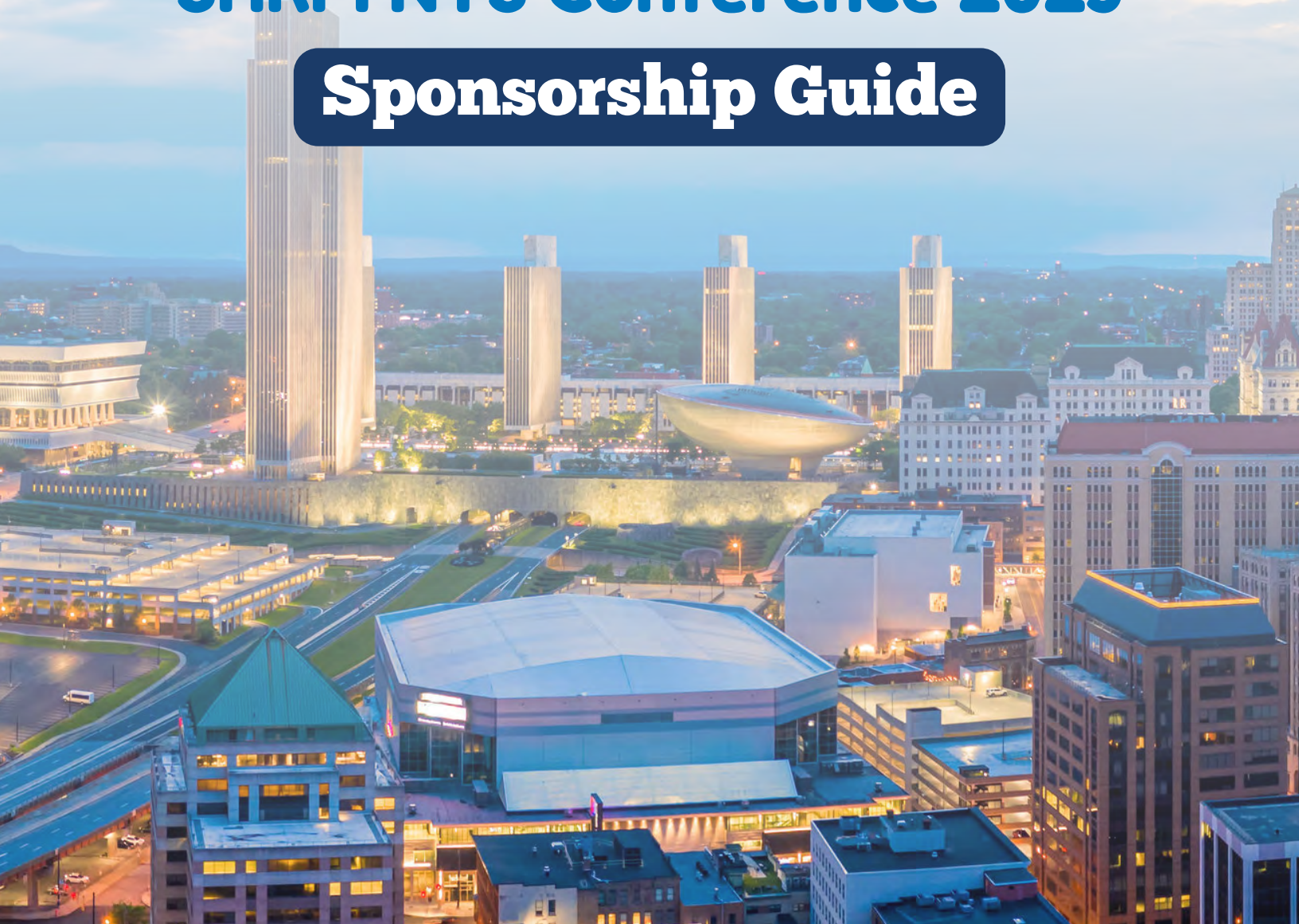




SHRM NYS

SHRM NYS Conference 2025

Sponsorship Guide



Sept 28-30, 2025
Albany, New York
nys.shrm.org

SHRM[®] New York State



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WELCOME

SHRM NYS has a demonstrated track record over the past 30+ years of hosting a very successful event for both our exhibitors and participants.

Bringing the conference back to Albany, the **SHRM NYS Annual State Conference** can draw Exhibitors, Sponsors and Participants from across New York State as well as neighboring states. It's sure to be another great success. In 2024, our vendors and sponsors had the opportunity to interact with over 500 participants during our Solution Center breaks, informative sessions, and networking opportunities.

WHY EXHIBIT AND SPONSOR?



Have face-to-face access to over 500+ HR decision makers and professionals.



