



KYSHRM

39TH Annual Conference

August 29-31, 2023 | Central Bank Center | Lexington

presented by
**Kentucky
Career Center**
Career Training Employer

Check Out the Conference
App Benefits!

Details on page 11.

WE BOOK MORE DEMOS AT THIS CONFERENCE THAN ALL OF THE
ONES WE'VE ATTENDED THIS YEAR COMBINED! KY ROCKS!

—2022 Exhibitor

EXHIBITOR & SPONSOR PROSPECTUS

August 29-31, 2023

Central Bank Center | Lexington

WWW.KYSHRMCONFERENCE.COM

NEW LOCATION!

We are coming to
LEXINGTON!





ABOUT THE KYSHRM CONFERENCE

The Kentucky SHRM Conference is not your typical trade show. To guarantee great exposure and traffic, the Exhibit Hall is the focal point of the conference. The Tuesday afternoon break and Welcome Reception, as well as Wednesday meals, breaks and drink stations are located here so attendee traffic throughout the day is guaranteed.

Expand Your Reach

Connect with KYSHRM Conference attendees.

Meet the challenge to make connections and interactions with HR professionals. Maintain and make new customer relationships.



Share Your Message



Generate Leads



Connect With HR Professionals

contact us



Andrea Flanders
Director, Sponsorship Relations
502-848-8786
aflanders@kychamber.com

KYSHRM Conference Overview

The Largest gathering of HR professionals in Kentucky!

Nearly 1,000 participants (attendees and vendors)

Over half are Director or Manager level

Approximately 100 exhibitors and sponsors

Exhibit Hall Activities

- » Welcome Reception with lively and interactive entertainment held inside the Exhibit Hall on the evening of day one
- » Exhibitor prize drawings
- » Exhibit Hall Attendee Game on conference app that encourages networking
- » Approximately 100 exhibitors and sponsors with time- and money-saving products and services
- » Day one and two meals and breaks located inside the exhibit hall
- » Six hours of dedicated exhibit hall time over the course of two days
- » Keynote and all breakout sessions located a short distance away

Conference Headquarters

Central Bank Center

430 W Vine St.
Lexington, KY 40507
859-233-4567

Quality, convenience, and professional service in one of the nation's most beautiful settings.

As the region's most popular multi-use entertainment and convention complex, the Central Bank Center stands ready to meet the demands of even the most discerning presenter. Indeed, its location at the intersection of Interstates 64 and 75 and within a day's drive of 75% of the US population, conveniently places the Central Bank Center at the heart of one of America's most traveled crossroads. And one that affords touring casts and crews, meeting attendees, exhibitors and visitors alike the warm hospitality for which Lexington and Kentucky are so famous.

Overnight Accommodations

Hilton Lexington Downtown

369 W Vine St.
Lexington, KY 40507
Phone: (859) 231-9000

Guest room rate

\$189/night

Guest room cutoff date

July 29, 2023

WWW.KYSHRMCONFERENCE.COM

Exhibitor Schedule 2023

TUESDAY, AUGUST 29, 2023



8:30 a.m. - 1:30 p.m.

Exhibitor registration, move in and setup

12:30 - 2:00 p.m.

Keynote



2:00 - 3:00 p.m.

Exhibit Hall Opens

Afternoon Break

3:00 - 4:30 p.m.

Concurrent 1.5-hour workshops



4:30 p.m.

Welcome Reception w/ Sponsors & Exhibitors (held inside the exhibit hall)

6:00 p.m.

39th Annual Kentucky SHRM Conference day one adjourns

WEDNESDAY, AUGUST 30, 2023

7 a.m.

Attendee registration

7:30 a.m.

Concurrent 1-hour workshops



8 a.m.

Exhibit Hall opens

Traffic can be light during this time.

Breakfast and morning break

8:45 a.m.

Opening Keynote



10 a.m.

Mid-morning break

11 a.m.

Concurrent 1-hour and 1.5-hour workshops



12 - 1:30 p.m.

Buffet lunch

1 p.m.

Concurrent 1.5-hour workshops

1:30 p.m.

Concurrent 1-hour workshops



2:30 p.m.

Afternoon dessert break

3:15 p.m.

Concurrent 1.5-hour workshops

Exhibit Hall Closes



3:15 - 5:30 p.m.

Exhibit tear down and move out**



5:30 p.m.

Networking Reception at LexLive – Lexington's newest entertainment venue. Join us for dining and drinking, bowling, sports viewing and more!

