



MAY 1-3, 2012
WASHINGTON DC

HRO TODAY FORUM NA

SPONSORSHIP OPPORTUNITIES



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Overview

The HRO Today Forum series will once again call the most forward-thinking HR executives to assemble at the selected locations around the globe: -

6th Annual HRO Today Forum NA, Washington 1-3 May 2012

3rd Annual HRO Today Forum APAC (Formerly HRO Forum APAC), Singapore 16-17 May 2012

9th Annual HRO Today Forum Europe (formerly HRO Forum Europe), Dublin, November 2012



The Forum brings together the leading thinkers and practitioners to share best practices and build relationships that improve the services of HR. Delegates include the leaders of HR and HR operations, recruitment & talent, change management, payroll and learning from large and mid-market companies, including members of HR Associations across Europe.

Sponsors include the most prominent providers, technology firms and advisors in HR outsourcing, technology, and consulting.

Our engagement with the HROA

The HROA is for all those who purchase, provide, or participate in HR transformation and outsourcing. Our membership encompasses over 7,500 HR executives, including the largest 50 buyers, the top 30 providers, the leading sourcing advisors and attorneys, and the best thought leaders in HR Transformation. The HROA brings its diverse membership together to set standards and practices, provide peer networking, and maintain a robust curriculum.



SharedXpertise is pleased to work with the HR Outsourcing Association (HROA) to invite its members to the annual and regional meetings of buyers at the independent venue of HRO Today Forum.

HRO Today Forum Experience

The Forum is an interactive and collaborative meeting of the minds. Everything from how the Forum is planned, to the sessions selected for the program, to the onsite experience centres around creating an environment where thought leaders can come together to share insights, learn from one another, and work on the tough challenges facing them as individuals, as companies, and as an industry.

Designing the Forum Experience: HRO Forum Advisory Council

Each year we continue to expand our collaborative approach to developing and delivering the HRO Forum Experience. This centres on the Forum Advisory Council. Composed of HR executives and selected providers, the Group advises on the overall Forum Experience and specifically on the program to ensure the best possible experience for our delegates and sponsors. Confirmed sponsors and delegates may participate on the Group by invitation.

Designing the Forum Experience: Submitting & Selecting Session Topics

For all sessions, potential presenters/moderators must submit a synopsis encapsulating the session and its outcomes for delegates at <http://www.hrotoday.com/content/4977/2012-call-submissions>. Final approval of all sessions is subject to review and approval by SharedXpertise and the Forum Advisory Council.

Deadline for HRO Today Forum – December 15th 2011

Designing the Forum Experience: Lively Brand Presence at HRO Today Forum

The Forum draws an elite audience of HR executives from global companies. Use these platforms to showcase your brand and thought leadership. Turn the Forum into an experience that drives sales and value by involving your company in these interactive settings:

- Be a branded sponsor in one or more of the packages
- Send a delegation of thought leaders to represent you
- Host discussions before, during, and after the Forum through social media and live engagement

To create a better sponsor and delegate experience we continue to separate the “commercial” from the “content” portions of the Forum. Sponsors will now have the ability to put forward purely “commercial” 30-second to two minute video segments (depending on sponsorship level) that will bookend each session. As discussed above, Sponsors may also submit potential sessions to be held at the Forum. These sessions must be purely content-driven. The “infomercials” that often got embedded in sessions should come out and take place only during the designated commercial segment or video pod.

“Well done ...
[in] producing a conference that had diversity, plenty of time for networking
and more than the average nuggets of gold knowledge!”

The Onsite Experience: What to Expect

For 2011, we've built on the best of nearly a two decade's worth of experience around the globe. Put simply, our objective is to develop a programme that is highly interactive that allows for constructive engagement. We'll look to hold three overall types of sessions.

Big Picture Plenary: The macro issues shaping our world.

