
Four Free Conference Registrations			X

#### Contributing Sponsorship Opportunities

	Bronze	Silver
	\$500	\$1,000
Company Name Listed on Registration Brochure	X	X
Company Name listed in Conference Program	X	X
Listing of All Attendees (no emails)	X	X
One Free Conference Registration		X
Opportunity to Sponsor a Session and Distribute Company Materials to Attendees of that Session.		X

# Annual Conference & Exhibition

## Sponsorship Opportunities

### Exclusive Sponsorship Opportunities

#### **Luncheon Sponsor .....\$5,000**

Here is a great way to focus attention on your company: sponsor the Tuesday sit-down luncheon. At this venue, which will include a high-level address by a leader in HR, a representative from your company will have the opportunity to introduce your company as the sponsor, introduce the speaker and be recognized on appropriate signage. Also, if you wish you may provide corporate literature and a small gift for each attendee.

#### **Opening OR Closing Event Sponsor .....\$5,000**

Here is another way to have your company name on the mind of all conference attendees. As a sponsor of the Opening or Closing Event a representative from your company will have the opportunity to introduce your company as the sponsor, introduce the speaker and be recognized on appropriate signage. Also, if you wish your company may provide corporate literature and a small gift for each attendee.

#### **Registration Area .....\$4,000**

Event registration is an area where all attendees must go to pick up their badges for both on-site and pre-registration. Have your company's name and logo on the registration counter kick-panels for everyone to see.

#### **Conference Tote Bags .....\$4,500**

As the sponsor for the conference totes your company name and logo will appear on the totes that will be distributed to all conference attendees. You may also include corporate literature in the bag. Many attendees take these tote bags home and use them for many years to come—a lasting impact featuring your company logo. Conference Tote Bags will be produced by PHRA.

#### **Internet Café .....\$5,000**

Be the exclusive sponsor of the internet café and have your company logo placed on each of the café stations, on each computer as a screen saver and have your company's web page as the default web site.

#### **Opening Night Social.....\$7,500**

Welcome everyone as they enter the social with this sponsorship. As the social sponsor you will be recognized with appropriate signage, have a representative from your company welcome the attendees into the social and provide everyone with a small gift from your company if you wish.

#### **Breakfast OR Breaks in Exhibit Hall .....\$2,500**

Here is another good way to have your company name on the mind of all conference attendees. Each break will provide the opportunity for attendees to network in the exhibit hall while enjoying refreshments courtesy of your company. Signage will recognize your company as the sponsor.

#### **Lanyards .....\$2,500**

#### **Name Tags .....\$2,500**

#### **Sponsor for Both .....\$4,000**

Lanyards are distributed with all name badges to attendees at registration. With this sponsorship everyone at the conference will be wearing your company logo on the name tags and/or lanyards.

#### **Conference Signage .....\$2,500**

Sponsor the conference signage and your company logo will appear on all directional, informational, exhibit and session signage.

# Annual Conference & Exhibition Sponsorship Opportunities

## Exclusive Sponsorship Opportunities

**Official Conference Pens .....\$1,500**  
**Official Conference Notepads .....\$1,500**  
**Sponsor for Both.....\$2,500**

As this exclusive sponsor you will provide your company pens and/or notepads for all attendees to use during the conference. Once the conference is over attendees will take them back to their office for future use and future exposure for your company.

**Exhibit Booth Food Station .....\$200  
plus booth rental**

Attract attendees to your booth area by positioning your booth next to a food station. With this sponsorship you can choose to locate your booth next to an area where food will be served from for the opening reception, breakfast and both morning breaks.

## Exhibitor Opportunities

### Exhibit Booth Information

An exhibition with approximately 100 booths (10'x8') is held in conjunction with the Annual Conference. As an exhibitor your company will have the opportunity to showcase your products and services not only in the exhibit hall but also during a special luncheon and networking event. Time is reserved for attendees to visit the exhibit hall during breaks between programming. Attendees are encouraged to participate in the exhibitor game, which the Conference Committee designs each year to increase traffic at the exhibit booths.

Exhibiting companies will have the opportunity to:

- Connect with a target audience comprised of the state's largest assembled group of HR professionals
- Gain visibility through listings in conference printed materials
- Showcase your products and services
- Network in both social and business environments
- Enhance your position in the marketplace

If you are interested in becoming an exhibitor for the event you can visit [www.pittsburghhra.org](http://www.pittsburghhra.org) to view the exhibit contract, costs and floor plan.

## Advertising Opportunities

### Conference Brochure Ads

All attendees receive the conference brochure on-site at the 2010 PHRA Annual Conference & Exhibition. This brochure contains all program information that attendees will repeatedly review during the conference and also after for future reference. Each time an attendee opens the brochure, you have the likelihood of reaching them. This is the perfect opportunity to advertise your organization to 400+ HR professionals of all levels while supporting PHRA at the same time.

We have a variety of ad spaces available. See the 2010 Conference & Exhibition webpage on the PHRA website. Information will be online when available.

For additional conference information, visit [www.pittsburghhra.org](http://www.pittsburghhra.org) or call the PHRA office.