Join us after you move out!

7 p.m.

39th Annual Kentucky SHRM Conference day two adjourns

SPONSORSHIP OPPORTUNITIES

Our sponsorship opportunities are unique, just like the companies that sponsor the Kentucky SHRM Conference! We have created various sponsorship packages tailored to meet your needs and budget to help you reach your target audience.

If you don't see one that meets your needs, contact Andrea Flanders to discuss a custom sponsorship!

All Sponsors Receive the Following Value-added Benefits:

- » **LOGO** on conference website and mobile app
- » **EXHIBIT SPACE** in preferred location (size depends on investment level)
- » **RECOGNITION** from the podium at day one Opening Keynote – 600+ in attendance
- » **COMPLIMENTARY CONFERENCE REGISTRATIONS** ideal for your HR staff or clients (number based on investment level)
- » **NETWORKING**, networking, networking
- » **EXPOSURE** through activities designed to draw attendees to sponsor booths, includes Exhibit Hall Attendee Game, and non-conflicting Exhibit Hall hours with extended breaks
- » **COMPLETE LIST OF ATTENDEES** emailed before and after the conference
- » **NEW! SOCIAL MEDIA** recognition
- » **POST-EVENT REPORT** delivers key demographics and attendee feedback
- » **FIRST RIGHT OF REFUSAL** to sponsor next year

SPONSOR LEVEL PRICING

| | | |
|------------|----------|--------------|
| Presenting | \$25,000 | EXCLUSIVE |
| Titanium | \$15,000 | 2 AVAILABLE |
| Platinum | \$12,500 | 2 AVAILABLE |
| Gold | \$10,000 | 4 AVAILABLE |
| Associate | \$6,000 | 20 AVAILABLE |



I HAVE DONE MANY TRADE SHOWS, AND I WAS VERY IMPRESSED WITH THE ORGANIZATION OF THIS EVENT. THE FOOD, THE ANNOUNCEMENTS, THE HEADS UP ABOUT PARKING AND HOTELS – IT WAS SEAMLESS.



PRESENTING SPONSORSHIP

\$25,000 | Exclusive Opportunity

SOLD! KENTUCKY CAREER CENTER

SOLD

The **PRESENTING SPONSOR** receives the highest level of recognition and an invaluable opportunity to address the audience and introduce a keynote speaker! As the presenting sponsor, you will receive abundant recognition throughout the duration of the promotional campaign. You'll also have the advantage of the best booth location in the Exhibit Hall – front and center. Experience top billing throughout the conference.

► Additional Sponsor Benefits

- » Exclusive recognition as the presenting sponsor
- » Logo included on marketing collateral, name badge, lanyard, and tote bag
- » Company name on press releases and promotions
- » Premier 20' x 20' exhibit space with pipe, drape, two skirted 8' tables, four chairs (front and center)
- » Opportunity to introduce keynote speaker (three-minute max) on day two
- » Opportunity to provide attendee giveaway during your keynote introduction
- » TEN full conference registrations for your HR staff or key clients – \$6,500 value
- » Fees include access to all meals, breaks and receptions for TEN booth representatives
- » Ad on kyshrmconference.com
- » **NEW!** social media tag
- » Banner ad (your logo) on conference mobile app
- » One insert in conference tote bag (you provide)



THE WHOVA APP
IS THE MOST
COMPREHENSIVE
AND EASY TO USE
APP I HAVE RUN
ACROSS SO FAR.



TITANIUM SPONSORSHIP

\$15,000 | Two Opportunities

SOLD! **DAY ONE OPENING KEYNOTE** Open the first day on a great note by educating the audience about your company and introducing the keynote speaker (three-minute max). You may also provide an attendee giveaway. Your logo is prominently displayed on keynote signage and screen. **SOLD! HANNA RESOURCE GROUP**

SOLD! **DAY THREE CLOSING KEYNOTE LUNCHEON** End the conference on a great note by educating the audience about your company and introducing the keynote speaker (three-minute max). You may also provide an attendee giveaway. Your logo is prominently displayed on keynote signage, screen and table tents. **SOLD! CLEARPATH MUTUAL INSURANCE COMPANY**

► Additional Sponsor Benefits

- » Exclusive recognition as the titanium sponsor
- » Logo included on tote bag
- » Premier 10' x 20' exhibit space with pipe, drape, two skirted 8' tables, four chairs (highly visible)
- » EIGHT full conference registrations for your HR staff or key clients – \$5,200 value
- » Fees include all meals, breaks and receptions for EIGHT booth representatives
- » Banner ad (your logo) on conference mobile app
- » One insert in conference tote bag (you provide)
- » **NEW!** social media tag

PLATINUM SPONSORSHIP

\$12,500 | Two Opportunities

SOLD! **WELCOME RECEPTION** **SOLD! INTEGRATED CORPORATE WELLNESS SOLUTIONS LLC (ICWS)**

Sponsor the event that kicks off the conference. You'll enjoy lots of networking and entertainment. Your logo appears on napkins and signage, and you'll have the opportunity to speak. It's your chance to revel in the spotlight!

