



New York HR State of Mind
2015 NYSSHRM Annual Conference and Solution Center
Turning Stone Resort and Casino
Verona, NY
Sunday – Tuesday September 20-22nd

We are pleased to announce that we will be returning to the Turning Resort in Verona, NY for the 2015 NYS SHRM Annual Conference and Solution Center and we hope you will join us. We are dedicated to making this event successful for the exhibitors as well as the attendees. The Turning Stone has the size and location to accommodate participants from across New York State as well as from Pennsylvania.

We understand the importance of the return on investment with you attending this conference. It is our goal to do what we can for this conference to be a successful one that will assist you in:

- Showcasing your services and fostering customer relationships
- Building a potential new client base
- Introduce new products and services.

The Turning Stone Casino is centrally located in Verona, New York just 30 miles east of Syracuse. They offer a spacious conference center, award winning accommodations, five golf courses, Vegas style gaming and much more. The group of HR professionals gathering at this location will allow your company to engage in face to face communication providing solutions and assistance to key HR decision makers. We anticipate that this year's conference will be bigger and better.

We have carefully reviewed last year's survey forms completed by vendors and have incorporated many of the comments and suggestions they offered to us. This year, we have made some changes to some of the sponsorship opportunity levels, and as always, are very appreciative of your support of our conference and strive to provide as much value for your investment as possible. We believe this will be an excellent opportunity to connect with key decision-makers in the HR profession in NYS.

Register and pay for a "level" sponsorship package (Keynote, Platinum, Gold, Silver, Bronze or Break/Reception) before **April 30, 2015** and receive an Early Discount of \$100. Sign up today at <http://www.cvent.com/d/rrq84m>.

Conference Partner Opportunities:

Keynote Speaker Sponsorship	<ul style="list-style-type: none"> • Special recognition in all Conference promotional materials, a full page advertisement in the Conference program and logo on NYSSHRM website • Signage at event with Company Name and Logo • 4 Conference Registrations • Reserved seating at head tables during keynote sessions • Pre-conference attendee listing • Opportunity to speak to the conference on one of the days for five to seven minutes. • Tote bag insert • Logo and website link on NYSSHRM website • 1 Solution Center booth 10'x20' premium location • Conference attendee listing 	\$6,000	\$7200 if received after 8/14/15
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Platinum Sponsorship	<ul style="list-style-type: none"> • Special recognition in all Conference promotional materials, half page ad in the Conference program and logo on NYSSHRM website • Signage at event with Company Name and Logo • Opportunity to speak to the conference on one of the days for five minutes. • 4 Conference Registrations • Pre-conference attendee listing • Tote bag insert • Logo and website link on NYSSHRM website • 1 Solution Center booth 10x20, -premier location • Conference attendee listing • Banner ad on our social media site 	\$5,000	\$6000 if received after 8/14/15
Gold Sponsorship	<ul style="list-style-type: none"> • Special recognition in all Conference promotional materials, • 1 Solution Center booth 10x10, premium location • 3 Conference registrations • Pre-conference attendee listing • ¼ Page Ad in the Conference Program • Logo and website link on NYSSHRM website • 1 tote bag insert • Conference attendee listing • Banner ad on our social media site 	\$4000	\$4800 if received after 8/14/15
Silver Sponsorship	<ul style="list-style-type: none"> • Special recognition in all Conference promotional materials, • 1 Solution Center booth 10x10, -premium location • 2 Conference registrations • Pre-conference attendee listing • Logo and website link on NYSSHRM website • Conference attendee listing 	\$3500	\$4200 if received after 8/14/15
Bronze Sponsorship	<ul style="list-style-type: none"> • Special recognition in all Conference promotional materials, • 1 Solution Center booth, 10'x10', – premium location • Pre-conference attendee listing • 2 Conference registrations • Conference attendee listing 	\$3000	\$3600 if received after 8/14/15
Break/Reception Sponsorship: Coffee or Ice Cream Breaks in the Solution Center	<ul style="list-style-type: none"> • Special recognition in all Conference promotional materials, a full page advertisement in the Conference program and logo on NYSSHRM website • Signage at event with Company Name and Logo • 2 Conference Registrations • 1 Solution Center booth 10x10 • Conference attendee listing 	\$3000	\$3800 if received after 8/14/15
Premium Conference Booth	<ul style="list-style-type: none"> • Standard 10x10 conference booth with a table and 2 chairs in a Premium location • 1 conference registration • Conference attendee listing 	\$2000	\$2400 if received after 8/14/15
Standard Conference Booth	<ul style="list-style-type: none"> • Standard 10x10 conference booth with a table and 2 chairs • 1 conference registration • Conference attendee listing 	\$1200	\$1400 if received after



			8/14/15
Tote Bags	<ul style="list-style-type: none"> • Conference bags that all attendees, vendors and speakers receive with your company name and logo on them • Recognition on the Conference program • 1 Solution Center booth 10x10 • Conference attendee listing 	\$4000	\$4500 if received after 8/14/15
Wine Sponsor	<ul style="list-style-type: none"> • Recognition during the Sunday night dinner and keynote speaker • Recognition in all printed materials • Conference attendee listing 	\$1500	\$2000 if received after 8/14/15
Grand Prize	<ul style="list-style-type: none"> • Recognition on the Conference program • Recognition in the Conference Solution Center • Conference attendee list 	\$1000	\$1200 if received after 8/14/15
Conference Notebook	<ul style="list-style-type: none"> • Conference notebooks that all attendees receive with your company name and logo on them • Recognition on the conference program • Conference attendee listing 	\$2000	\$2400 if received after 8/14/15
Half Page Program Ad on a Transition Page	<ul style="list-style-type: none"> ▪ Includes company logo & link on nysshrm.org for 3 months. 	\$750	\$900 if received after 8/14/15
Full Page Program Ad	<ul style="list-style-type: none"> • Conference program advertisement in color 	\$600	\$720 if received after 8/14/15
Full Transition Page Ad Page & Website	<ul style="list-style-type: none"> ▪ Includes company logo & link on nysshrm.org for 6 months. 	\$1000	\$1200 if received after 8/14/15
Tote bag Insert	<ul style="list-style-type: none"> ▪ Add a promotional piece from your company for the conference attendee in the Conference tote bag 	\$300	\$360 if received after 8/14/15
Banner Ad	<ul style="list-style-type: none"> ▪ Banner ad on our Social Media site 	\$600	\$650 if received after 8/14/15
Pre-conference listing	<ul style="list-style-type: none"> ▪ Pre-conference attendee listing for advance promotional activities. This listing is only available to companies that will be attending or a sponsor at a higher level. 	\$500	\$550 if received after 8/14/15



To register and pay online, please go to <http://www.cvent.com/d/rrq84m>.

You may also remit payment to:

NYS SHRM Conference 2015,
Attn: Jon Helmin Treasurer,
47 Euclid Avenue
Kenmore, NY 14217

Cancellation Policy:

Cancellations must be in writing.

- Cancellations are subject to a \$75 Administrative fee if received prior to August 14, 2015.

For specific questions and reservations, please contact Ned Hirt at (518) 775-5336.

We look forward to seeing you there!!