



EXCLUSIVELY SENIOR HR OFFICERS!

HRO TODAY FORUM

**May 1-3, 2017
Chicago, IL
The Palmer House**

2017 PARTNERSHIP PROSPECTUS



- **OVER 400** SENIOR LEVEL HR EXECUTIVES AND HR THOUGHT LEADERS REGISTERED FOR THE 2016 EVENT.
- **85%** OF 2016 ATTENDEES WERE DIRECTOR AND ABOVE
- HR EXECUTIVES IN ATTENDANCE HAVE AN AVERAGE OF NEARLY **\$9 BILLION** IN GLOBAL REVENUES.
- HR EXECUTIVES IN ATTENDANCE HAVE AN AVERAGE OF **28,000** FULL-TIME EMPLOYEES GLOBALLY.
- AS A SPONSOR YOUR LOGO WILL GENERATE OVER **3-MILLION** IMPRESSIONS.

WWW.HRO TODAYFORUM.COM

CAPTURE NEW QUALIFIED LEADS, INCREASE BRAND AWARENESS AND MARKET SHARE AT THE *HRO TODAY* FORUM.

Go ahead. Ask the others—even they'll admit that the *HRO Today* Forum audience represents the “top of the food chain”—Nobody can match the quality of our attendees. We usually joke that our attendees are the bosses of the attendees of other events, but, um, we're not kidding. We reach the most influential HR executives from around the world.

Our point of difference is pretty simple: We provide the most objective content for the world's most influential HR executives.

We've been doing it for more than a decade, and we invite you to put the power of our event to work for you.

The wide array of sponsorship opportunities the *HRO Today* Forum allows us to help you find the most effective way to reach out to our attendees and maximize your visibility at the event. All sponsors are recognized prominently before, during, and after the event as leading supporters of the *HRO Today* Forum and the HR movement. The opportunities listed in the prospectus are designed to fit a variety of budgets and may be combined to meet the desired levels. Maximize your participation with an *HRO Today* Forum Sponsorship and network with senior-level HR practitioners who have expiring vendor contracts.

TO LEARN MORE OR PROPOSE A UNIQUE SPONSORSHIP OPPORTUNITY, CONTACT:

Chris Galione

Vice President, SharedXpertise

P: +1 (215) 606-9519

Email: Chris.Galione@SharedXpertise.com



BELOW ARE SOME OF THE SENIOR-LEVEL HR EXECUTIVES THAT HAVE ATTENDED HRO TODAY FORUM:



Jan Becker
SVP, Human Resources
Autodesk



Cathy A. Benton
CHRO
Alston & Bird LLP



Eileen Benwitt
Chief Talent Officer
Horizon Media, Inc.



Lisa Jeffries Caldwell
Executive Vice President & Chief
Human Resource Officer
Reynolds American



Rudy Campoya
Chief Human Resources Officer
Socorro Independent School
District



Lainie Cooney
Chief Human Resources Officer
DPI Specialty Foods Inc.



Michelle Crosby
EVP & Chief Human Resources
Officer FRHI Hotels & Resorts
(Fairmont Hotels)



Laurie Dalton
CHRO
gategroup, North America



Yves Deschenes
Associate VP HR and
Organizational Development
Centennial College



Michelle DiTondo
SVP of Human Resources
MGM Resorts International



Cindy Fiedelman
VP People & Diversity
American Airlines



Dane Friend
CHRO & VP of HR
Baylor College of Medicine



Ron Garrow
CHRO
MasterCard



Mark Gasta
Executive Vice President & Chief
People Officer
Vail Resorts



Roger Gaston
SVP, Human Resources
Avaya



Mindy Geisser
Chief People Officer
Colliers International



Carole Hackett
Sr. Vice President of Human
Resources
Houston Methodist



Ann M. Harten
Global VP of HR
Haworth Inc



Kimberly Hauer
Vice President and Chief HR Officer
Caterpillar Inc.



Kari Heerd
Chief People Officer
MSC Industrial Supply Co.



Sara Hill
CHRO
Ceridian



Kavel B. Laubach
Chief Human Resources Officer
Mohegan Tribal Gaming Authority



Brian Little
Head of Human Resources
Zurich, North America



Jennifer Mann
EVP & CHRO, SAS



Tim Mulligan
Chief Human Resources Officer
San Diego Zoo Global



John Murabito
EVP, Human Resources
and Services, Cigna Corporation



Candace Osunsade
VP of HR
National Aquarium



Matthew Owenby
Senior Vice President, Chief Human
Resources Officer, Aflac



Debra Punke
SVP Human Resources
Concord Hospitality Enterprises



Kristen Robinson
Chief Human Resources Officer
Pandora



Johnna G. Torson
VP & CHRO
Pitney Bowes



Audrey Van Luven
CHRO
Christiana Care Health System



Peter Vermeulen
Head of HR Americas
The Linde Group



Pat Wadors
CHRO & Senior Vice President of the Global
Talent Organization, LinkedIn



Carla Williams
Human Resources Director
Alcorn State University

SPONSORSHIP OPPORTUNITIES

HRO Today will once again partner with the Wharton Center for HR Studies led by Professor Peter Cappelli, *NY Times* best-selling nonfiction author and one of the leading voices in the world of human resources. Their track demystifies the uses and opportunities presented by the big data trend in business.