NETWORKING RECEPTION

Held on the second night at LexLive – Lexington's newest entertainment venue. Join us for dining and drinking, bowling, sports viewing and more! Located across the street from the Central Bank Center. This sponsorship gives you an opportunity to meet, greet and keep the networking going! The reception begins after the Exhibit Hall closes and includes drinks, heavy appetizers and entertainment. Your logo appears on napkins and signage, and you'll have the opportunity to welcome attendees. A display table will be provided, if desired.

► Additional Sponsor Benefits

- » Exclusive recognition as a platinum sponsor
- » Logo included on tote bag
- » Premier 10' x 20' exhibit space with pipe, drape, two skirted 8' tables, four chairs (highly visible)
- » SEVEN full conference registrations for your HR staff or key clients – \$4,550 value
- » Fees include all meals, breaks and receptions for SEVEN booth representatives
- » Banner ad (your logo) on conference mobile app
- » One insert in conference tote bag (you provide)
- » **NEW!** social media tag

WWW.KYSHRMCONFERENCE.COM

GOLD SPONSORSHIP

\$10,000 | Four Opportunities

CONFERENCE TOTE BAG **SOLD! WESTERN GOVERNORS UNIVERSITY**

Logo is solely featured on one side of the conference tote bag.

CONFERENCE APP **SOLD! CHAMBER BUSINESS SOLUTIONS**

Exclusive sponsor of the conference mobile app and Q&A booth. Logo on the app and Q&A booth signage.

PHOTO BOOTH

Sponsor this new and fun addition to the exhibit hall! The photo booth will be located in the center of the exhibit hall in close proximity to your booth. Your logo will be included on prints and text to phone images!

WATER BOTTLE **SOLD! GATTON COLLEGE OF BUSINESS & ECONOMICS – MS IN STRATEGIC HUMAN RESOURCE MANAGEMENT**

Sponsor the refillable water bottle that all participants will use throughout the event. Water stations will be located throughout for a convenient and quick refill. Your logo is featured on bottle!

► Additional Sponsor Benefits

- » Exclusive recognition as a platinum sponsor
- » Logo included on tote bag
- » Premier 10' x 20' exhibit space with pipe, drape, two skirted 8' tables, four chairs (highly visible)
- » SIX full conference registrations for your HR staff or key clients – \$3,900 value
- » Fees include all meals, breaks and receptions for SIX booth representatives
- » Banner ad (your logo) on conference mobile app
- » One insert in conference tote bag (you provide)
- » **NEW!** social media tag



ASSOCIATE SPONSORSHIP

\$6,000 | 20 Opportunities

LANYARD SOLD! MERCER

Features logo or company name

PENS AND HIGHLIGHTERS SOLD! EXPRESS EMPLOYMENT PROFESSIONALS

Features logo or company name

MOBILE APP \$2,500 ATTENDEE GAME

Recognition as sponsor of popular attendee game. Add to your visibility by offering a special prize to be awarded along with the \$2,500!

TOTE BAG INSERT You provide insert for attendee tote bag

- » Opportunity #1 **SOLD! BUSINESS LEXINGTON**
- » Opportunity #2
- » Opportunity #3

NOTEPADS SOLD! ASSURED PARTNERS

Includes one-color logo. Distributed in tote bags.

RECHARGE LOUNGE SOLD! CERITY PARTNERS

This is a perfect spot to rest, recharge your phone, and promote your brand. Located inside the Exhibit Hall.

DAY ONE BREAK

DAY TWO BREAKFAST

DAY TWO MID-MORNING BREAK SOLD! MCGRUFF INSURANCE SERVICES, LLC

DAY TWO LUNCH SOLD! LITTLER MENDELSON, P.C.

