

## Why sponsor BC HRMA's 48<sup>th</sup> Annual Conference?

### CONNECT WITH LEADERS:

As a sponsor your company will gain unique exposure to HR executives, senior practitioners, VPs and CEOs from prominent BC organizations. Of BC HRMA's membership, 25% are senior practitioners averaging 10 or more years of experience. By partnering with BC HRMA you will be associated with other high-profile, national and international organizations that are current BC HRMA sponsors. As a conference sponsor you will receive exposure to BC HRMA's 4,700+ active, connected members who thirst for knowledge, are decision makers, and ultimately are concerned about enhancing their experience and developing new skills.



### PREMIUM BRANDING:

Set your brand apart from competitors by sponsoring, advertising or exhibiting with BC HRMA. BC HRMA has many long standing and well-established partnerships, relationships with universities, professional associations and companies. As a sponsor, you can receive branding opportunities which include (plus more, see level breakdowns):

- Logo inclusion in a sponsor recognition ad in *PeopleTalk* magazine
- Logo in on-site program that is used throughout conference and the entire year by attendees
- Logo inclusion on BC HRMA conference website with link to your website

### CONTACT US



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**2010** NEW WORLD  
...NEW IDEAS  
people passion profit  
BC HRMA CONFERENCE • MAY 5-7 • VANCOUVER



## Conference SPONSORSHIP

The 48<sup>th</sup> Annual BC HRMA Conference is an excellent opportunity to receive exposure for your products and services in an environment that is uniquely suited to making contacts and closing deals. Don't miss your chance to provide conference attendees with business solutions they need.

The majority of conference 2009 attendees surveyed shared that they were very likely to do business with one or more of the conference sponsors/exhibits that year. What a great way to improve your name recognition and sales by partnering with BC Human Resources Management Association!

**PREMIUM SPONSOR \$25,000 Plus:**

- 2 full 2010 conference registrations
- 4 plenary tickets
- 1 full page ad in the 2010 conference program
- Company brochure in conference delegate bags
- 1 tradeshow booth with option to purchase a secondary booth
- Corporate brand recognition in all relevant sponsorship print, venue and website media
- Logo inclusion on the main conference sponsor banner
- 2010 post-conference delegate mailing list
- 4 dinner tickets to the Conference Awards Gala
- Logo inclusion in a sponsor recognition ad in *PeopleTalk* magazine
- Logo inclusion on BC HRMA conference website with link to your website
- A memento of appreciation presented onstage at Conference Awards Gala

**Post Conference/Annual Benefits:**

- 3 position postings with BC HRMA expiring March 31st 2011
- 8 graphic banner ads in the HRVoice.org expiring March 31st 2011
- 4 advertorials in HRVoice.org expiring March 31st 2011
- 2 individual online Buyers Guide Listings expiring March 31st 2011

**MAJOR SPONSOR \$15,000 Plus:**

- 1 full 2010 conference registrations
- 2 conference plenary tickets
- 1 three-quarter page ad in the 2010 conference program
- Company brochure in conference delegate bags
- 1 tradeshow booth with option to purchase a secondary booth
- Corporate brand recognition in all relevant sponsorship print, venue and website media
- Logo inclusion on the main conference sponsor banner
- 2010 post-conference delegate mailing list
- 2 dinner tickets to the Conference Awards Gala
- Logo inclusion in a sponsor recognition ad in *PeopleTalk* magazine
- Logo inclusion on BC HRMA conference website with link to your website
- memento of appreciation presented onstage at Conference Awards Gala

**Post Conference/Annual Benefits:**

- 2 position postings with BC HRMA expiring March 31st 2011
- 6 graphic banner ads in the HRVoice.org expiring March 31st 2011
- 2 advertorials' in HRVoice.org expiring March 31st 2011
- 2 individual online Buyers Guide Listings expiring March 31st 2011

**PARTNERING SPONSOR \$10,000 Plus:**

- 1 full 2010 conference registration
- 2 conference plenary tickets
- 1 half -page ad in the 2010 conference program
- 50% discount on delegate bag insert in all 2010 conference delegate bags
- 1 exhibit tradeshow booth
- Corporate brand recognition in all relevant sponsorship print, venue and website media
- Logo inclusion on the main conference sponsor banner
- 2010 post-conference delegate mailing list
- 2 dinner tickets to the Conference Awards Gala
- Logo inclusion in a sponsor recognition ad in *PeopleTalk* magazine
- Logo inclusion on BC HRMA conference website with link to your website
- A memento of appreciation presented onstage at Conference Awards Gala

**Post Conference/Annual Benefits:**

- 2 position postings with BC HRMA expiring March 31st 2011
- 4 graphic banner ads in the HRVoice.org expiring March 31st 2011
- 2 advertorials' in HRVoice.org expiring March 31st 2011
- 2 individual online Buyers Guide Listings expiring March 31st 2011

**ASSOCIATE SPONSOR \$7,500 Plus:**

- Your Choice of 1 full 2010 conference registration or 4 plenary tickets
- 1 quarter-page ad in the 2010 conference program
- 50% discount on delegate bag insert in all 2010 conference delegate bags
- 1 exhibit tradeshow booth
- Corporate brand recognition in all relevant sponsorship print, venue and website media
- Logo inclusion on the main conference sponsor banner
- 2010 post-conference delegate mailing list
- Logo inclusion in a sponsor recognition ad in *PeopleTalk* magazine
- Logo inclusion on BC HRMA conference website with link to your website
- A memento of appreciation presented onstage at Conference Awards Gala

**Post Conference/Annual Benefits:**

- 2 graphic ads in the HRVoice.org expiring March 31st 2011
- 1 individual online Buyers Guide Listings expiring March 31st 2011

**SUPPORTING SPONSOR \$5,000 Plus:**

- 1 full 2010 conference registration
- 50% discount on delegate bag insert in all 2010 conference delegate bags
- Corporate brand recognition in all relevant sponsorship print, venue and website media
- Logo inclusion on the main conference sponsor banner
- 2010 post-conference delegate mailing list
- Logo inclusion in a sponsor recognition ad in *PeopleTalk* magazine
- Logo inclusion on BC HRMA conference website with link to your website
- A memento of appreciation presented onstage at Conference Awards Gala

**Post Conference/Annual Benefits:**

- 1 individual online Buyers Guide Listings expiring March 31st 2011