WHARTON CENTER FOR HR STUDIES TRACK SPONSORSHIP - \$75,000

Prior to the event, HRO Today will distribute multiple articles that feature your organizations participation as the track sponsor.

- An exclusive, 30-minute plenary session on the main stage at the *HRO Today* Forum. Your presentation must be consistent with the theme of the program.
- Introduce a keynote speaker at one of *HRO Today* Forum plenary sessions.
- Display three 30-second videos throughout the event, one of which will be in advance of introducing the keynote.
- Acknowledgment at the opening and the end of the event.
- Submit a presentation for consideration at the event.
- Prominent logo exposure as a lead sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prominent logo on the main stage throughout the event.
- 15 complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$16,950)
- 10 complimentary staff passes. (Value: \$16,950)
- VIP seating at all event plenary sessions.
- Distribution of your collateral in a "Thought Leadership" area at the event.
- One complimentary full-page ad in the *HRO Today* Forum event guide.
- Company profile in the *HRO Today* Forum event guide.
- Inclusion in all press releases related to the *HRO Today* Forum event.
- Receive the *HRO Today* Forum attendee list with full contact information.
- Inclusion in a multi-sponsor webcast prior to *HRO Today* Forum event.



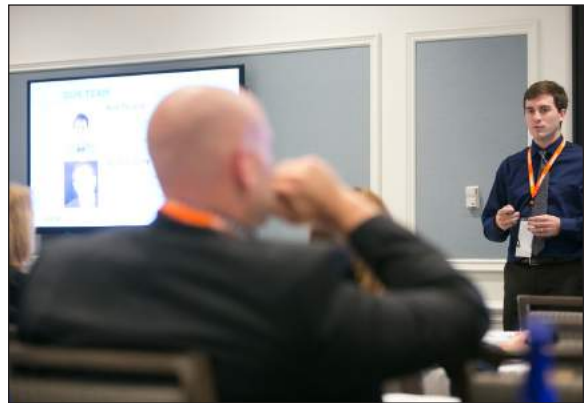
- Advanced logo recognition on the *HRO Today* Forum website with a hyperlink back to your website.
- A 30-second video prominently posted on the *HRO Today* Forum.

SPONSORSHIP OPPORTUNITIES

The *HRO Today* Forum has numerous tracks covering the field of HR that will help you focus your marketing message to a core audience of HR executives. As the track sponsor, you'll have the ability to introduce sessions and participate in a panel discussion in your track.

TRACK SPONSORSHIP - \$82,500

- An exclusive, 30-minute plenary session on the main stage at the *HRO Today* Forum. Your presentation must be consistent with the theme of the program.
- Introduce a keynote speaker at one of *HRO Today* Forum plenary sessions.
- Display three 30-second videos throughout the event, one of which will be in advance of introducing the keynote.
- Acknowledgment at the opening and the end of the event.
- Submit a presentation for consideration at the event.
- Prominent logo exposure as a lead sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prominent logo on the main stage throughout the event.
- 10 complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$16,950)
- 10 complimentary staff passes. (Value: \$16,950)
- VIP seating at all event plenary sessions.
- Distribution of your collateral in a "Thought Leadership" area at the event.
- One complimentary, full-page ad in the *HRO Today* Forum event guide.
- Company profile in the *HRO Today* Forum event guide.
- Inclusion in all press releases related to the *HRO Today* Forum event.
- Receive the *HRO Today* Forum attendee list with full contact information.
- Inclusion in a multi-sponsor webcast prior to *HRO Today* Forum event.
- Advanced logo recognition on the *HRO Today* Forum website with a hyperlink back to your website.
- A 30-second video prominently posted on the *HRO Today* Forum website.