DAY TWO AFTERNOON BREAK SOLD! CORPORATE TRADITIONS

Each of these break/meal sponsorship options are held inside the Exhibit Hall during a high traffic time and include logo on signage, napkins and table tents. You'll also receive recognition during announcements.

DAY THREE BREAKFAST

DAY THREE BREAK

The Exhibit Hall is closed, but both this breakfast and break will offer exposure to day three attendees and include logo on signage, napkins and table tents.

TRACK SPONSORSHIP Logo on signage in the breakout session room and recognition during the session announcements.

- » Workforce
- » Diversity
- » Management **SOLD! KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM**
- » Motivation
- » Human Resource Law
- » Benefits and Compensation

Additional Sponsor Benefits

- » Exclusive recognition as an associate sponsor
- » 10' x 10' exhibit space with pipe, drape, one skirted 8' table and two chairs (preferred location)
- » FIVE full conference registrations for your HR staff or key clients – \$3,250 value
- » Fees include all meals, breaks and receptions for FIVE booth representatives



THIS CONFERENCE DID
AN OUTSTANDING JOB
OF GETTING ATTENDEES
TO VISIT THE EXHIBIT
HALL!



EXHIBITOR

Booth Options

NEW! 10'x10' Premium Preferred Booth

\$2,500 Early Bird

\$3,000 Standard

10'x10' Booth

\$1,449 Early Bird

\$1,549 Standard

EARLY BIRD pricing available **PRIOR** to April 14, 2023

STANDARD pricing takes effect **AFTER** April 14, 2023

Your exhibit booth is in a preferred location near exhibit hall activities and food – added foot traffic and visibility for you and your brand! This new option provides a great booth location plus the complete list of attendees delivered to your inbox two weeks before the event. Limited opportunities are available.

Includes the Following Benefits:

- » 10'x10' exhibit space in a preferred location with pipe and drape
- » Standard booth identification signage (your company name)
- » One 8' black skirted table with two chairs and wastebasket
- » All meals, breaks and receptions for THREE booth staff (includes offsite Networking Reception)
- » If balance is paid in full, the complete pre-conference list of attendees will be provided via email two weeks before the conference (includes phone and email address)
- » Activities designed to draw attendees into the exhibit area
- » Exhibitor lanyard is a different color to distinguish between vendors and attendees
- » Listing and weblink on exhibitor page at www.kyshrmconference.com
- » Listing and booth number on the conference mobile app

Includes the following Benefits:

- » 10'x10' exhibit space with pipe and drape
- » Standard booth identification signage (your company name)
- » One 8' black skirted table with two chairs and wastebasket
- » All meals, breaks and receptions for TWO booth staff (includes offsite Networking Reception)
- » If balance is paid in full, the pre-conference list of attendees will be provided via email before conference (mailing address with phone number – no email).
- » If balance is paid in full, post-conference complete list of attendees emailed after the conference concludes (includes email).
- » Activities designed to draw attendees into the exhibit area
- » Exhibitor lanyard is a different color to distinguish between vendors and attendees
- » Listing and weblink on exhibitor page at www.kyshrmconference.com
- » Listing and booth number on the conference mobile app

NOTE:

Additional sample fees:

- » Wi-Fi Complimentary
- » Basic electric \$60

Your contact information will be given to the conference management services provider, who will provide you with information on shipping services, furniture, equipment etc. to ensure successful conference exhibition.



