

Inland Northwest
Society of Human
Resource Management



*2018 Sponsorship
Opportunities*



"Serving our professional members with comprehensive training, advancing the human resources profession, and ensuring HR is viewed as an essential and effective partner in organizational strategy."



Who is INSHRM?

Founded in 1939, the Inland Northwest Society of Human Resource Management (INSHRM) is the Spokane chapter of the Society for Human Resource Management (SHRM). In 2018 we will celebrate our 79th association anniversary! As you can see, we have lots to celebrate:

- INSHRM is now the second largest SHRM chapter in Washington
- Our current membership is just over 500
- We continue to expand and are planning over 20 events in 2018 for our members

We are excited to share with sponsors some newly available opportunities to showcase your organization to the greater Spokane and North Idaho HR communities. Partnering with INSHRM provides your organization with access to some of the best and brightest in the HR field.

Our sponsors — just like our members — represent a variety of industries and specialties. Available to you are several sponsorship options so you can find the one that's right for you — whether your goal is to build new prospects, strengthen relationships with existing customers, or simply to build brand recognition in the communities where our members work.

Who are members?

While we are affiliated with SHRM, our chapter operates independently and has a unique member base of more than 500 people, representing HR professionals at all levels from companies of all sizes. Here's a quick snapshot of our members — and your potential customers or partners:

- 72% of our members are HR practitioners
- 5% of our members are students
- 7% of our members are in job transition or retired
- 16% of our members are affiliates, which means they provide HR practitioners with a product or service

What do they do?

- 8% are CHROs and Vice Presidents
- 21% are Directors
- 30% are Managers
- 41% are Generalists, Recruiters, Analysts, and Payroll

What opportunities are available for your company?

You will see on the following pages that we offer a wide variety of opportunities — you can choose from all-inclusive ANNUAL SPONSORSHIPS or á la carte — designed to help in meeting your objectives and budget.

2018 Annual Sponsorships

To receive the highest visibility at INSHRM events and on our website, plus save money, consider purchasing an annual sponsorship. These sponsorships are limited so act quickly as they are offered on a first come, first served basis! For more detail about the benefits offered for of each sponsorship level, please see descriptions on the following pages.



	PREMIUM 3 Available	STANDARD 3 Available	VALUE Unlimited
	\$5,500	\$3,800	\$1,825
	\$6,950 value	\$4,500 value	\$2,050 value
Approximate savings	Over 20% savings	Over 15% savings	Over 10% savings
Monthly Luncheon Sponsorship	✓ 2 luncheons \$750 value for each	✓ 2 luncheons \$400 value for each	✓ 1 luncheon \$250 value
Annual Spring Conference Sponsorship	✓ \$1,250 value	✓ \$750 value	✓ \$400 value
Annual Legal Update Sponsorship	✓ \$750 value	✓ \$500 value	✓ \$300 value
Annual Business Forum Table Sponsorship	✓ \$300 value	✓ \$300 value	✓ \$300 value
Annual Holiday Party Table Sponsorship	✓ \$500 value	✓ \$500 value	
Webinar Presentation – Your Choice of Topic	✓ 3 webinars \$250 value for each	✓ 2 webinars \$250 value for each	
Website Banner Ad	✓ 6 months \$250 value for each	✓ 3 months \$250 value for each	✓ 2 months \$250 value for each
New Member & Volunteer Events	✓ \$250 value	✓ \$250 value	✓ \$150 value
Online service directory	✓ \$150 value	✓ \$150 value	✓ \$150 value

2018 Sponsorship Opportunity Descriptions

Like our members, our sponsors come from a mix of industries and specialties. To meet your objectives, we offer several sponsorship options so you may find the one that's the right fit for you. Check out the details on the following types of chapter programs available throughout the year.

MONTHLY LUNCHEONS (6)

Meetings are held in January, February, April, June, October and November. They are typically 90 minutes, including a 60 minute presentation. Topics vary and attendance is usually 100 to 175 attendees.

Premium (\$750) – 1 sponsor maximum per meeting

- Three minute presentation about your business.
- Recognition by leader from the podium and logo recognition during meeting announcements.
- Two complimentary luncheon registrations.
- Table near registration for marketing materials & option to offer a raffle drawing.
- Opportunity to place collateral at each seat.