Our packages are designed to give you maximum exposure before, during, and after the event



Connect with people in New York state as well as VA, MA, CT, and PA



Develop relationships with local industry leaders and showcase your services

Register here: <https://cvent.me/z31LB7>



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ABOUT THE LOCATION

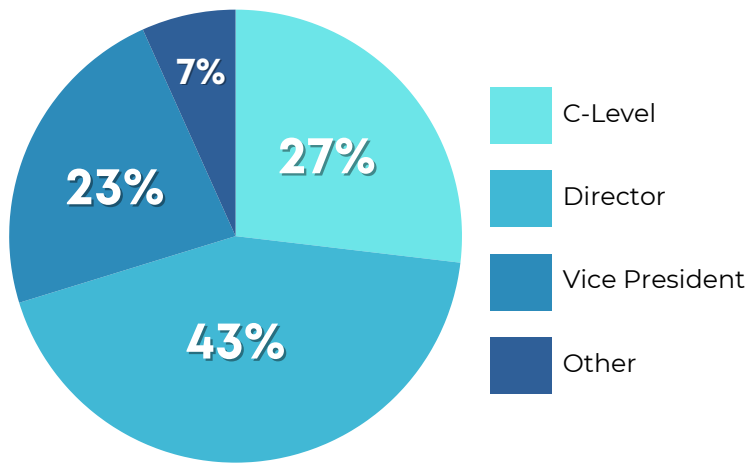
Albany is located in Capital District and is roughly 2 ½ hours north of New York City.

Located in the heart of downtown Albany, the Albany Capital Center is within walking distance of restaurants, hotels, shops, art galleries, nightclubs, museums and more!

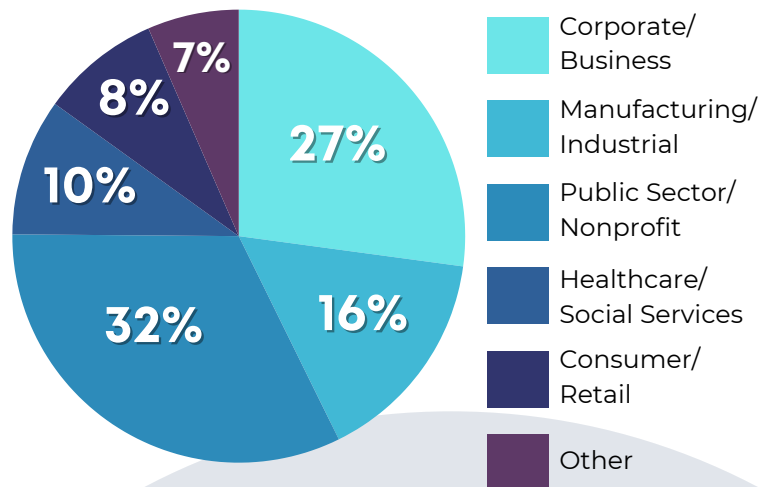
The Albany Capital Center is directly connected to the Empire State Plaza Convention Center, The Egg Performing Arts Center, and the MVP Arena via an enclosed walkway. Together, these spaces create the Capital Complex, the largest meeting space in Upstate New York at more than 159,000 square feet.

