

# Exhibit Booth Space Opportunities

## Northern Ohio Human Resource Conference – 2010

NOHRC 2010 will be held on March 12, 2010 at the I-X Center in Cleveland. Exhibitor spaces are centrally located to draw traffic to your booth space. Set up times for exhibitors are the day before the conference (between the hours of 11:00 am and 5:00 pm) and the day of the conference (between the hours of 6:00 am and 7:15 am).

### Exhibit Space – Fee

- Diamond (Limited to 3 Sponsorships)** **Fee: \$2,750**
- Preferred space on the exhibitor floor
  - A full–page ad on the back or inside cover of the conference program
  - Sponsorship/logo of the NOHRC Workshop Sessions Web page
  - Sponsorship of one of the concurrent speaker sessions (Includes the opportunity to promote your firm to the attendees of that session)
  - Recognition on the NOHRC website and in the program as a conference exhibitor
  - Recognition on the NOHRC registration mailer (January 2010) as a Platinum sponsor
  - Two (2) Banner ads in HR Cleveland (Cleveland SHRM's award-winning newsletter)
  - Complementary Bag Stuffer

- Platinum (Limited to 8 Sponsorships!)** **Fee: \$2,350**
- Preferred space on the exhibitor floor
  - A 1/2 page ad within the conference program
  - Sponsorship of one of the concurrent speaker sessions (Includes the opportunity to promote your firm to the attendees of that session)
  - Recognition on the NOHRC website and in the program as a conference exhibitor
  - Two (2) Banner ads in HR Cleveland (Cleveland SHRM's award-winning newsletter)
  - Complementary Bag Stuffer

**Only 5 Left!**

- Gold (Limited to 15 Sponsorships!)** **Fee: \$1,750**
- Excellent traffic flow booth location
  - Recognition on the NOHRC website and in the program as a conference exhibitor
  - Two banner ads in the Cleveland SHRM electronic newsletter

**Only 6 Left!**

- Silver** **Fee: \$950**
- Space on the main exhibitor floor; high traffic flow area
  - Recognition in the conference program as a conference exhibitor

**\*\*Note - all exhibitors will receive a full listing of registered attendees; all exhibitors receive two (2) Brilliance Passes**

|   |        |                                  |
|---|--------|----------------------------------|
| <b>Exhibitor Name:</b>  |        | (As it should appear on signage) |
| Contact Name:   | Phone: | Title:                           |
| E-Mail:   |        | Fax:                             |
| Address:  |        |                                  |
| City, State, Zip:   |        |                                  |
| Description of product or service: _____  |        |                                  |
| <small>Exhibitors receive publicity in the day of conference Program Guide. NOHRC requires an electronic file of your organization's logo and your company's description, along with contact information. Please email a high-density image (300 dots per inch or higher) of your logo and a Microsoft Word document of your firm description to mgmedoro@aspect-marketing.com.</small> |        |                                  |

**Electricity (include with payment):** \_\_\_\_\_ 10 AMPS (\$145) \_\_\_\_\_ 20 AMPS (\$195)

\_\_\_\_\_ Telephone line (Dial-up) is needed (payment to be made with exhibitor payment \$150.00 per line). Contact us for a T-1 line.

\_\_\_\_\_ Number of "Brilliance Passes" – \_\_\_\_\_ x \$75 = \$ \_\_\_\_\_ (include with payment). Note: Brilliance passes include both the conference luncheon, keynote speaker, Continental Breakfast and afternoon break.

**If paying by check, please mail this form along with check payable to CSHRM and mail to:**  
 NOHRC – Exhibitors & Sponsors  
 P.O. Box 32148  
 Cleveland, OH 44132-0148

**Or if you would like to pay by credit card, complete below and fax to: 216-261-3979**

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

The undersigned agrees that Cleveland SHRM and the I-X Center assume no responsibility for personal injury, loss or property damage associated with this event. Exhibitor assumes full responsibility for all items brought to this event. There shall be no refunds upon reservation of an exhibit for NOHRC 2010 "Release Your Brilliance."

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Questions? Please call the NOHRC Hotline! 216.556.1166 or email us at info@nohrc.org**

# Northern Ohio Human Resource Conference – 2010

## Sponsorship Opportunities

### Grand Prize Sponsor

**Fee: \$1,000**

Recognition as a sponsor in the conference program and throughout the conference

*(Note: This is subject to determination of cost of grand prize)*

**SOLD!**

### Luncheon Keynote Speaker

**Fee: \$4,000**

The opportunity to promote your firm to over 800 conference participants and sponsors

- Sponsorship signage in the main ballroom (luncheon location)
- Recognition as a sponsor in the conference program and throughout the conference
- Recognition on the NOHRC website as the Keynote sponsor
- Opportunity for an “infomercial” (40 word prepared script) at the luncheon Keynote

**SOLD!**

### Registration Mailer

**Fee: \$1,200**

Your organization's name and logo on the mailer, which is sent out to over 7,000 HR professionals throughout Northeast Ohio.

- Recognition as a sponsor in the conference program and throughout the conference

**SOLD!**

### Workshop Session Sponsorships

**Fee: \$375 per session**

Sponsorship signage outside the session room

- The opportunity to promote your firm at one of the Power sessions
- Recognition as a sponsor in the conference program and throughout the conference

### Registration Sponsorship

**Fee: \$1,500**

- The opportunity to greet and connect with every conference participant as they enter
- Recognition as a sponsor in the conference program and throughout the conference
- Your firm's logo on the T-Shirts worn by the Student Volunteers.
- Includes signage at the entrance to the conference.