CONFERENCE APP BENEFITS



CUSTOMIZABLE BOOTH PROFILE

Increase your brand visibility



HIGHLIGHTED SPONSORS

Sponsors get prime billing with logos and links



HANDOUTS AND PRODUCT VIDEO

Take your profile to the next level



PROMOTIONAL OFFER

Attract attendees with your prize giveaway and increase your leads list



BOOTH STAFF

Because you need help to collect all those leads



QR CODES

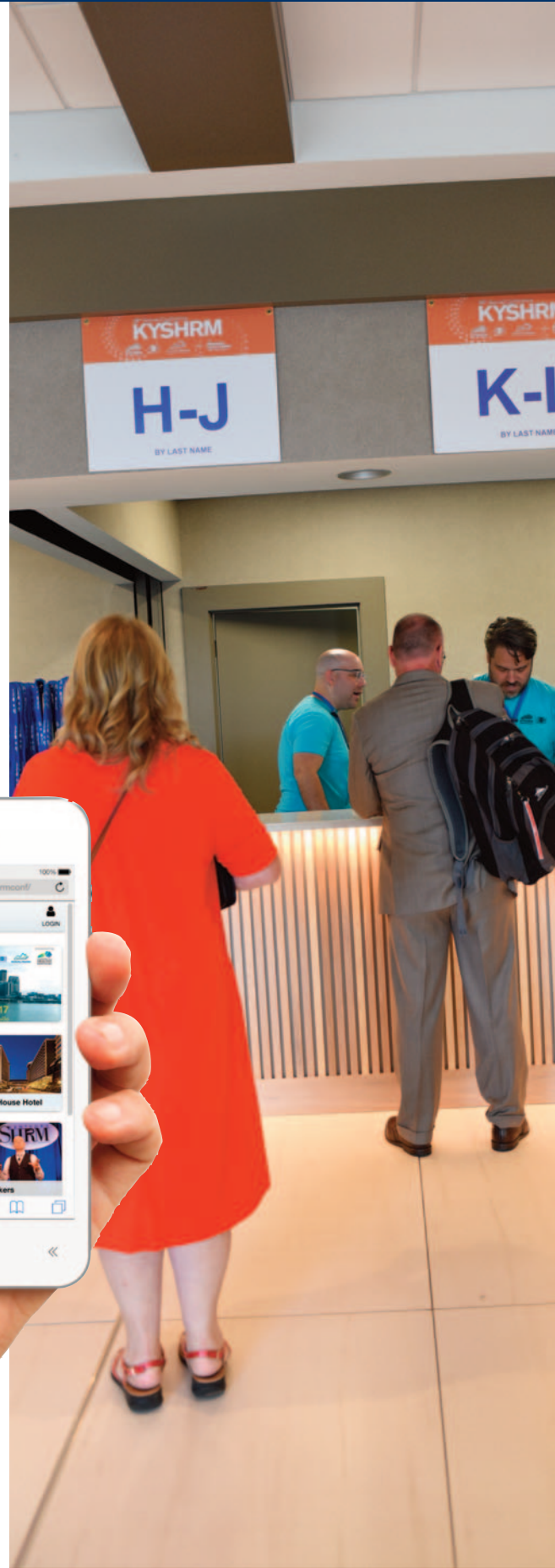
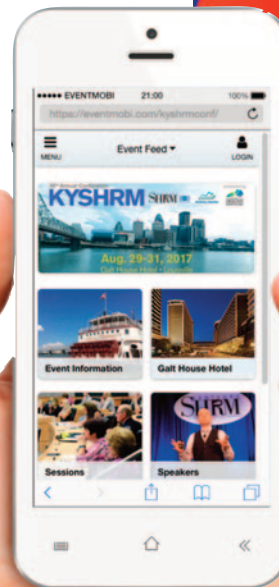
Create instant connections when you scan attendee name badges



EXPORT LEADS

Leads that last long after the conference concludes

“WE HAD GREAT
PARTICIPATION AND
EXCITEMENT. VERY
VALUABLE!”



2022 CONFERENCE RECAP

By the Numbers

Brand Visibility

573

CONFERENCE ATTENDEES

22/105

SPONSORS/EXHIBITORS

View our
sponsors here.

View our
exhibitors here.

Those in attendance saw and heard your company name through:

Sponsor signage/banners

Slides shown

Verbal recognition of sponsors

Conference app

ATTENDEE DEMOGRAPHICS

Titles (of those in attendance)

10% Executive

28% Director

28% Manager

34% Other

Industries Represented:

39.9% Services

21.6% Manufacturing

15.4% Finance, Insurance, and Real Estate

10.1% Transportation/Communications/Electric/Gas/Sanitary

5.3% Wholesale Trade

3.4% Public Administration

1.9% Construction

1.9% Retail Trade

0.5% Mining

Company Size (# of employees):

56% 0-100

22% 101-250

12% 251-500

7% 501-1000

4% 1001+

IN-HOUSE MARKETING

Email

22

Unique promotions

152,923

Emails delivered

33,523

Unique opens

1,770

Clicks

Social Media

Facebook

2,556

Impressions

162

Engagements

Twitter

798

Impressions

1,110

Engagements

Press

1

News Release

Website Presence

Sponsor logos and company webpage links displayed at www.kyshrmconference.com

Conference App Presence

Brand Exposure

Web, print, advertising and email.

