



2024 Annual Conference Prospectus

**FULFILLING HR'S PURPOSE:
MAKING THE IMPOSSIBLE, POSSIBLE.**



ABOUT THE CONFERENCE



Austin SHRM, the affiliate chapter of SHRM, invites you to partner with us for the premier educational and networking event for HR professionals in the Austin and Central Texas area. The conference is a dynamic event dedicated to showcasing the newest innovations in people practices, solutions, and services while providing delicious food, valuable prizes, and fun activities!

Austin SHRM represents businesses throughout the Austin area. Austin SHRM'S mission is to promote professionals, effectiveness, and understanding within the HR community by offering members a variety of professional development opportunities and a common forum for sharing and exchanging ideas, experiences and information on current HR issues, causes, and concerns.

Become a Sponsor

Austin SHRM invites you to increase your company's visibility and participate as an official sponsor of the Austin SHRM Annual Conference! With packages available to fit most budgets, you can build brand awareness and reach HR professionals who influence and make critical decisions to benefit their organizations.

Conference Location & Hotel Recommendations

The 2024 Austin SHRM Conference and Hotel accommodations will be held at the AT&T Hotel and Conference Center.



**AT&T HOTEL AND
CONFERENCE CENTER**
THE UNIVERSITY OF TEXAS AT AUSTIN

2024 CONFERENCE SCHEDULE



THURSDAY, AUGUST 1, 2024

- 3:00 PM
Exhibit Booth Setup (*must be set up by 6:00 PM*)
- 6:30 PM
Cocktail Party, Awards Ceremony, & Expo Center Sneak Peak

FRIDAY, AUGUST 2, 2024

EXPO CENTER OPEN 7:00 AM – 5:30 PM

- 7:00 AM – Attendee Registration, Breakfast, and Networking
- 8:00 AM – Welcome, Opening Remarks, and Raffle Prize(s)
- 8:30 AM – Keynote
- 9:30 AM – Refreshments in Expo Center /
Exhibitor Tour and Raffle Prize(s)
- 10:15 AM – Breakout Sessions (3)
- 11:15 AM – Break and Raffle Prize(s)
- 11:30 AM – Breakout Sessions (3)
- 12:30 PM – Lunch and Raffle Prize(s)
- 1:00 PM – Brainstorm Series – **REIMAGINED**
- 2:00 PM – Break and Raffle Prize(s)
- 2:15 PM – Breakout Sessions (3)
- 3:15 PM – Refreshments in Expo Center /
Exhibitor Tour and Raffle Prize(s)
- 3:45 PM – Flash Talks – **NEW SERIES**
- 4:45 PM – Closing Remarks & Final Raffle Prizes

**schedule is subject to change*

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SPONSOR & EXHIBITOR PACKAGES

Select from one of our three (3) Platinum opportunities:

- Conference Bag
- General Session Host
- Award Night Host

Platinum Pricing: \$6,500.00 (Early Bird through April 1, 2024) / \$7,000.00 (starting May 1, 2024)

Platinum opportunities include the following:

- Two-minute scripted presentation on stage (approved by Conference committee in advance)
- Recognition on Conference marketing materials (including social media platforms)
- Recognition on branded event signage
- Pre & post Conference registration/attendee email list*
- Six full Conference attendee registrations**
- Opportunity to include one promotional or informational item in conference attendee bags***

Select from one of our three (3) Diamond opportunities:

- Name Badges
- Lanyards
- Parking Passes

Diamond Pricing: \$5,000 (Early Bird through April 1, 2024) / \$5,500.00 (starting May 1, 2024)

Diamond opportunities include the following:

- Recognition by Conference team from main stage
- Recognition on Conference marketing materials (including social media platforms)
- Recognition on branded event signage
- Post Conference attendee email list*
- Five full Conference attendee registrations**
- Opportunity to include one promotional or informational item in conference attendee bags***

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SPONSOR & EXHIBITOR PACKAGES