Standard (\$400) – 2 sponsor maximum per meeting

- One minute presentation about your business.
- Recognition by leader from the podium and logo recognition during meeting announcements.
- One complimentary luncheon registration.
- Table near registration for marketing materials & option to offer a raffle drawing.

Value (\$250)

- Recognition by leader from the podium and logo recognition during meeting announcements.
- One complimentary luncheon registration.
- Table near registration for marketing materials & option to offer a raffle drawing.

SPRING CONFERENCE

Typically this is a full day event in May and comprised of multiple presentations. We average about 150 attendees.

Premium (\$1,250) – 3 sponsor maximum

- Three minute presentation about your business.
- Recognition by leader from the podium and logo recognition during meeting announcements.
- Two complimentary registrations.
- Table for marketing materials & option to offer a raffle drawing.
- Opportunity to place collateral at each seat.

SPRING CONFERENCE (cont'd)

Standard (\$750)

- One minute presentation about your business.
- Recognition by leader from the podium and logo recognition during meeting announcements.
- One complimentary registration.
- Table for marketing materials & option to offer a raffle drawing.

Value (\$400)

- Recognition by leader from the podium and logo recognition during meeting announcements.
- One complimentary registration.
- Table for marketing materials & option to offer a raffle drawing.

ANNUAL LEGAL UPDATE

This highly anticipated event is held in September and has a large number of attendees, ranging from 140 to 200 HR professionals.

Premium (\$750) – 3 sponsor maximum

- Three minute presentation about your business.
- Recognition by leader from the podium and logo recognition during meeting announcements.
- Two complimentary registrations.
- Table for marketing materials & option to offer a raffle drawing.
- Opportunity to place collateral at each seat.

Standard (\$500)

- One minute presentation about your business.
- Recognition by leader from the podium and logo recognition during meeting announcements.
- One complimentary registration.
- Table for marketing materials & option to offer a raffle drawing.

Value (\$300)

- Recognition by leader from the podium and logo recognition during meeting announcements.
- One complimentary registration.
- Table near registration for marketing materials & option to offer a raffle drawing.

2018 Sponsorship Opportunity Descriptions

ANNUAL BUSINESS FORUM

This program offers the opportunity to hear a national speaker address a trending business topic of interest to the top leadership and HR team of organizations. Target is 350 attendees.

Table Sponsor (\$300)

- Reserved table with ten seats for your guests.
- Table signage with organization name.

ANNUAL HOLIDAY PARTY

The venue for this popular and fun networking event changes each year.

Primary (\$2,000) - 1 available

- Table of 8 included or equivalent.
- Logo and verbal recognition during event.
- 3 minute introduction from podium at conference keynote.
- Sponsor can provide tablecloth with logo or name for check-in table.



Table Sponsor (\$500)

- Reserved table with eight seats for your guests.
- Table signage with organization name.

WEBINAR PRESENTATION

You choose the topic for a 60 minute presentation and once approved, INSHRM provides the technology to link attendees by phone and internet. Webinar participation is complimentary to INSHRM members and typically there are 45 to 125 attendees.

Webinar (\$250)

- Six weeks prior to webinar, sponsor provides topic description and speaker biography.
- INSHRM provides promotion, registration, and coordination of the webinar and submits for recertification credits.
- Sponsor receives pre-event recognition and publicity.
- Sponsor receives post-event attendee list and questions (excluding email address and telephone numbers).
- Webinars occur the third Thursday of each month and are offered on a first-come, first-served

WEBSITE BANNER ADS

Ads on the INSHRM web site help create awareness of your organization with HR. Banner and sidebar ads rotate continuously and include a link to your website.

Ads (\$250 per month)

- Premium placement of your ad. Size specifications will be provided.

ONLINE SERVICE DIRECTORY

List your company in our online service directory, which members can access when looking for products and services in a variety of areas.

Directory Listing (\$150)

- Listing includes company information up to 100 characters, contact information, logo with link and selection of up to four (4) HR service categories.

CUSTOM SPONSORSHIPS

If our Annual Sponsorships won't meet your objectives or are outside your budget, we would welcome talking with you about designing a custom sponsorship package.

CONTACT AND QUESTIONS

For questions about event sponsorship, custom packages or advertising, please email valarie.hartfield@mercer.com or contact Valarie Hartfield, 509.358.3963.