OUTSIDE MARKETING

Digital

6

Business Lexington digital ads

2

Business Lexington E-blast

1

HR Professionals magazine E-blast

1

KCCE Digital Newsletter

Print

1

Qtr-pg. Business Lexington Print Ad

1

Qtr-pg. Kentucky Chamber News Print Ad

4

Full-pg. HR Professionals magazine Print Ads

OVERALL EVENT RATING



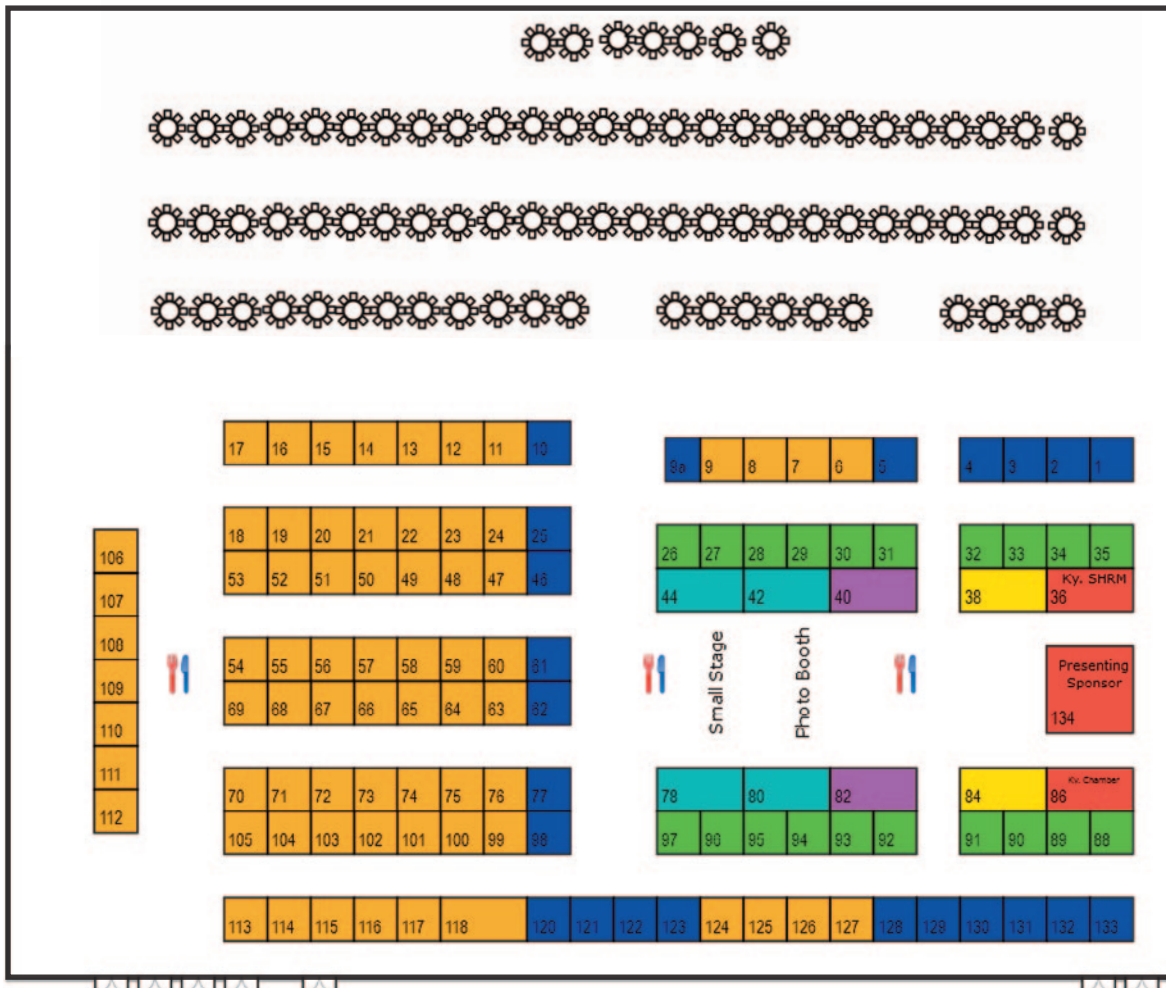
EXHIBIT HALL FLOORPLAN

Reserve Your Space

Click on the floorplan below to request your booth space.

QUESTIONS

Andrea Flanders
Director, Sponsorship Relations
502-848-8786
aflanders@kychamber.com



Floor Plan Key

- Titanium Sponsor
- Platinum Sponsor
- Associate Sponsor
- Premium Preferred Exhibitor
- Gold Sponsor
- Regular Booth
- SOLD