SPONSORSHIP OPPORTUNITIES

PREMIER SPONSORSHIP - \$44,000

- An exclusive, 30-minute plenary session on the main stage at the *HRO Today* Forum. Your presentation must be consistent with the theme of the program.
- Host of a conference track at the *HRO Today* Forum.
- Display two 30-second videos throughout the event, one of which will be at the relevant track introduction.
- Acknowledgment at the opening and the end of the event.
- Prominent logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prominent logo on the main stage throughout the event.
- 10 complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$16,950)
- Five complimentary staff passes. (Value: \$8,475)
- Distribution of your collateral in a "Thought Leadership" area at the event.
- One complimentary, full-page ad in the *HRO Today* Forum event guide.
- Company profile in the *HRO Today* Forum event guide.
- Inclusion in all press releases related to the *HRO Today* Forum event.
- Receive the *HRO Today* Forum attendee list with full contact information.
- Advanced logo recognition on the *HRO Today* Forum website with a hyperlink back to your website.
- A 30-second video prominently posted on the *HRO Today* Forum website.
- Inclusion in a multi-sponsor webcast prior to *HRO Today* Forum event.



SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP - \$30,000

- Your product will be displayed in an *HRO Today* Forum e-newsletter prior to the event.
- Prominent logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Advanced recognition on *HRO Today* Forum website with a hyperlink back to your website.
- Eight complimentary passes to the *HRO Today* Forum event for your clients. (Value: \$13,560)
- Four complimentary staff passes. (Value: \$6,780)
- Distribution of your collateral in a "Thought Leadership" area at the event.
- One complimentary, half-page ad in the *HRO Today* Forum event guide.
- Company profile in the *HRO Today* Forum event guide.
- Inclusion in all press releases related to the *HRO Today* Forum event.
- A 30-second video prominently posted on the *HRO Today* Forum website.



SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP - \$19,250

- Logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Advanced recognition on *HRO Today Forum* website with a hyperlink back to your website.
- Six complimentary passes to the *HRO Today Forum* event for your clients. (Value: \$10,170)
- Three complimentary staff passes. (Value: \$5,085)
- One complimentary, quarter-page ad in the *HRO Today Forum* event guide.
- Company profile in the *HRO Today Forum* event guide.



BRONZE SPONSORSHIP - \$14,000

- Logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Advanced recognition on *HRO Today Forum* website with a hyperlink back to your website.
- Four complimentary passes to the *HRO Today Forum* event for your clients. (Value: \$6,780)
- Two complimentary staff passes. (Value: \$3,390)
- Company profile in the *HRO Today Forum* event guide.



AS AN *HRO TODAY* FORUM SPONSOR YOU'LL:

- Make your solutions mission-critical business tools for senior-level HR executives
- Discuss your solutions with senior HR executives who have purchasing power
- Capture new qualified leads
- Increase brand awareness and market share
- Give the most senior-level HR officers a reason to purchase your solutions
- Differentiate your solutions from your competitors
- Receive global exposure for your business to a targeted audience of senior executives via the *HRO Today* community

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SPONSORSHIP OPPORTUNITIES

NETWORKING EVENTS

Make a stronger connection with your customers and prospects by sponsoring a networking event at the *HRO Today* Forum.

***HRO TODAY* Cocktail Reception Sponsor - \$60,000**

The *HRO Today* Cocktail Reception is one of the forums much anticipated networking events and a chance to get to know fellow HR executives and attendees.

***HRO TODAY* Awards Gala Sponsor - \$25,000**

For the last 12 years, the *HRO Today* Awards Gala has been the highlight of the year and an aspiration for those in the HR industry both regionally and globally. Don't miss your chance to sponsor this prestigious event and connect with the world's most influential HR executives.

***HRO TODAY* FORUM OPENING RECEPTION - \$40,000**

Celebrate the opening of the *HRO Today* Forum as the exclusive sponsor of this reception. Provide welcoming remarks and have your logo featured on event signage and beverage napkins.

***HRO TODAY* FORUM CLOSING RECEPTION - \$40,000**

Close out the *HRO Today* Forum as the exclusive sponsor of this reception. Provide closing remarks and have your logo featured on event signage and beverage napkins.

***HRO TODAY* MAGAZINE PARTY - \$40,000**

Rock the house as the exclusive sponsor of the *HRO Today* Magazine Party. As the exclusive sponsor, you'll rub elbows with some of the brightest HR minds in the world. Provide welcoming remarks and have your logo featured on event signage and beverage napkins.

***HRO TODAY* FORUM LUNCH SPONSOR - \$25,000**

Provide *HRO Today* Forum attendees with a full lunch that will let them graze and schmooze happily. Fire them up for the rest of the day! You can give the attendees company information and/or gifts for each table.

***HRO TODAY* FORUM BREAKFAST SPONSOR - \$20,000**

Your mom was right—breakfast IS the most important meal of the day! Help the *HRO Today* Forum attendees get their eyes open and their day started by giving them coffee, bagels, fruit juice, and other delicious stuff. They'll be ever so grateful.