Select from one of our two (2) Gold opportunities:

- Breakout Room Host (limited to 3)
- Dining Area Host (limited to 7)

Gold Pricing: \$3,500.00 (Early Bird through April 1, 2024) / \$4,000.00 (starting May 1, 2024)

Breakout Room Host opportunities include the following:

- Company representative makes remarks from the podium prior to the speaker
- Introduces speaker(s) in breakout room throughout the day
- Post Conference attendee email list*
- Opportunity to provide branded swag in breakout room throughout the day

Dining Area Host opportunities include the following

- Company is assigned an exclusive table for both breakfast and lunch with company logo recognition on table
- Opportunity to provide branded swag to attendees at your designated table
- Post Conference attendee email list*

Select from our Silver opportunity - Expo Center Passport Prize (10 available):

Silver Pricing: \$2,750.00 (Early Bird through April 1, 2024) / \$3,250.00 (starting May 1, 2024)

Silver opportunity include the following:

- The total value of your sponsorship is reflected above with the actual payment owed being \$250.00 less.
- Organization supplies the prize item valued at \$250.00.
 - Winner of this item will be determined by the conference organizers
 - Examples include gift card(s), basket, event tickets, electronic(s)
- Organization will be acknowledged from the podium for the awarded prize

Exhibitor Only (10 available):

Exhibitor Pricing: \$2,000.00 (Early Bird through April 1, 2024) /
\$2,500.00 (starting May 1, 2024)

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ADDITIONAL INFORMATION

What else is included for ALL Sponsors & Exhibitors?

- One 8x8 ft skirted table, two chairs, one company sign and one wastebasket.
- Draped back wall & draped side walls.
- Whova app access and listing in exhibitor directory, inclusive of QR code badge scanning for lead generation.
- Expo Center game participation organized by Austin SHRM to increase foot traffic and enhance attendee participation
- Two Exhibit Hall representatives (booth staff) which includes access to Cocktail Party and meals.
- Special discounted hotel room rates are available for August 1st only. To secure this offer, please contact the Austin SHRM office for more information on the booking process.

Addendums:

- * Pre-conference registration list will be shared 10 business days prior to event;
Post conference attendee list will be shared 10 business days after date of event.
- ** Additional Conference registrations may be purchased at the early bird rate.
- *** Promotional or information item for attendee bags must be on site by Thursday, August 2nd by 1:00 p.m.
- **** Additional exhibit hall registrations will be offered at \$150.00 each.
Exhibit hall representatives are separate from Conference registrations.



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SPONSOR & EXHIBITOR AGREEMENT

Early bird pricing deadline is Monday, May 1, 2024.

The Austin SHRM Sponsor / Exhibitor Agreement becomes valid only when the 2024 Annual Conference submission form is digitally signed and accompanied by a 50% deposit of the total balance due.

The remaining balance is due no later than Friday, June 28, 2024.

Submission forms completed after Friday, June 28, 2024 must be accompanied by the total balance due and paid by credit card or ACH.

READY TO MOVE FORWARD? FOLLOW THESE STEPS:

1. Complete the online [Sponsorship Submission Form](#) by authorized company representative acknowledging agreement with Rules and Regulations.
2. Remit payment of 50% deposit / full payment via online submission agreement, digital invoice, ACH, or by check.
3. Payment by check should be mailed to 1401 Lavaca St PMB 40893, Austin, TX 78701. We would appreciate you making the Austin SHRM office know in advance to expect payment by mail.

NOTE: An informational reference sheet will be shared via email to the individual who completed the submission form two weeks before the Annual Conference.

Access our [W-9 here](#).

2024 INQUIRIES



Conference Team:

Leah Jaramillo and Sam Moore
Co-VP's of Conference 2024
conference@austinshrm.org

Austin SHRM Office:

Dena Culpepper
Austin SHRM Business Manager
support@austinshrm.org

AustinSHRM.org



THANK YOU