With the first afternoon plenary environment, delegates can interact with new data or insights on the big trends and issues shaping our overall environment: the economy, politics, social movements, emerging technology. These keynote sessions will kick-off the Forum days with sessions intended to expand our thinking, broaden our horizons, and reinvigorate us as leaders.

Persistent Challenges: What's keeping you up at night?

Each year, through specific Forums, we focus on new and recurring challenges: talent management, change management, managing partners, technology and so on. In these sessions, discussion leaders kick-off the session presenting new data, approaches, or questions to a group of between 20 and 50 delegates who will in turn work in large- and small-group interactions to shed more light on the challenge and create take-aways delegates can apply themselves.



Unconference Deep Dives:

Rolling up your sleeves to tackle case-based challenges.



These sessions will dive into the specifics of individual cases, take on in-depth explorations into meaty issues, and provide delegates with the opportunity to work up-close with each other. These are in-the-trenches sessions designed for peer-to-peer problem-solving. Typically a discussion leader helps facilitate the discussion while the actual experience is generated by the participants themselves interacting with each other and the issue.

Sponsorship of HRO Forum's will....

- Strengthen your brand image/awareness amongst senior executives looking at or already engaged in shared services, sourcing, recruitment, change management, payroll and learning
- Provide a more defined proposition than other events
- Give sponsors the ability to participate in the development of the conference
- Allow an opportunity for more varied packages suited to your organization and event objectives
- Provide global exposure for your business to a targeted audience of senior executives via the SharedXpertise community and the pages of HRO Today and HRO Today Global
- Allow you to develop the face-to-face relationships crucial to any business.

+ your sponsorship

As well as the standard packages of Gold, Silver and Bronze, you can also + your package by taking advantage to an increased branding activity. See the details on the following pages for more information.

How to make the most of your sponsorship

Each year, we encourage the sponsors to fully utilise their investment in the event, here are 10 steps to make the event even more successful for your company: -

1. Invite your clients and prospects as soon as possible to get the dates in their diary and utilise this key part of the sponsorship benefits – you can even provide SharedXpertise with your target list under an NDA and we will do the work for you! Don't forget to include your sponsorship code!
2. Use the regular emails sent as part of the campaign to keep your clients and prospects informed on the event and to get them interested to sign up
3. Consider hosting your own activity with your clients after the welcome reception or either side or the event
4. Post comments on your participation on the event twitter feeds/ LinkedIn group and other online media
5. Promote the event on your own company web pages using the banner provided and use the email signature footer after your standard email signature
6. Join the regular scheduled calls to keep informed of the developments in the programme
7. Submit logo's and all other deliverables (action-orientated profile, adverts if relevant) well before the deadline
8. Think about what launches/ announcements you would like to make at the event for promotion and potential consideration for the editor of HRO Today Global, and nominate your media and analyst contacts to be invited to the event by SharedXpertise
9. Choose staff to attend that will make the most of the networking opportunities and register them before the room block and discounted rates expire!
10. Consider enhancing your profile in advance of the event by working with SharedXpertise on newsletters and webinars to a broader audience

Sponsorship Package Detail

VIP KEYNOTE SPONSOR

PRESENTATION

- Sponsor will have ability to **propose and introduce a Keynote Speaker** to one of the Big Picture Plenary Sessions. Should you prefer SharedXpertise secure the Keynote Speaker you may still introduce that person and say a few words about your company. After 31st January, SharedXpertise will secure the Keynote Speaker
- Ability to submit a presentation for consideration earlier than the rest of the respondents to the Call for Papers (deadline 1st December 2011)
- Sponsor may display at least **three 30-second videos** (commercials) throughout the Forum, one of which will be in advance of introducing the Keynote
- Inclusion in a multi-sponsor webcast prior to the annual Forum as organised by SharedXpertise