### Continental Breakfast Sponsor

**Fee: \$700**

- Recognition as a sponsor in the conference program and throughout the conference
- Includes signage at the conference.
- Your firm's logo on the napkins and disposable coffee cups during the breakfast

**SOLD!**

### Conference Luncheon

**Fee: \$2,000**

Your company's name and logo will be prominently displayed at the luncheon, which will be attended, by over 800 HR professionals and conference exhibitors

- Recognition as a sponsor in the conference program and throughout the conference
- Opportunity for an “infomercial” (40 word prepared script) at the luncheon Keynote

**SOLD!**

### Afternoon Refreshments on the Exhibitor Floor

**Fee: \$1,500**

Your company's name and logo will be prominently displayed as the break sponsor

- Recognition as a sponsor in the conference program and throughout the conference
- Your firm's logo on plastic cups available during the afternoon break

## ***Sponsorship Opportunities – Continued***

### **“Save the Date” Postcard**

**Fee: \$875**

Your company name and logo will be incorporated into the postcard which will be distributed to over 7,000 HR professionals throughout Northeast Ohio

- Recognition as a sponsor in the conference program

**SOLD!**

### **“It’s Not Too Late” Postcard**

**Fee: \$875**

Your company name and logo will be incorporated into the postcard which will be distributed to over 7,000 HR professionals throughout Northeast Ohio

- Recognition as a sponsor in the conference program

**SOLD!**

### **Bookstore**

**Fee: \$1,500**

Your company logo/materials located with the bookstore.

- Your company name and logo on signage and table
- Recognition as a sponsor in the conference program and NOHRC website

### **Conference Bags (3)**

**Fee: \$1,500 per sponsorship**

Your company name and logo will be one of three imprinted on the canvas conference bags, which will be distributed to over 600 conference participants and sponsors.

- Recognition as a sponsor in the conference program and throughout the conference

**SOLD!**

### **Program Guide Advertisement**

The Program Guide will be distributed to all registrants on the day of the conference. The program cover will be full color as will as its inside contents. The program guide is often saved by registrants, allowing your advertisement to work for you beyond the days of the conference.

|                 | <i>Total # of Ads Available</i> | <i>Fee</i>    |
|-----------------|---------------------------------|---------------|
| Full Page –     | 5 available                     | \$ 1,000 each |
| Half Page –     | 11 available                    | \$ 750 each   |
| Quarter Page –  | 16 available                    | \$ 500 each   |
| Business Card – | 4 available                     | \$ 275 each   |

**Questions? Please call the NOHRC Hotline! 216.556.1166 or email us at [info@nohrc.org](mailto:info@nohrc.org)**

**Corporate Sponsorship Opportunities  
Northern Ohio Human Resource Conference – 2010**

One of the best ways to increase your organization's visibility and support the Cleveland Society for Human Resources is to become a sponsor of the 2010 Northern Ohio Human Resource Conference (NOHRC), "**Release Your Brilliance**" Sponsorships are available on many levels and includes your organization's name and logo in print, signage and verbal recognition throughout the conference.

| Sponsorship Opportunities  | No. Available | Fee         | Selection    |
|--|---------------|-------------|--------------|
| Grand Prize Sponsorship  |               | \$1000      | <b>SOLD!</b> |
| Keynote Speaker (Lunch)  | 1             | \$4000      | <b>SOLD!</b> |
| Workshop Session Sponsorships  | various       | \$ 375 each |              |
| Registration Sponsorship   | 1             | \$1500      |              |
| Continental Breakfast on the Exhibitor Floor   | 1             | \$ 700      | <b>SOLD!</b> |
| Conference Luncheon  | 1             | \$2000      | <b>SOLD!</b> |
| Afternoon Refreshments on the Exhibitor Floor  | 1             | \$1500      |              |
| Registration Mailing Sponsorship (Jan 2010)  | 1             | \$1200      |              |
| (Includes logo / 50 word description on the mailing to approximately 7000 registrants in late Dec 2009)  |               |             |              |
| "Save the Date" Postcard   | 1             | \$ 875      | <b>SOLD!</b> |
| (Includes logo / 50 word description on the mailing to approximately 7000 registrants in early Oct 2009) |               |             |              |
| "It's Not Too Late" Postcard   | 1             | \$ 875      | <b>SOLD!</b> |
| (Includes logo / 50 word description on the mailing to approximately 7000 registrants in Feb 2010)       |               |             |              |
| HR Bookstore   | 1             | \$1500      |              |
| Conference Canvas Bags   | 3             | \$1500 each | <b>SOLD!</b> |
| Conference Bag Stuffers  | Various       | \$ 300      |              |
| Program Guide Ads – Specify Size   |               |             |              |

**TOTAL AMOUNT:\$ \_\_\_\_\_**

**\*\*Have an idea/opportunity that you would like to discuss and sponsor? – Call us!**

**SPONSOR INFORMATION**

Company Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 EMail: \_\_\_\_\_  
 Address, City, State, Zip: \_\_\_\_\_  
 Description of product or service: \_\_\_\_\_

If paying by check, please mail this form along with check payable to *CSHRM*:

**Or if you would like to pay by credit card, complete below and fax to: 216-261-3979**

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_  
 Signature: \_\_\_\_\_

Please send your completed form to:

NOHRC – Exhibitors & Sponsors  
 P.O. Box 32148  
 Cleveland, OH 44132-0148

*Or if you would like to fax this form, send to: 216-261-3979*

**Questions? Please call the NOHRC Hotline! 216.556.1166 or email us at [info@nohrc.org](mailto:info@nohrc.org)**