ATTENDEES AT-A-GLANCE

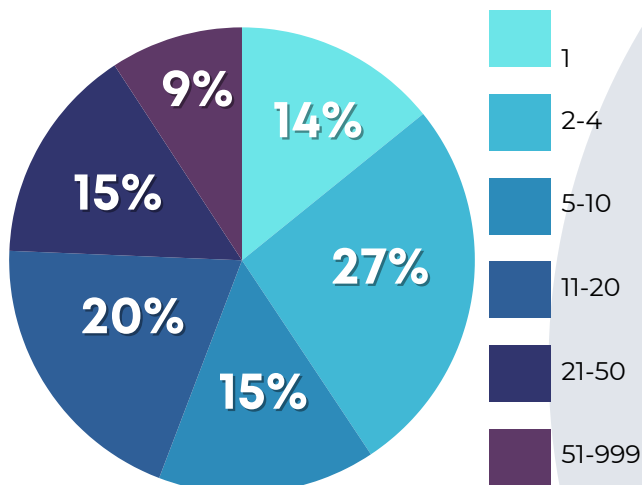
Large Executive Audience



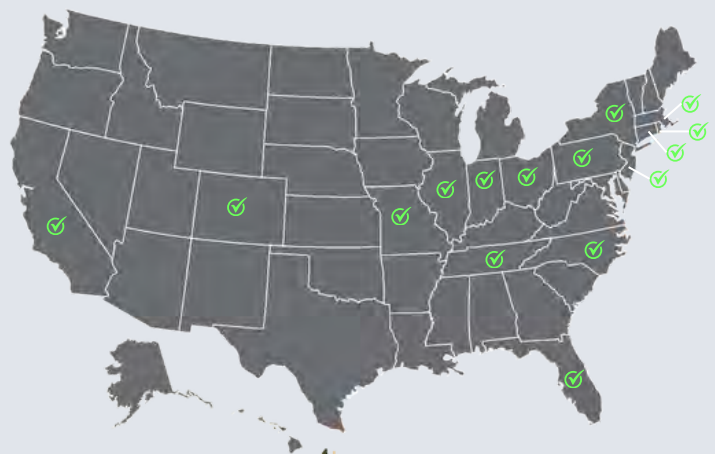
Variety of Industries



HR Departments Ranging from 1-999



Attendees Spanning Across USA





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Premium Sponsorship Packages

Here is your chance to get a standout partnership set aside for only a few big players in the HR and business industries. This sponsorship deal guarantees you unmatched visibility, perfect alignment, and deep engagement with our valued audience.

KEYNOTE SPEAKER | \$5,000

ONLY 4 AVAILABLE
\$6,000 after July 15

- Special recognition in all conference collateral and promotional materials
- Full page advertisement in the conference program (you pick the location!)
- Signage at event with company name and logo
- Four conference registrations
- Reserved seating at head tables during keynote sessions
- One email blast facilitated by SHRM New York pre and post conference.
- 5-7 minute speaking opportunity and introduction of keynote speaker
- Tote bag insert (sponsor provides)
- Logo and website link on SHRM NYS website before and after conference
- Banner ad on conference app
- One Solution Center booth 16'x10' in a premium location

MEAL SPONSOR | \$5,000

ONLY 3 AVAILABLE
\$6,000 after July 15

Sunday- Arrival Snack, Lunch, Afternoon Snack, Dinner
Monday- Breakfast, Lunch, Afternoon Snack
Tuesday- Breakfast, Lunch

- Special recognition in all conference collateral and promotional materials
- Full page advertisement in the conference program (you pick the location!)
- Signage at meal being sponsored with company name and logo
- Four conference registrations
- One email blast facilitated by SHRM New York pre and post conference.
- 5-7 minute speaking opportunity during meal
- Tote bag insert (sponsor provides)
- Logo and website link on SHRM NYS website before and after conference
- Banner ad on conference app
- One Solution Center booth 16'x10' in a premium location

Register before May 31, 2025 and receive an Early Bird Discount!



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Standard Sponsorship Packages

We understand the importance of the return on investment with you attending this conference. We focus on working with you to showcase your services, drive traffic over to you, foster customer relationships, and build a potential new client base.

REGISTRATION | \$4,750
UNLIMITED SPOTS AVAILABLE
\$5,750 after July 15

- Special recognition in all conference collateral and promotional materials
- Two conference registrations
- Logo and website link on SHRM NYS website
- One email blast facilitated by SHRM New York pre and post conference.
- One Solution Center booth 8'x10' in a premium location
- Logo on participant badges and check-in kiosks
- Banner ad on conference app

WINE | \$1,500
ONLY 1 AVAILABLE
\$2,250 after July 15

- Recognition during Sunday night dinner and keynote speaker
- Recognition in all printed materials
- One email blast facilitated by SHRM New York pre and post conference

RECEPTION | \$2,500/session
6 AVAILABLE
\$3,500/session after July 15

- Special recognition in all conference collateral and promotional materials
- Full page conference program ad
- Two conference registrations
- Logo on SHRM NYS website
- One email blast facilitated by SHRM New York pre and post conference.
- Signage at event with company name and logo
- One Solution Center booth 8'x10' in a premium location



GRAND PRIZE | \$1,000
ONLY 1 AVAILABLE

- Recognition in conference program
- Recognition in conference Solution Center
- One email blast facilitated by SHRM New York pre and post conference

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Standard Sponsorship Packages

PLATINUM | \$6,000

\$7,500 after July 15

- Special recognition in all conference collateral and promotional materials
- 1/2 page conference program ad
- Signage at event with company name and logo
- Four conference registrations
- One email blast facilitated by SHRM New York pre and post conference.
- Tote bag insert (sponsor provides)
- Logo and website link on SHRM NYS website
- 3-5 minute speaking opportunity
- Banner ad on conference app
- One Solution Center booth 16'x10' in a premium location

GOLD | \$5,250

\$6,500 after July 15

- Special recognition in all conference collateral and promotional materials
- 1/4 page conference program ad
- Three conference registrations
- One email blast facilitated by SHRM New York pre and post conference.
- Tote bag insert (sponsor provides)
- Logo and website link on SHRM NYS website
- Banner ad on conference app
- One Solution Center booth 8'x10' in a premium location

