



# 2023 Iowa State SHRM Conference Sponsorships

The Iowa SHRM State Council is proud to host the 2023 Iowa State SHRM Conference October 11 – 13, 2023 at the Iowa Events Center in Des Moines, Iowa. This premier event offers exhibitors the opportunity to connect with 500–600 HR professionals throughout the state.

## Tier One Options

Limited **premier** sponsorship opportunities with the highest visibility to conference attendees.

### Platinum Sponsorships

\$7,500 (2 available)

- Speak for 2–3 minutes during the opening session
- Three banner ad placements in the conference app
- Company logo and URL featured on the conference website and in the app
- 20' x 10' exhibitor book with two chairs and table in a prime location. Two company representatives in the exhibit hall
- Two full conference registrations
- Attendee list sent two weeks prior to event
- Attendee directory sent electronically after the conference
- Sponsorship signage throughout the conference
- One sponsor provided banner placed in general sessions, at the registration table, and near the pre-conference sessions

### T-Shirt Sponsorship

\$7,500 (1 available)

- Speak for 2–3 minutes during the opening session
- Three banner ad placements in the conference app
- Company logo and URL featured on conference t-shirts, the conference website, and in the app
- 20' x 10' exhibitor book with two chairs and table in a prime location. Two company representatives in the exhibit hall
- Two full conference registrations
- Attendee list sent two weeks prior to event
- Attendee directory sent electronically after the conference
- Sponsorship signage throughout the conference
- One sponsor provided banner placed in general sessions, at the registration table, and near the pre-conference sessions

# Tier Two Options

## Gold Sponsorships

\$5,000 (3 available)

Options: Pre-Conference, Opening Keynote, and Closing Keynote

- Two banner ad placements in the conference app
- Company logo and URL included on the conference website, and in the app
- 10' x 10' exhibitor booth with two chairs and table in a prime location. Two company representatives in the exhibit hall
- Attendee list sent two weeks prior to the event
- Attendee directory sent electronically after the conference
- Introduction at the sponsored session (Pre-Conference, Opening Keynote, or Closing Keynote)

# Tier Three Options

## Silver Sponsorships

\$3,500 (5 available)

Options: Thursday Breakfast, Thursday Lunch, Friday Breakfast, Friday Lunch, Lanyard

- One banner ad placement in the conference app
- Company logo and URL included on the conference website, and in the app
- 10' x 10' exhibitor booth with two chairs and table in a prime location. Two company representatives in the exhibit hall
- Attendee directory sent electronically after the conference
- Introduction at the sponsored meal
- Sponsored signage during sponsored meal

# Tier Four Options

## Bronze Sponsorship

\$2,500 – Thursday Morning Break

- Sponsorship signage in sponsored break area
- Company logo and URL included on the conference website, and in the app
- 10' x 10' exhibitor booth with two chairs and table. Two company representatives in the exhibit hall
- Attendee directory sent electronically after the conference

## Bronze Sponsorship

\$2,500 – Thursday Afternoon Break

- Sponsorship signage in sponsored break area
- Company logo and URL included on the conference website, and in the app
- 10' x 10' exhibitor booth with two chairs and table. Two company representatives in the exhibit hall
- Attendee directory sent electronically after the conference

## Bronze Sponsorship

\$2,500 – Grand Prize Drawing

- Sponsorship signage in sponsored break area
- Company logo and URL included on the conference website, and in the app
- 10' x 10' exhibitor booth with two chairs and table. Two company representatives in the exhibit hall
- Attendee directory sent electronically after the conference

## Bronze Sponsorship

\$2,500 – Reception Bar (2 available)

- Sponsor a bar with a pre-made drink
- Company logo and URL included on the conference website, and in the app
- 10' x 10' exhibitor booth with two chairs and table. Two company representatives in the exhibit hall
- Attendee directory sent electronically after the conference

## Bronze Sponsorship

\$2,500 – Hors D'oeuvre (2 available)

- Sponsor the exhibitor reception Hors D'oeuvre
- Company logo and URL included on the conference website, and in the app
- 10' x 10' exhibitor booth with two chairs and table. Two company representatives in the exhibit hall
- Attendee directory sent electronically after the conference

## Bronze Sponsorship

\$2,500 – Wifi

- Sponsorship signage throughout the conference
- Company logo and URL included on the conference website, and in the app
- 10' x 10' exhibitor booth with two chairs and table. Two company representatives in the exhibit hall
- Attendee directory sent electronically after the conference

## Bronze Sponsorship

\$2,500 – Reception Band

- Sponsorship signage near stage and sponsorship recognition announced by the band throughout performance
- Company logo and URL included on the conference website, and in the app
- 10' x 10' exhibitor booth with two chairs and table. Two company representatives in the exhibit hall
- Attendee directory sent electronically after the conference

## Bronze Sponsorship

\$2,500 – Mystery Booth

- Sponsor 4 \$250 gift card giveaways presented to attendees during each break
- Company logo and URL included on the conference website, and in the app
- 10' x 10' exhibitor booth with two chairs and table. Two company representatives in the exhibit hall
- Attendee directory sent electronically after the conference




# Exhibitor Booths

Early Bird (until August 11, 2023) – \$1,250

After August 11, 2023 – \$1,500

- 10' x 10' exhibitor booth with two chairs and table. Two company representatives in the exhibit hall
- Attendee directory sent electronically after the conference
- **Available add-on: attendee list sent prior to conference – \$200**
  - *The conference attendee list will be emailed to the registered company contact two weeks prior to the start of the conference*
- Exhibitor set-up is scheduled for Wednesday, October 11 from 2:00pm – 5:00pm and Thursday, October 12 from 6:30am – 8:30am
- The exhibit hall will be open for a full day on Thursday, October 12, with the final event ending between 7:00pm – 7:30pm.



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[Register Today!](#)



Questions? Contact [sponsorexhibit@iashrm.org](mailto:sponsorexhibit@iashrm.org)