SHRM Kentucky

Kentucky Chamber

KYSHRM

42ND Annual Conference

August 25-27, 2026 | The Galt House Hotel | Louisville

EVENT IMPACT REPORT



WWW.KYSHRMCONFERENCE.COM










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ABOUT THE KYSHRM CONFERENCE

Thank you for your partnership in the 42nd Annual Kentucky SHRM Conference—an event that united Kentucky's HR leaders, executives, and professionals for three days of learning, networking, and strategy. This year's conference delivered exceptional engagement and visibility for event sponsors, showcasing brands to a statewide audience of decision-makers across diverse industries.



SPONSOR & EXHIBITOR FEEDBACK

Team – I'll say it again: you rock! You do this the best, and we've seen a few in our time. Thank you for the consistently high bar you set for this event, for the experience of the attendees, and of the vendors.
— *Mike Shepherd, Selerix*

This was one of the most well-organized events I've attended. The engagement with attendees was amazing, and the event had such a welcoming atmosphere.
— *Cathy Lyons, Marsh McLennan Agency*

It was clear how much effort went into planning the event and keeping everything running seamlessly. The Whova app gave me opportunities to boost booth traffic and connect with leads I may not have gotten to talk to otherwise.
— *Lisa Wilhelmus, Wayne Corporation*

I helped run Comparion Insurance Agency's booth at this event and had such a great time! We had steady traffic and great conversations. Everything ran beautifully, thank you!
— *Kelly Hebert, Comparion Insurance Agency*

2026 Conference Photos Available

To Access the Photos:
Click the button below to access the photos from the 2026 KYSHRM Conference. Enter gallery password: **KYSHRM26** when prompted.

To Download Photos:
Hover over (or click on) the photo you are interested in and click the download icon. When prompted, enter download pin #**6555**.

CLICK HERE FOR PHOTOS



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KYSHRM
42ND Annual Conference

RETURN ON INVESTMENT

596 CONFERENCE ATTENDEES

18/98 SPONSORS / EXHIBITORS

80 SPEAKERS

ONSITE RECOGNITION

Sponsor signage/banners
Slides shown
Verbal recognition of sponsors
Conference app

ATTENDEE DEMOGRAPHICS

JOB TITLES

37%	Professional / Specialist
18%	Director
17%	Other
14%	Manager
8%	Executive / C-Suite
7%	Vice President

INDUSTRIES REPRESENTED

43%	Other / Unclassified
11%	Financial Services & Insurance
9%	Healthcare & Social Assistance
8%	Manufacturing
7%	Professional & Business Services
7%	Education
5%	Government & Public Administration
3%	Hospitality & Tourism
3%	Energy, Utilities & Natural Resources
2%	Transportation & Logistics
1%	Retail, Wholesale & Distribution
1%	Construction & Real Estate

The KYSHRM Conference has been and will continue to be successful thanks to our sponsors and exhibitors.

THANK YOU FOR YOUR SUPPORT!

VIEW OUR SPONSORS HERE.

VIEW OUR EXHIBITORS HERE.



OVERALL EVENT RATING

4.5 out of 5

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BRAND VISIBILITY

MARKETING STATISTICS

EMAIL MARKETING PERFORMANCE

27	unique promotions
269,789	emails delivered
64,067	unique opens
2,078	clicks

Engagement Rate: 2.8% click-through, demonstrating above-average engagement for professional audiences.

SOCIAL MEDIA EXPOSURE

PLATFORM	IMPRESSIONS	ENGAGEMENTS
Facebook & Instagram	8,525	263
Twitter	632	14
LinkedIn	7,599	1,706
LinkedIn Ads	19,938	812

ADVERTISING — THE LANE REPORT

WEB DIGITAL ADS

63,560	Impressions
86	Link clicks

EMAIL BLAST

173,705	recipients
1,933	clicks
35.24%	open rate

SOCIAL POSTS: Facebook, LinkedIn, Instagram, TikTok

WEBSITE PRESENCE

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



CONFERENCE APP PRESENCE

507,004 Sponsor Impressions

BRAND EXPOSURE

Web, print, advertising, email and social media.



PARTICIPATE IN 2027!

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ATTENDEE FEEDBACK

First time attending and loved it!

This was another great conference.

I am impressed by the customer service from all involved in the SHRM event. 100% look forward to this each year!

Everything was perfect!

The conference was great. Louisville/The Galt House is the best venue for this conference. Easy to navigate through the hotel and surrounding area for food at night.

Conference was excellent!



MAXIMIZE YOUR IMPACT

PARTNER WITH SHRM KENTUCKY to put your brand in front of influential HR leaders across the Commonwealth. Sponsoring or exhibiting offers more than visibility — it creates meaningful opportunities to build awareness, strengthen credibility, and form valuable relationships with HR decision-makers and diverse industries in Kentucky. Sponsor or exhibit with us to align your organization with a trusted leader and expand your reach where it matters most.



SPONSOR OR EXHIBIT IN 2027

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