



# SHRM<sup>1</sup>20

JUNE 28 - JULY 1  
SAN DIEGO

SPONSORSHIP  
OPPORTUNITIES

EXPOSITION JUNE 28 - 30, 2020

Reach  
New Heights

SHRM 2020 is the world's largest gathering place for HR professionals. Connect with over 20,000 attendees. The fastest and most effective way to build your brand exposure, generate leads and broaden your attendee reach is through sponsorship and advertising!



## CUSTOM PACKAGES

The opportunities listed here are just the beginning of the long list of options we offer to boost your brand. Contact us to create a customized sponsorship option that fits your goals!

## FUTURE OF WORK

As work and the workplace continue to evolve and expand, so does increased innovation from organizations actively rethinking the future of work. Establish your reputation as an innovator and expert in the field in the SHRM Future of Work Theatre. The SHRM Future of Work Theatre gives you a platform to pitch and demonstrate new products or ideas with the world’s largest HR audience, including the top industry influencers, analysts and HR leaders who will judge the presentations and select a winner to be announced at the show.

Smart Stage (SOLD)	\$75,000
General Session / 4 Opportunities (3 SOLD)	\$45,000
Changemakers Series (Speaking Opportunity) / 3 Opportunities (1 SOLD)	\$42,500
Sponsored Concurrent Session (Speaking Opp) / 6 Opportunities (2 SOLD)	\$40,000
Concurrent Sessions Overflow - Exclusive! (SOLD)	\$40,000
NEW! Future of Work / 20 Opportunities or Theatres (Speaking Opportunity / 16 Opportunities (8 SOLD)	\$5,000



Tuesday Night Event	\$100,000
Corporate Delegation Lounge	\$40,000
Global Reception	\$30,000
Grand Opening Reception in the SHRM Exposition	\$35,000
Grand Prize Drawings in the SHRM Exposition – Exclusive! <b>(SOLD)</b>	\$25,000
Exposition Luncheon / 2 Opportunities	\$20,000
Exposition Coffee Break / 2 Opportunities <b>(1 SOLD)</b>	\$17,500
Exposition Refreshment Break / 1 Opportunity	\$17,500
SHRM’s Clean the World – Community Service Project	\$15,000
Pop-Up	\$15,000



Shuttle Buses – Exclusive!	\$60,000
Conference Bags (SOLD)	\$50,000
Hotel Key Cards / 3 Headquarters Hotels (SOLD)	\$35,000
SHRM Ambassadors – Polo Shirts	\$35,000
Badge Holders + Badge Preview Banner Ad	\$35,000
SHRMStore	\$30,000
Relax & Recharge (R&R) Center (SOLD)	\$25,000
Private/Nursing Room	\$15,000
Luggage Station	\$12,500

# DIGITAL SPONSORSHIP



Conference App ( <b>SOLD</b> )	\$35,000
Complimentary Wi-Fi at the San Diego Convention Center ( <b>SOLD</b> )	\$30,000
Digital Signage Buyout / 4 Opportunities ( <b>1 SOLD</b> )	\$25,000
Charging Stations / 3 Opportunities	\$12,500

# COMMUNICATIONS



Exposition Map	\$20,000
Banners with Sponsor's Message / 5 Opportunities ( <b>2 SOLD</b> )	\$20,000
Bloggers Lounge	\$20,000
Spotlight on Exhibitor/ 3 Opportunities	\$12,500
Exhibitor & Sponsor Resource Guide - Back Cover	\$17,500
Onsite Conference Program - Back Cover	\$17,500
Exhibitor & Sponsor Resource Guide - Inside Back Cover	\$15,000
Onsite Conference Program - Inside Back Cover	\$15,000

# PROMOTIONAL OPPORTUNITIES



**Exhibitor Push Notifications / 9 Opportunities**

**\$3,500**

**Business Appointment Suites**

**\$400 per hour**

Browse expanded opportunities online or contact us to discuss sponsorship or advertising solutions for your business.

---

Emile Davis, CEM  
Director, Exhibits & Sponsorships  
+1.703.535.6102  
emile.davis@shrm.org

Kristina Daniele, CEM  
National Account Manager  
+1.703.535.6353  
kristina.daniele@shrm.org



[annual.shrm.org/exhibit-sponsorship-opportunities](http://annual.shrm.org/exhibit-sponsorship-opportunities)