



**2010 Wisconsin SHRM State Conference
“CHART YOUR COURSE ON AN HR VOYAGE”
Exhibitor Information Packet
Wednesday, October 6 – Friday, October 8**

Thank you for considering the opportunity to exhibit at the 2010 WI State SHRM Conference. Over 800 human resource professionals attend our conference from across the State of Wisconsin each year. This year’s conference is being held in Appleton, WI at the Paper Valley Hotel and Conference Center. The following should provide you with additional information about this exhibit opportunity:

Exhibit Hall Hours

Wednesday, October 6

- 12 p.m. – 4:00 p.m. – Exhibit Hall Set-up
- 4:30 p.m. – 7:30 p.m. – Exhibit Hall Opening Night - “Pirates of the Fox Cities”

Thursday, October 7

- 9:00 a.m. – 3:15 p.m. – Exhibit Hall Open – “Navigating through HR Waters”
- 1:00 p.m. – Lunch for Exhibitors

Thursday’s Breaks In Exhibit Hall

- 9:30 a.m. – 10:30 a.m. – Morning break in the Exhibit Hall
- 11:45 a.m. – 1:00 p.m. – Lunch in the Exhibit Hall for Attendees
- 2:15 p.m. – 3:15 p.m. – Afternoon break in the Exhibit Hall
- 3:15 p.m. – 5:30 p.m. – Exhibit Hall tear down

It is expected that you will have someone available to staff your booth during the above noted hours.

Theme/Activities

This year’s theme is “**Chart Your Course on an HR Voyage.**” We have chosen black and silver as the colors for the Exhibit Hall.

Wednesday and Thursday Exhibit Hall Activities

Attendees will have the opportunity to participate in activities while the Exhibit Hall is open on Wednesday and Thursday. Attendees will be asked to collect something from random Exhibitors to earn the chance to win some great prizes!

Stay tuned for further details...

Thursday, October 7

- The Exhibit Hall opens just after the keynote speaker, Jeff Tobe, on Thursday morning. During the day we will be having our morning and afternoon breaks with beverages and plenty of snacks. In addition, lunch with dessert stations will be served in the Exhibit Hall.
- The Wisconsin State SHRM Conference Committee is excited to announce that the Vic Ferrari Band will be our special guest entertainment at the Thursday night event. Exhibitors are invited to attend the "Port Royal Festival" on Thursday night being held at the Performing Arts Center. Please join us for an exciting night of entertainment and great food!

Friday, October 8

With the Exhibit Hall closing at 3:15 p.m. on Thursday, you are still welcome to attend the conference as a participant on Friday. Please note that your meal expense is not included in the exhibitor pricing. If you wish to attend breakfast or lunch on Friday you are more than welcome, however please be sure to register.

Our keynote speaker for Friday is Kris Dunn, The HR Capitalist and Fistful of Talent, from 12:00 p.m. to 1:15 p.m.

The pricing is \$50 per person, which includes breakfast, lunch and keynote.

Breaks/Lunch/Dinner

Wednesday night you are welcome to partake in the appetizers throughout the hall. There will also be cash bars throughout the hall.

As an exhibitor you will be provided with Thursday lunch and Thursday night meal/entertainment for each exhibitor attendee registered by September 17, 2010. After the close of registration additional Thursday lunches will be a \$20 charge. The additional Thursday night meal/entertainment will be a \$30 charge.

Lunch will be available to Exhibitors at 1:00 p.m. on Thursday, after the Attendees.

Booth Prize Give-Aways

If you would like to collect business cards at your booth for a prize there are two different ways we ask that you work with us to distribute them:

Option One – Media Screen Listing

You will be able to start drawing names of the winners on Wednesday night and throughout the day on Thursday. All winners name's will be posted on a media screen listing the name of the winner and giving them directions to pick up their prize at your booth. Please note: each booth will be limited to posting 4 winners. If your winner(s) do not claim their prize, you may want to consider either sending it to them or dropping it off at their place of business after the conference. The winner's names must be ***submitted before 2:15 p.m. on Thursday.***

Option Two – Exhibitor Booth Give-Away

You can also choose to coordinate a giveaway right at your booth. This option would allow you to select your own winner. You can determine a time or a process in which you would announce a winner when the exhibit hall is open. If you elect to do your own drawing we ask that you be courteous of your fellow exhibitors in your immediate area by respecting their exhibitor space and the noise level to the extent possible.

Exhibit Pricing

The cost of each exhibit booth is \$900. Your 10 x 8 booth includes the following:

- One 8' x 30" skirted table
- Back and side drapes (black and silver)
- Two chairs
- Carpeted Exhibit Hall
- A sign with your business name
- Meals for each registered exhibitor. (Wednesday and Thursday only).

