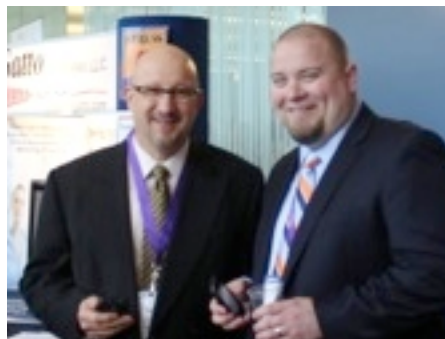


Change...Evolve...Grow...
2012 Annual Conference and Exposition
Sponsorship Opportunities



PITTSBURGH HUMAN RESOURCES ASSOCIATION



2012 Annual Conference & Exhibition Conference Demographics

RESULTS THAT COUNT

We have access to your potential clients! Our market list of over **2,500 HR Professionals** includes powerful decision makers in the Pittsburgh region. We can help you reach **YOUR** organizational goals in various ways including

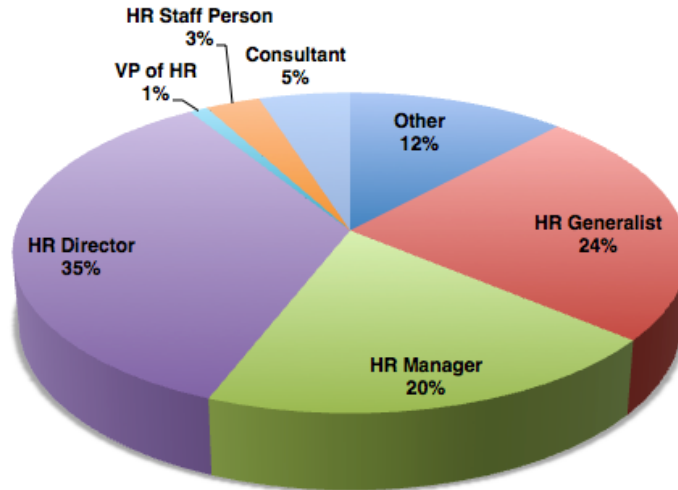
- *Build name recognition*
- *Establish future customers*
- *Meet face-to-face with key decision makers*
- *Network with hundreds of HR professionals*
- *Reach your target audience*
- *Introduce new products and services*
- *Strengthen relationships with current customers*

WHO WE ARE

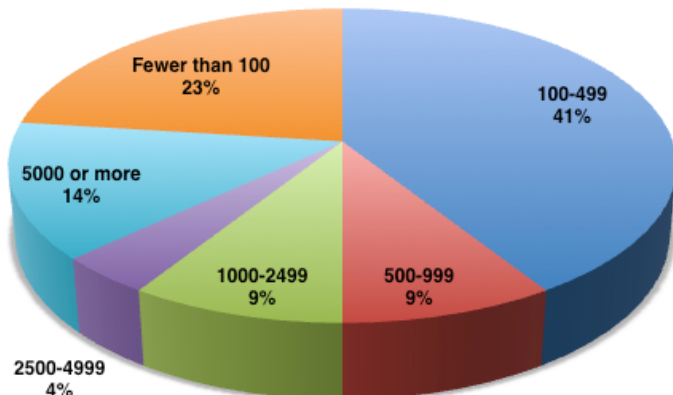
Our history is rich: The **Pittsburgh Human Resources Association** was founded at the turn of the twentieth century and has gone through many changes, constantly developing new ideas and strategies to help the working professional strive to be the best. We offer many learning and development programs and networking opportunities for local Pittsburgh professionals. Our membership boasts over **1,100 members** which makes us the largest Society for Human Resource Management chapter in Southwestern Pennsylvania.

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. In addition to conducting more than 20 educational events each year and 6-8 networking events, **PHRA** hosts an Annual Conference and Exhibition, and publishes a weekly electronic and a bi-monthly newsletter.

Primary Job Function



Company Size



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 high-caliber keynote speakers, numerous concurrent educational sessions, a social event on the first evening, and an exhibition with over 50 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 450 people attend this exclusive event each year!

2012 Annual Conference & Exhibition

Premium Sponsorship Opportunities

Platinum Sponsor - \$4,000

- Full page ad in the conference brochure.
- Banner ad on the PHRA website with a link.
- Logo on all pre-conference promotional items.
- 6 x 6 ft. space with prime entrance spot reserved. Includes draped table and 2 chairs.
- 5 Full Conference registrations and 2 Exhibition Hall only Staff Passes.
- Company logo on signage and PowerPoint display.
- Company representative may introduce a breakout session of choice.
- Two pre-event email blasts prepared by the sponsor to over 1,000 PHRA mailing list members.
- Company logo and 50-word description in program book.
- Pre and post conference publicity.
- Post conference mailing list of all attendees.
- Company literature included in attendance conference bags.

Gold Sponsor - \$3,000

- 1/2 page ad in the conference brochure.
- Banner ad on the PHRA website with a link.
- Logo on all pre-conference promotional items.
- 6 x 6 ft. space with prime entrance spot reserves. Includes drapes table and 2 chairs.
- 3 Full Conference registrations and 2 Exhibit only Staff Passes.
- Company logo on signage and PowerPoint display.
- Company representative may introduce a breakout session of choice.
- One pre-event email blast prepared by the sponsor to over 1,000 PHRA mailing list members.
- Company logo and 50-word description in program book.
- Pre and post conference publicity
- Post conference mailing list of all attendees.
- Company literature included in attendance conference bags

Silver Sponsor - \$2,000

- 1/4 page ad in the conference brochure.
- Banner ad on the PHRA website with a link.
- Logo on all pre-conference promotional items.
- 6 x 6 ft. space with prime entrance spot reserved. Includes draped table and 2 chairs.
- 1 Full Conference registrations and 2 Exhibit Hall only Staff Passes.
- Company logo on signage and PowerPoint Display.
- Company logo and 50-word description in program book.
- Pre and post conference publicity.
- Post conference mailing list of all attendees.
- Company literature included in attendee conference bags.

