

AUSTIN SHRM 2022 ANNUAL CONFERENCE

THE BLANK
CANVAS:
REDEFINING
THE
WORKPLACE





2022 Austin SHRM Annual Conference

Austin SHRM invites you to partner with us for our educational and networking event for HR professionals in the Austin and Central Texas area. The annual Austin SHRM Conference hosts HR professionals, speakers, sponsors, and exhibitors. Join us as we seek to improve, innovate, and redefine the workplace in 2022.

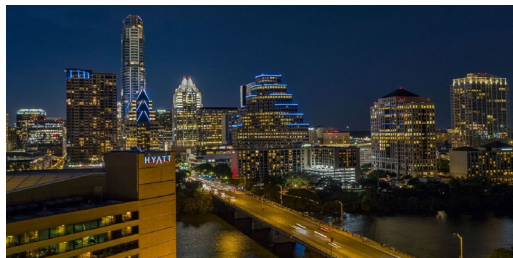
Austin SHRM is a 501 (c)(6) not-for-profit association who represent over 500 businesses throughout the Austin area. Austin SHRM'S mission is to promote professionals, effectiveness, and understanding in the HR field by offering members a variety of professional development opportunities and a common forum for sharing ideas and experiences and by exchanging ideas and information current on HR issues, causes, and concerns.

Become a Sponsor

Increase your company's visibility and participate as an official sponsor of the 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 2022 Austin SHRM Conference and Hotel accommodations will be at the Hyatt Regency Austin. A block of rooms has been reserved at a special conference rate of \$239 plus tax. When making a reservation, CALL THE HOTEL and mention you are attending the Austin SHRM 2022 Conference to obtain this special conference rate. Valid for Thursday, August 4, 2022. HOTEL RESERVATION DEADLINE IS JULY 1, 2022.



Hyatt Regency Austin
208 Barton Springs
Austin, TX 78744

austinshrm.org/conference | conference@austinshrm.org



2022 CONFERENCE SCHEDULE

Thursday, August 4th

Expo Center Open 6:00 PM – 8:30 PM

4:00 PM – 6:00 PM

Exhibit Booth Check-In and Move-In
(must be set up by 6:00 PM)

6:00 PM – 8:00 PM

Networking Night in Expo Center (Zilker Ballroom)

Friday, August 5th

Expo Center Open 7:00 AM – 5:30 PM

7:00 AM – 8:00 AM

Attendee Registration, Breakfast, and Networking

8:00 AM – 9:00 AM

Morning Keynote

9:15 AM – 10:15 AM

Breakout Sessions (4)

10:15 AM – 11:00 AM

Exhibitor Tour (Whova Passport)

11:00 AM – 12:00 PM

Breakout Sessions (4)

12:00 PM – 12:30 PM

Lunch in Expo Center

12:30 PM – 1:30 PM

Afternoon Keynote

1:45 PM – 2:45 PM

Breakout Sessions (4)

2:45 PM – 3:30 PM

Refreshments & Exhibitor Tour (Whova Passport)

3:30 PM – 4:30 PM

Breakout Sessions (4)

4:45 PM – 5:15 PM

Closing Remarks & Grand Prize Drawing in Expo Center

2022 Austin SHRM SPONSOR / EXHIBITOR PACKAGES

PLATINUM (4 Available)

\$5,400 Regular; Early Bird \$5,000

- *Breakfast Keynote*
 - *Lunch Keynote*
 - *Tote Bag*
 - *Networking*
 - *Whova App*
1. Recognition on stage & from podium
 2. Recognition on all pre & post conference marketing/communication materials
 3. Post conference email attendee email list
 4. Opportunity to provide giveaway or gift basket
 5. 2 full conference attendee registration
 6. Exhibit table
 7. Inclusion in conference game – via Whova
 8. Opportunity to place one piece of collateral at each attendee's seat during conference
 9. Recognition on event signage

DIAMOND (3 Available)

\$3,800 Regular; Early Bird \$3,500

- *Audio & Wireless*
 - *WIFI*
 - *Lunch*
1. Parking garage pass
 2. Recognition on stage & from podium
 3. Recognition on all pre & post conference marketing/communication materials
 4. Post conference email attendee email list
 5. Opportunity to provide giveaway or gift basket
 6. 2 full conference attendee registration
 7. Exhibit table
 8. Inclusion in conference game – via Whova
 9. Opportunity to place one piece of collateral at each attendee's seat during conference
 10. Recognition on event signage

GOLD (4 Available)

\$3,050 Regular; Early Bird \$2,800

- *Grand Prize*
 - *Badge*
 - *Lanyard*
 - *Parking Garage Pass*
1. Recognition on all pre & post conference marketing/communication materials
 2. Post conference attendee email list
 3. Opportunity to provide giveaways or gift basket
 4. Opportunity to place one piece of collateral at each attendee's seat during conference
 5. Exhibit table
 6. 2 full conference registrations
 7. Inclusion on conference game- via Whova
 8. Recognition on event signage

SILVER (2 Available)

\$2,500 Regular; Early Bird \$2,300

- *Breakfast*
 - *Afternoon Refreshment Break*
1. Sponsor logo is featured on signage at the breakfast area with an option to distribute materials on tables and seating area.
 2. Exhibit table
 3. 2 full conference registration
 4. Post conference attendee email list
 5. Opportunity to provide giveaway or gift basket

SESSION ROOM (12 Available)

\$1,950 Regular; Early Bird \$1,800

1. Signage leading into the session
2. 3-5 minutes podium time to share about organization with attendees in that session

EXHIBITOR (20 Available)

\$1,500 Regular; Early Bird \$1,350

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2022 SPONSOR/EXHIBITOR REGISTRATION & AGREEMENT

Early bird pricing deadline is Thursday, May 5, 2022. The Austin SHRM Sponsor / Exhibitor Agreement becomes valid only when the 2022 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 Thursday, June 2, 2022. Submission forms completed after that date must be accompanied by the total balance due.

What else is included for Sponsors & Exhibitors?

- One 6-ft. skirted table, two chairs, one 7"x 44" company sign and one wastebasket
- 8-ft. high draped back wall, 3-ft. high draped side walls
- Mobile app access and listing in exhibitor directory, inclusive of QR code badge scanning for lead generation purposes.
- Expo Center game participation organized by AUSTIN SHRM to drive traffic.
- 2 Exhibit Hall registrations for booth staff which includes access to Networking Night, General Sessions, and Dining Hall.
- Discounted hotel room rate of \$293 + tax; 8/4 arrival only.
- Booth selection beginning in April based on partnership level and date of payment.

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, phone, or by mail.
3. If payment is issued by mail, please make the Austin SHRM office know in advance.

NOTE: A **SERVICE KIT** will be sent via e-mail directly to the person assigned by you on this contract approximately 4-6 weeks prior to the event. The kit contains information on services and drayage/freight handling charges.

Inquiries:

CONFERENCE

Mya Kelly & Odette Perez, Conference Chairs @ conference@austinshrm.org

AUSTIN SHRM Office

Dena Culpepper, AUSTIN SHRM Business Mgr @ 800-561-2096 /

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