A double booth is available for \$1800.

Session Attendance

In the past, we have been very supportive of allowing our exhibitors to attend sessions provided the sessions are not full and the exhibitor still maintains a presence at their booth. In recent years, several organizations have registered their HR generalist staff through the exhibitor registration process to avoid the attendee registration fee. Because of this, we are asking that if you have staff attending for the main purpose of going to the learning sessions, they must register as an attendee. It is our hope organizations will respect this.

Food & Beverages

We are under contract with the Paper Valley for providing all food and beverages. You can bring in a prepared food item provided you do not cook, brew or bake it onsite. In no case can you bring in any beverages of any sort to give-away.

Advertising

If you would like to advertise in our conference program you can get additional information by going to www.wishrm.org and clicking on the 2010 WI SHRM State Conference Logo at the top of the web page. Once you are on the website click on the "Advertising" section for additional information. Please note if you exhibit there is a 10% discount off of advertising based on the size ad you would like. Primary exhibitors will be able to sign up for advertising during their registration process.

Sponsorship

Sponsoring is an opportunity to maximize your firm's exposure at the conference while demonstrating commitment to the HR profession. Sponsorship packages range from \$500 to \$10,000, with higher levels waiving booth and advertising costs. Our sponsors are also rewarded with preferred placement in the exhibit hall in addition to other recognition opportunities throughout the conference. Primary exhibitors may indicate their interest during the registration process to be contacted by one of our Sponsorship Co-chairs.

Website Vendor Directory

If you wish to be a part of our Wisconsin SHRM State Council Website, you can purchase a spot in our online Vendor Directory. For the low cost of **\$100**, you can select to be included on this page from **October 1, 2010 – September 30, 2011**. Your listing will include your company name, brief ten word description of your organization or headline, contact information and a hyperlink to your company website. Look for this option as part of the exhibitor registration process.

Students

Each year we invite, encourage and support college students that have elected the Human Resource field as their professional path to be active attendees at our conference. As an exhibitor of this conference we are asking for your help to provide the same level of support to educate or provide insights into your products and services to the students. These individuals are the future of our profession and it could only be less than a year away when they are in positions that could influence decision making on your services or products. We really appreciate your willingness to partner with us.

General Liability Insurance

The Exhibitor agrees to maintain general liability insurance in an amount not less than One Million Dollars (\$1,000,000) to cover its potential liabilities and to name Wisconsin Council SHRM as additional insured's under Exhibitor's liability policy for the duration of the exhibit including move-in and move-out periods. Exhibitor shall assume responsibility for its officials, agents or employees, from theft, damage by fire, accidents or other causes. The Exhibitor agrees to make no claim against Wisconsin Council SHRM and will protect, indemnify, defend and save the above-named, harmless from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident, bodily injury, property damage, theft or loss, or other claims or occurrences to any person, including exhibitor, its employees and agents, or any business invitees, arising out of or related to exhibitor's occupancy or use of the exhibition premises.

Grand Door Prize Give-Away

An excellent way to receive recognition for your organization is to donate a prize for our Grand Door Prize Give-Away. We are asking that the value of these prizes be of a **\$100 value or greater**. These door prizes will be given away during our event on Thursday evening. Winners will be selected from the prize drum that will be located in the exhibit hall Wednesday night and throughout the day on Thursday.

To Register

Go to www.wishrm.org and click on the 2010 WI SHRM State Conference logo on the main page. Once you are on the home page for the conference, click on the Exhibitors tab and then follow the registration process. **A \$400 deposit must be paid by Friday, July 30, 2010 to secure your exhibit booth.**

- **Organizational ID (email address) & Password** - Please realize that when you go to register as an exhibitor the email address of the person registering for your organization will become your user ID. In addition you will be asked to create a password for your organization. Take note of this information as it will be your responsibility to keep up-to-date the names of the individuals from your organization that will be staffing the booth throughout the conference.
- **Organization Single Point of Contact** – To help facilitate communications for our exhibiting organization this year, when you register on-line, you will be asked to provide us with one point of contact for your organization. All exhibitor updates and information will be forwarded to this one contact. This individual can be different from the individual who registers your organization on-line.
- You will also find a link to our hotels and a timeline for the conference called "Conference at a Glance", as well as information on conference attire, speaker, sponsorship and advertising information. This site will continue to be updated until the conference, so make sure to mark it as a favorite and return to it often.

Thank you for your interest in the 2010 WI SHRM State Conference. We look forward to seeing you there. If you have any additional questions, please feel free to contact:

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