Bronze Sponsor - \$750

- 1 full conference registrations.
- 1/4 page ad in program guise.
- Company logo on signage and PowerPoint display.
- Company logo and 50-word description in program book.
- Pre and post conference publicity.
- Post conference mailing list of all attendees.
- Company literature in attendee conference bags.

2012 Annual Conference & Exhibition Sponsorship Opportunities

Conference Tote Bags (1).....\$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.*

Conference Signage (2).....\$2,000

Sponsor the conference signage and your company logo will appear on all directional, informational, exhibit and session signage. Sponsor has the opportunity to provide material for the conference tote bag.*

Breakfast (4) or Lunch Sponsor (8).....\$1,500

The way to an HR professional's business is through his/her stomach! Everyone will love you for providing breakfast, and your company representative may staff a small table near the breakfast buffet to greet attendees and provide a giveaway at your option. Signage will be provided.

Social Media Sponsor (1).....\$1,500

Sponsor will be able to place logo on screen before the Tweet-Up event and will be able to have their logo up for the online survey collected during the conference. All sponsorship levels will receive an electronic listing (no emails) of conference attendees after the conference.

Lanyard and Name Badges

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 badges and/or lanyards.

Lanyards	\$1,000
Name Badge.....	\$1,000
Sponsor for Both	\$1,500

Opening Night Social (8).....\$1,000

Welcome everyone as they enter the social with this sponsorship. Social sponsor will be recognized with appropriate signage and may have their company representatives welcome the attendees and provide a small gift. Sponsor will receive 6 tickets to this event and will have company logo printed on one drink ticket for each attendee.

Student Sponsor (5).....\$1,000

This special sponsor level will allow 5 student members admission to the conference. Sponsor Logo/name will appear on student scholarship name badges with name also being listed in the program. Sponsor has the opportunity to provide literature to the student attendees.

Pens/Notepads

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.

Official Conference Pens	\$750
Official Conference Notepads	\$750
Sponsor for Both.....	\$1,000

Breaks in Exhibit Hall (12).....\$550

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.

Game Card Sponsor (1).....\$500

As this exclusive sponsor your logo will be featured on the exhibitor game card that attendees will use throughout the conference. All sponsorship levels will receive an electronic list (no emails) of conference attendees after the conference.

Break-out session Sponsor (16).....\$200

Logo shown before the breakout session.* Ability to hand out material at each breakout session. All sponsorship levels will receive an electronic list (no emails) of conference attendees after the conference.

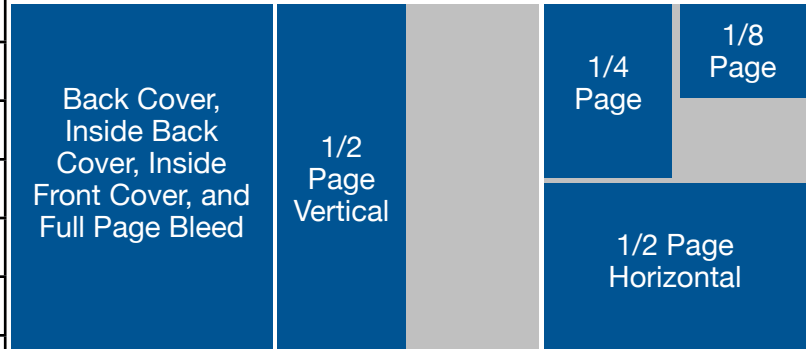


*Material must be delivered to the PHRA offices by September 24th, 2012

-personalized sponsorship packages available. Contact Liz Lamping at llamping@pittsburghhra.org

2012 Annual Conference & Exhibition Sponsorship Opportunities

	TRIM	PRICE
Back Cover	8.5" x 11"	\$600
Inside Back Cover	8.5" x 11"	\$500
Inside Front Cover	8.5" x 11"	\$500
Full Page	8.5" x 11"	\$375
1/2 Page Horizontal	7.915" x 5.063"	\$250
1/2 Page Vertical	3.833" x 10.275"	\$250
1/4 Page	3.833" x 5.063"	\$150
1/8 Page (Business)	3.833" x 2.407"	\$75
*2011 Conference Exhibitors receive a 15% discount off the above rates.		



Artwork:

Artwork needs to be emailed to llamping@pittsburghhra.org along with the form by Tuesday, August 31, 2012. This completed form can be emailed or faxed to PHRA. Payment will be due upon receipt of the invoice.

Deadline Dates:

All ad insertion orders and artwork **MUST** be received by Tuesday, August 31, 2012.

Due to the size and the other content in the brochure, specific size ads will be available on a first-come, first-serve basis. Please be aware that the ad size you select may not be available and PHRA will contact you to discuss remaining options.

***All fields are required. Please fill in all fields to ensure that your order is processed promptly and accurately.**

Company Name/Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Thank You! A PHRA representative will contact you to confirm your order.



PITTSBURGH HUMAN RESOURCES ASSOCIATION

2012

PHRA 2012 Annual Conference
Change...Evolve...Grow...

PHRA

PITTSBURGH HUMAN RESOURCES ASSOCIATION

425 Sixth Avenue

Suite 1650

Pittsburgh, PA

(412) 261-5537 Fax (412) 261-0773

www.PittsburghHRA.org



AFFILIATE OF



SOCIETY FOR HUMAN
RESOURCE MANAGEMENT