



SPONSORSHIP OPPORTUNITIES

October 10 – 12
LaCrosse Center, LaCrosse, WI

2007 Wisconsin State SHRM Conference – Sponsorship Contacts

Stacey Riechers
Kelly Services®, Janesville, WI
Phone :: 608.752.7558
Fax :: 608.752.7566
E-mail :: riechsm@kellyservices.com

Nancy Zellmer
Kelly Services, LaCrosse, WI
Phone :: 608.785.2477
Fax :: 608.785.0324
E-mail :: nancy_zellmer@kellyservices.com

PARTNER SPONSORSHIPS (\$500)

What you receive

- 1/4-page advertisement
- Recognition at General Assembly

Sponsorship opportunities

- Volunteer room
- Three – five Exhibit Hall food stations (\$500 each)

- AM and PM breaks (Thursday) (Sold)
- AM break (Friday)
- Dessert in Exhibit Hall (Thursday)

BRONZE PARTNER SPONSORSHIPS (\$1,500)

What you receive

- 1/2-page advertisement
- Sign stating sponsorship
- Recognition at General Assembly

Sponsorship opportunities

- Exhibit Hall entertainment (Wednesday)
- Food stations (Thursday evening)

SILVER PARTNER SPONSORSHIPS (\$2,500 – \$3,000)

What you receive

- 1/2-page advertisement
- Sign stating sponsorship
- Recognition at General Assembly
- One exhibit booth

Sponsorship opportunities

- Committee shirts (Sold)
- Photo op in Exhibit Hall (Wednesday) (Sold)
- Live music/attendee reception (Thursday)
- Domestic beer bar (Wednesday)
- Wine bar (Wednesday)
- Oktoberfest bar (Wednesday)

- Pre-conference (Senior Track)
- Pre-conference (Legal)
- Pre-conference (Executive HR Forum)
- Boxed lunch in Exhibit Hall (Thursday) (Sold)
- Recognition breakfast (Friday) (Sold)
- AV equipment (Wednesday – Friday) (Sold)
- Attendee appreciation (Thursday) (Sold)

GOLD PARTNER SPONSORSHIPS (\$5,000)

What you receive

- Full-page advertisement
- Banner stating sponsorship
- One exhibit booth
- Recognition at General Assembly
- Your company logo posted on conference web site

Sponsorship opportunities

- Welcome event activity in Exhibit Hall (Wednesday) (Sold)
- Attendee appreciation – cocktails and hors d'oeuvres (Thursday) (Sold)
- Welcome event – two bars in Exhibit Hall (Wednesday)

- Keynote – Welcome – John Q. Miller (Sold)
- Entertainment (Thursday)
- Keynote – Steve Uzzell (Friday)
- CD-ROM

PLATINUM PARTNER SPONSORSHIPS (\$7,500)

What you receive

- Full-page advertisement
- Banner stating sponsorship
- Two exhibit booths
- Two additional meal tickets

- Recognition at General Assembly
- Your company logo posted on conference web site

Sponsorship opportunities

- Keynote speaker – lunch and post-conference breakouts (Friday)

- Premier sponsor of Wednesday night main event
- Sponsor of all three bars at Wednesday welcome event in Exhibit Hall

PREMIER PARTNER SPONSORSHIP (\$10,000 LEVEL)

What you receive

- Your company banner logo posted on conference web site
- Full-page advertisement
- Choice of advertisement placement
- Banner stating sponsorship

- Two exhibit booths
- Four additional meal tickets
- Recognition at General Assembly
- Opportunity to address General Assembly

Sponsorship opportunities

- Premier conference sponsor packaging several of the above events

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Media sponsorship (Sold)
- Lanyards/badge holders for nametags (Sold)
- CD-ROM
- Meeting Space (Sold)

- Program evaluations
- Photocopier and paper
- Chair massages in Exhibit Hall
- Canvas backpacks/bags for attendees (Sold)
- Phone Conference (Sold)

- Recognition gifts for conference committee (Sold)
- Notebooks (Sold)