



# KYSHRM 40<sup>TH</sup> Annual Conference

August 27-29, 2024 | Galt House Hotel | Louisville

presented by



Check Out the Conference App Benefits!

Details on page 11.

Back in Louisville in 2024!

## EXHIBITOR & SPONSOR PROSPECTUS

August 27-29, 2024  
Galt House Hotel | Louisville

WE GAUGE CONFERENCES BY THE NUMBER OF DEMOS WE'RE ABLE TO SCHEDULE. WE AVERAGE AROUND 10 DEMOS PER CONFERENCE. AT THIS EVENT WE SCHEDULED 24. LAST YEAR WE SET THE RECORD AT THIS EVENT WITH 39!

—2023 Exhibitor

[WWW.KYSHRMCONFERENCE.COM](http://WWW.KYSHRMCONFERENCE.COM)



# 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

### GALT HOUSE HOTEL

THE CITY CENTERPIECE OF LOUISVILLE

On 4th & Main, the Galt House is where guests come to experience, immerse and delight in Louisville's winning spirit. No other hotel can grant guests access to the city like we can, from our central location in the heart of the business community, museum district, cultural center and Urban Bourbon Trail, to our unique waterfront location. Our status as the "official hotel" of all that matters makes us Louisville's always-iconic hotel and ultimate lifestyle destination, reflective of Louisville's energy, excitement and contemporary spirit.

### Galt House Hotel

140 N. Fourth Street

Louisville, KY 40202

Phone: 502-589-5200 Toll Free: 1-800-843-4258

### Guest room rates

\$202 West Tower Deluxe Guestroom

\$222 East Tower Executive Suites

### Guest room cutoff date

July 26, 2024

[WWW.KYSHRMCONFERENCE.COM](http://WWW.KYSHRMCONFERENCE.COM)

# Exhibitor Schedule 2024

## TUESDAY, AUGUST 27, 2024

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**9:30 a.m. - 1:30 p.m.**

Exhibitor registration, move in and setup

**12:30 - 2:00 p.m.**

Keynote



**2:00 - 3:15 p.m.**

Exhibit Hall Opens  
Afternoon Break

**3:15 - 4:30 p.m.**

Concurrent 1.25-hour workshops



**4:30 p.m.**

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

**6:00 p.m.**

40th Annual Kentucky SHRM Conference day one adjourns

## WEDNESDAY, AUGUST 28, 2024

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**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 – Belle of Louisville  
Join us after you move out!

**7 p.m.**

40th 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 (includes email address)
- » **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	15 AVAILABLE



THIS CONFERENCE WAS VERY WELL PUT TOGETHER AND EXECUTED FOR EXHIBITORS. WE WERE ALL WELL INFORMED, PREPARED, AND MORE IMPORTANTLY PARTICIPANTS WERE ENCOURAGED IN THE BEST WAYS POSSIBLE TO VISIT THE BOOTHS.

—2023 Exhibitor



# PRESENTING SPONSORSHIP

\$25,000 | Exclusive Opportunity

## SOLD! KENTUCKY CAREER CENTER

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 a premium booth location in the Exhibit Hall. 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 (on sponsor row)
- » 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
- » Tag on social media
- » Banner ad (your logo) on conference mobile app
- » One insert in conference tote bag (you provide)

BETWEEN THE EVENT SPACE, THE APP, THE INCENTIVES, AND THE SUPPORT - IT'S THE BEST SHRM OR HR-RELATED CONFERENCE I'VE BEEN TO.

—2023 Exhibitor



# TITANIUM SPONSORSHIP

\$15,000 | Two Opportunities

**gold** **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! U.S. CHAMBER OF COMMERCE**

**gold** **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! HANNA RESOURCE GROUP**

## ► Additional Sponsor Benefits

- » Exclusive recognition as the titanium sponsor
- » Logo included on tote bag
- » Premier 8' 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)
- » Tag on social media



# PLATINUM SPONSORSHIP

\$12,500 | Two Opportunities

## WELCOME RECEPTION

Sponsor the event that kicks off the conference. You'll enjoy lots of networking and entertainment at this reception held inside the exhibit hall. 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 on the Belle of Louisville, this sponsorship gives you an opportunity to meet, greet and keep the networking going! The reception begins after the HR Marketplace 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 8' 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)
- » Tag on social media

# GOLD SPONSORSHIP

\$10,000 | Four Opportunities

## CONFERENCE TOTE BAG

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

## CONFERENCE APP & INFO

Exclusive sponsor of the conference mobile app, Q&A booth and the staff and volunteer shirts. Logo and recognition on the app as well as the Q&A booth signage - which sees a lot of traffic throughout the conference and has become a go to resource. We'll add your logo to the t-shirts that our staff and volunteers wear during the conference too. You can't miss these tees - they stand out and say "Have a Question?" on the back. Your logo on these tees will be seen in the workshops, exhibit hall and beyond!