SPONSORSHIP OPPORTUNITIES

ADVERTISING & PROMOTION

Your logo on signage and other displays will leave a lasting impression on *HRO Today* Forum attendees.

HRO TODAY FORUM SOCIAL MEDIA SPONSOR - \$20,000 - EXCLUSIVE

As the social media sponsor, you'll have your own official lounge for attendees and press to take a break from event activities and connect to their email or social media accounts. The lounge will also include a flat-screen featuring live twitters feeds from the event that will be branded with your company logo.

HRO TODAY MAGAZINE COVER PHOTO PROMOTION - \$20,000 – EXCLUSIVE

Our event photographer will take attendee photos that will be featured on an *HRO Today* Magazine mock-up cover. Your logo will appear on the cover photo.

HRO TODAY FORUM ONLINE CONFERENCE REGISTRATION - \$20,000

Get a head start on advertising by sponsoring the *HRO Today* Forum online registration. Recognition includes your logo and hyperlink on all official registration confirmation emails.

ON-SITE CONFERENCE REGISTRATION - \$20,000

Be the first company attendees see when they register for the *HRO Today* Forum.

Sponsorship features your logo on the registration counter top and on signage in the registration area.

HRO TODAY FORUM MOBILE APP - \$15,000 - EXCLUSIVE

Attendees will engage with your brand frequently via the *HRO Today* Forum Mobile App. Attendees will download this interactive mobile app to view the event agenda and speaker information and to network with other attendees.

HRO TODAY T-SHIRT SPONSOR - \$12,000 – EXCLUSIVE

Sponsor the official *HRO Today* Forum t-shirt and get exposure at the event and for years to come! All *HRO Today* Forum attendees will receive a t-shirt featuring your artwork displayed on the back and the *HRO Today* Forum logo on the front.

HRO TODAY FORUM iREPORTER - \$10,000

Provide a 3-minute update of the day's events that will be filmed and uploaded to the *HRO Today* Forum website.



SPONSORSHIP OPPORTUNITIES

ADVERTISING & PROMOTION

Your logo on signage and other displays will leave a lasting impression on *HRO Today* Forum attendees.

HRO TODAY FORUM GENERAL SESSION FLYER/GIFT DROP - \$7,500 – EXCLUSIVE

Reach *HRO Today* Forum attendees in the opening plenary session with a flyer or gift. You provide the flyer/gift and we'll place it on each of the attendee's chairs before the opening remarks begin.

HRO TODAY SHOW DAILY SPONSORSHIP - \$7,500

Be the exclusive sponsor of the *HRO Today* Forum daily e-newsletter and reach over 80,000 senior-level HR executives. Your sponsorship includes a 728x90 leaderboard banner with a link back to your website.

HRO TODAY FORUM VIDEO COMMERCIAL SPOT - \$5,000

Your 30-second video will air in front of the entire *HRO Today* Forum audience.

COFFEE BREAK - \$5,000

Have your logo printed on signs and table tents during the coffee breaks at the *HRO Today* Forum.

HRO TODAY FORUM INNOVATION STATION SPONSORSHIP - \$5,000

Don't miss this opportunity to showcase your technology solutions to the most elite HR practitioners and RPO provider firms. Your *HRO Today* Forum Innovation Station sponsorship includes a 15-minute live demonstrations that will take place in a common area during networking breaks at the *HRO Today* Forum.

HRO TODAY FORUM DOUBLE-SIDED METER BOARD SPONSOR – \$3,000/SIGN

Your message will be on display with this double-sided meter board sign. Placed in a key location, this sign is sure to draw attention towards your organization.

HRO TODAY FORUM EVENT GUIDE FULL PAGE AD - \$2,500

Enjoy increased logo presence by advertising your company logo on one full-page, color ad in the *HRO Today* Forum Event Guide.

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Vice President, SharedXpertise

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SPONSORSHIP OPPORTUNITIES

HRO TODAY FORUM EDUCATIONAL SPONSORSHIPS

HRO TODAY FORUM PRESENTATION SHOWCASE - MUST BE A BRONZE SPONSOR TO PARTICIPATE (ONLY 10 SLOTS AVAILABLE)

A rapid-fire series of insight and innovation that will change the way you think about HR. Capture attendee mindshare by presenting your HR innovation in 10 minutes that will change the way practitioners think about HR. Content subject to review/approval by the *HRO Today* Forum selection committee.

HRO TODAY FORUM SOFTWARE SHOWCASE - \$10,000 (ONLY 5 SLOTS AVAILABLE)

Present your transformational software solution in 10 minutes to the most influential HR executives at the *HRO Today* Forum. Don't miss this chance to present your solution's key benefits in front of the entire *HRO Today* Forum audience.