SILVER | \$4,250

\$5,500 after July 15

- Special recognition in all conference collateral and promotional materials
- Two conference registrations
- One email blast facilitated by SHRM New York pre and post conference.
- Logo and website link on SHRM NYS website
- One Solution Center booth 8'x10' in a premium location

TOTE BAG | \$5,000

Only 1 available, \$5,750 after July 15

- Logo on participant tote bags
- Tote bag insert
- Pre and post-conference email blast coordinated by SHRM NYS
- Signage with logo displayed at registration
- Recognition in conference program
- Logo and link on SHRM NYS website
- One solution center booth (8x10) in premium location

Register before May 31, 2025 and receive an Early Bird Discount!



Booth Sponsorship Packages

Location, location, location! Choose one of our premium booths positioned strategically near the "Crack the Vault" challenge, within reach of our relaxing massage chairs, or where most of the incoming/outgoing traffic lies. Or choose a standard booth and save.

PREMIUM BOOTH | \$2,500

\$3,000 after July 15

- One conference registration
- One email blast facilitated by SHRM New York pre and post conference.
- One Solution Center booth 16'x10' in a premium location

CRACK THE VAULT | \$3,500

\$4,500 after July 15

- One Solution Center booth 16'x10' in a premium location — near the Crack the Vault game!
- Special recognition in all conference collateral and promotional materials
- One email blast facilitated by SHRM New York pre and post conference.
- One conference registration

MASSAGE CHAIRS | \$3,500

\$4,000 after July 15

- One Solution Center booth 16'x10' in a premium location — near the massage chairs!
- Special recognition in all conference collateral and promotional materials
- One email blast facilitated by SHRM New York pre and post conference.
- One conference registration

STANDARD BOOTH | \$1,750

\$2,400 after July 15

- One Solution Center booth 8'x10' in a premium location
- One conference registration
- One email blast facilitated by SHRM New York pre and post conference



À La Carte Options

À la carte options allow you to tailor your promotional efforts to suit your specific goals and budget. Seize the opportunity to showcase your brand in front of key decision-makers and industry influencers with our diverse range of advertising options.

FULL PAGE AD | \$600

\$900 after July 15

- Full color
- 7.5" width x 9" height
- Jpeg format preferred

HALF PAGE AD | \$300

\$600 after July 15

- Full color
- 7.5" width x 4.375" height
- Jpeg format preferred

1/4 PAGE AD | \$150

\$450 after July 15

- Full color
- 3.625" width x 4.375" height
- Jpeg format preferred

TOTE BAG INSERT | \$350

\$400 after July 15

- Add a promotional piece from your company for the conference attendee in the conference tote bag
- Vendor must provide to SHRM NYS 3 weeks prior to event

SOCIAL MEDIA AD | \$550

\$650 after July 15

- Banner on our social media app — Attendee Hub
- Logo posted to the SHRM NYS LinkedIn business page

HALF PAGE & WEB | \$500

\$750 after July 15

- Company logo and link on nysshrm.org for 6 months
- Half page color ad — 7.5" x 4.375" ad (jpeg preferred)

FULL PAGE & WEB | \$750

\$1,000 after July 15

- Company logo and link on nysshrm.org for 6 months
- Full page color ad — 7.5" x 9" ad (jpeg preferred)



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LEAD RETRIEVAL

Enhance your experience at the 2025 SHRM NYS Conference with an easy-to-use lead retrieval tool.

We have partnered with Cvent to provide lead retrieval services through their LeadCapture product. We appreciate your support at our event and want you to be able to track the impact of attending our conference. You can use your own device and download the Application Software. Once you make your sponsorship / booth purchase and we are closer to the event, you will be sent information on Lead Capture to truly expand your connection with HR professionals throughout New York State!

LeadCapture is a Cvent product that works alongside SHRM NYS' registration platform. Inquiries regarding LeadCapture (Cost, set-up, troubleshooting, etc.) should be directed to Cvent directly.

SAY GOODBYE

TO MANUAL ENTRY





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REGISTRATION & PAYMENTS

It is our goal at SHRM NYS to make this experience as seamless as possible. Therefore, we encourage fast and easy processing of your conference vendor registration online.

Register/Pay Online



If paying by check, make checks payable to:
SHRM NYS Conference 2025, Attn: Mary Stone
143 County Route 26
West Monroe, NY 13167

CONTACT US

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jhelmin@mtb.com



Cancellation Policy:

- All Cancellation Requests must be in writing to cdepeters@netsos.com
- Cancellations are subject to a \$100 Administrative fee if received by August 4, 2025. No refunds are provided after that date.
- Refunds are not processed until after the event.