## 360 PHOTO BOOTH

Sponsor this new and fun addition to the exhibit hall! The photo booth will be located near the exhibit hall festivities. Your logo will be included on prints and text to phone images!

## WATER BOTTLE

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 8' 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)
- » Tag on social media

THANKS AGAIN TO ALL INVOLVED. KENTUCKY WAS DEFINITELY A TOP TIER STATE CONFERENCE FOR US, AND WE CAN'T WAIT TO SPONSOR IT AGAIN!

— 2023 Exhibitor





# ASSOCIATE SPONSORSHIP

\$6,000 | 15 Opportunities

## LANYARD **SOLD! MERCER (US) INC.**

Features logo or company name

## PENS AND HIGHLIGHTERS **SOLD! MCGRUFF INSURANCE SERVICES, LLC**

Features logo or company name

## TOTE BAG INSERT You provide insert for attendee tote bag

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

## NOTEPADS **SOLD! ASSUREDPARTNERS INC.**

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 near the Exhibit Hall.

## DAY ONE BREAK

## DAY TWO BREAKFAST

## DAY TWO MID-MORNING BREAK

## DAY TWO LUNCH **SOLD! LITTLER**

## DAY TWO AFTERNOON BREAK

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** Includes all five tracks. Logo on signage in the breakout session room and recognition on the conference app.

- » Workforce (includes DE&I, Talent, Recruitment & Retention)
- » Management
- » Motivation
- » Human Resource Law
- » Benefits and Compensation

## ► Additional Sponsor Benefits

- » Exclusive recognition as an associate sponsor
- » 8' 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



# EXHIBITOR

## Booth Options

### NEW! 8'x10' Premium Preferred Booth

\$2,500 Early Bird

\$3,000 Standard

### 8'x10' Booth

\$1,500 Early Bird

\$1,600 Standard

**EARLY BIRD** pricing available PRIOR to April 12, 2024

**STANDARD** pricing takes effect AFTER April 12, 2024

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:

- » 8'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 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](http://www.kyshrmconference.com)
- » Listing and booth number on the conference mobile app

Includes the following Benefits:

- » 8'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 (includes mailing address – 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](http://www.kyshrmconference.com)
- » Listing and booth number on the conference mobile app

#### NOTE:

Additional sample fees:

- » Wi-Fi Complimentary
- » Basic electric \$50

Your contact information will be given to the conference management services provider, who will provide you with information on shipping services, furniture, AV 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



MEETING VERY NICE,  
GENUINE PEOPLE AND  
PROFESSIONALS - MOST  
WHO WERE RELEVANT TO  
OUR BUSINESS. LOVED THE  
PARTICIPANT INTERACTION.

—2023 Exhibitor



# 2023 CONFERENCE RECAP

By the Numbers

Brand Visibility

## 706

CONFERENCE ATTENDEES

## 16/106

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)

7% Executive

17% Director

26% Manager

50% Other

Industries Represented:

36% Services

24% Manufacturing

21% Finance, Insurance, and Real Estate

9% Transportation/Communications/Electric/Gas/Sanitary

5% Public Administration

2% Construction

2% Wholesale Trade

1% Retail Trade

Company Size (# of employees):

36% 0-100

35% 101-250

18% 251-500

11% 501-1000

## IN-HOUSE MARKETING

Email

26	Unique promotion
192,640	Emails delivered
44,594	Unique opens
3,206	Clicks

Social Media

Facebook

8,805	Impressions
2,128	Engagements

LinkedIn

3,530	Impressions
173	Engagements

Website Presence

Sponsor logos and company webpage links displayed at [www.kyshrmconference.com](http://www.kyshrmconference.com)

Conference App Presence

Exhibitors and sponsors

Brand Exposure

Web, print, advertising and email.

## OUTSIDE MARKETING

Digital

6	Business Lexington digital ads
2	Business Lexington 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

## QUESTIONS

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

# Reserve Your Space

Click on the floorplan below to request your booth space then click on desired booth to reserve space and start the registration process. Refer to color-coded chart for exhibitor and sponsor breakdown.

Red = SOLD and you can hover over any red space to see who it has been sold to.