BENEFITS

- Sponsor's **name and logo** featured as the lead sponsor (prime size and location) on all Forum materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- Sponsors **logo** on the main stage set and throughout the event
- Sponsor's **logo** and 30-second **video** prominently posted on the **event Web site** with click-through to sponsor's site
- Sponsor allocated a **private Hospitality room** for private meetings/entertainment
- Sponsor **acknowledged at the opening and the end** of the event
- Sponsor will have preferred seating at the Forum for its staff and clients
- Sponsor will have the ability to provide a template profile for inclusion in **HRO Today Global**
- Sponsor's **full page 4-color ad and company description** included in the Forum program
- Sponsor will have the ability to provide a template profile for inclusion in **HRO Today or HRO Europe**
- Sponsor **mentioned in press releases** featuring the event
- Sponsor ability to put **collateral in the Thought Leadership Area**.

NEW BUSINESS GENERATION

- **Unlimited complimentary passes to the conference for clients**
- **10 passes** will be available to the Sponsor for its own staff – *please note this amount is strictly limited*
- The **delegate list with opt-in contact** details will be provided to the Sponsor after completion of the conference.

FORUM ADVISORY COUNCIL

- As the VIP Keynote Sponsor one of your executives will have the ability to sit on the HRO Today Forum Europe Advisory Council. This council is made up of providers, advisors, and buyers that have demonstrated a consistent leadership in the field and dedication to making the HRO Today Forum a success.
- As a Council Member you'll be able to offer feedback on the program itself, network with the other council members, and work closely with the buying community.

PREMIER SPONSOR

PRESENTATION

- Sponsor will be promoted as the **Host** of one of the event tracks
- Sponsor is able to make an introductory address to be agreed with SharedXpertise before Jan 31st 2012 (market not sales led)
- Sponsor may display at least **two 30-second videos** (commercials) throughout the forum and one at the relevant track introduction
- Inclusion in a multi-sponsor webcast prior to the annual Forum as organised by SharedXpertise

BENEFITS

- Includes **Premier level alignment** to a track
- Sponsor's **name and logo** featured as the premier sponsor (prime size and location) on all Forum materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- Sponsors **logo** on the main stage set and throughout the event
- Sponsor's **logo** and 30-second **video** prominently posted on the **event Web site** with click-through to sponsor's site
- Sponsor **acknowledged at the opening and the end** of the event
- Sponsor will have the ability to provide a template profile for inclusion in **HRO Today Global**
- Sponsor's **full page 4-color ad and company description** included in the Forum program
- Sponsor **mentioned in press releases** featuring the event
- Sponsor ability to put **collateral in the Thought Leadership Area**.

NEW BUSINESS GENERATION

- **Unlimited complimentary passes to the conference for clients**
- **5 passes** will be available to the Sponsor for its own staff – *please note this amount is strictly limited*
- The **delegate list will be emailed by SharedXpertise** with the sponsors' promotion either before or after the event according to the sponsor's event objectives and the overall schedule.

AVAILABLE PACKAGES

- 3 x track alignment

FORUM ADVISORY COUNCIL

- As the VIP Keynote Sponsor one of your executives will have the ability to sit on the HRO Today Forum Europe Advisory Council. This council is made up of providers, advisors, and buyers that have demonstrated a consistent leadership in the field and dedication to making the HRO Today Forum a success.
- As a Council Member you'll be able to offer feedback on the program itself, network with the other council members, and work closely with the buying community.

GOLD+ and GOLD SPONSOR

PRESENTATION

This level of sponsorship allows all sponsors to align with a track and as a Gold+ sponsor host a HR demo.

Gold+	Gold
<u>HR Demo Showcase (4)</u> <ul style="list-style-type: none"> ➤ 45 minute Demo during non-competing time of agenda (during breaks) ➤ Free standing branding in room which will be set for 50 (must be removed after demonstration) ➤ Live demo sessions will be video recorded as podcasts featured for 6 months on the ➤ www.talentmanagmenttech.com within HR DEMO Showcase section ➤ You will get the ability to showcase your product in the HR Demo e-newsletter prior to show 	<ul style="list-style-type: none"> ➤ Sponsor may display two 30-second video (commercials) to be placed throughout the Forum ➤ Sponsor will align to a track as Gold Sponsor
<u>Luncheon Keynote (2)</u> <ul style="list-style-type: none"> ➤ Brief welcome and thank you remarks during Lunch 	

- Sponsor may display **one 30-second video** (commercial) at the start/ end of the relevant breakout introduction

BENEFITS

- Sponsor's **name and logo** featured as platinum sponsor (prime size and location) on all Forum materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- Sponsors **logo** on the sponsored Forum set and throughout the event
- Sponsor's **logo** and 30-second **video** prominently posted on the **event Web site** with click-through to sponsor's site
- Sponsor **acknowledged at the opening and the end** of the event
- Sponsor's **half page 4-color ad and company description** included in the Forum program
- Sponsor **mentioned in press releases** featuring the event
- Sponsor ability to put **collateral in the Thought Leadership Area**.

NEW BUSINESS GENERATION

- **8 complimentary passes to the conference for clients**
- **4 passes** will be available to the Sponsor for its own staff – *please note this amount is strictly limited*

AVAILABLE PACKAGES

- 4 Gold+ for HR Demo Showcase
- 2 Gold+ for Luncheon Keynote
- A maximum of 3 Gold sponsors for each track alignment

SILVER+ and SILVER SPONSOR

This level of sponsorship allows all sponsors to align with a breakout theme and as a Silver+ sponsor gain increased branding through sponsoring a specific initiative as follows

Silver+	
➤ Cocktail reception (2)	➤ Make an address to reception audience

- Sponsor may display **one 30-second video** (commercial) during the breaks

BENEFITS

- **Logo coverage** at event on secondary site locations (not main stage set) and relevant occasions for Gold+ sponsors
- Sponsor's **logo** featured as a sponsor on all Forum materials, including: programs, advertisements, event posters, and any additional promotional efforts undertaken
- Sponsor's **quarter page 4-color ad** included in the Forum program
- Sponsor's **company description** included in the Forum program

NEW BUSINESS GENERATION

- **6 complimentary passes to the conference for clients**
- **3 passes** will be available to the Sponsor for its own staff – *please note this amount is strictly limited*

AVAILABLE PACKAGES

- 2 Silver+ packages
- A maximum of 3 Silver sponsors for each track alignment

BRONZE+ and BRONZE SPONSOR

Generic sponsorship level as a Bronze Sponsor or Bronze+ opportunities as listed below.

➤ Networking Breakfast (2)	➤ Make an address to breakfast audience
➤ Lanyards (1)	➤ Branding on sponsor provided lanyards
➤ Networking Lunch (2)	➤ Branding and Intro of Lunch speaker
➤ Networking Breaks (3)	➤ Branding on a break session

BENEFITS

- **Logo coverage** at event on secondary site locations (not main stage set)
- Sponsor's **logo** featured as a sponsor on all Forum materials, including: programs, advertisements, event posters, and any additional promotional efforts undertaken
- Sponsor's **company description** included in the Forum program

NEW BUSINESS GENERATION

- **4 complimentary passes to the conference for clients**
- **2 passes** will be available to the Sponsor for its own staff – *please note this amount is strictly limited*

AVAILABLE PACKAGES

- As outlined above
- Unlimited Bronze sponsors

SUPPORTING SPONSOR

BENEFITS

- Sponsor's **logo** featured as a sponsor on all Forum materials, including: programs, advertisements, event posters, and any additional promotional efforts undertaken

NEW BUSINESS GENERATION

- **2 complimentary passes to the conference for clients**
- **1 passes** will be available to the Sponsor for its own staff – *please note this amount is strictly limited*

PROGRAM ADVERTISING

Full colour programme to be distributed to all delegates

Full Page	\$1,000
Half Page	\$550
Outside back cover	\$2,000
Inside front cover	\$1,600
Inside back cover	\$1,350



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