

GREATNESS WITHIN REACH



GREAT PLACE TO WORK® **SMB 2016**
AUSTIN TEXAS
October 10-11
#gptwsmb #gptw4all

Sheraton Austin Hotel at the Capitol | Bullock Texas State History Museum

2016 CONFERENCE AND AWARDS SPONSORSHIP OPPORTUNITIES



Small & Medium Business Conference and Awards Gala

At Great Place to Work®, we believe that people are the key to elevating your business to greatness. The data proves that investing in your people leads to strengthened recruitment, retention and overall profitability. Attend this two-day event to learn from Best Workplaces as they share their challenges and successes, inspiring you to leverage your most powerful asset - your people.

Complement your marketing plan by increasing your visibility as a sponsor of this year's event!

This conference and awards gala is the only event of its kind designed specifically for leaders of organizations (with fewer than 3,000 employees) who are dedicated to creating strong workplace cultures.

2015 Attendee Profile:

- Over 200 attendees from 99 companies (50% of attendees were from Best Companies)
- Industries most represented: Professional Services (17%), Manufacturing & Production (12%), Information Technology (17%), Healthcare Services (10%), and Insurance & Financial Services (8%)
- 69% of 2015 attendees were in senior management positions (C-Level, Director or VP)

What Attendees Said:

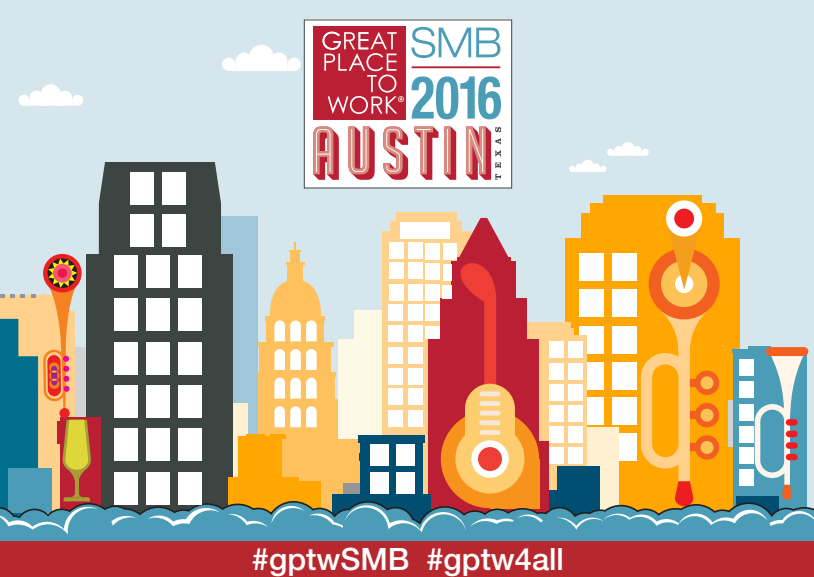
- “It was a very inspirational experience. My first time to attend and I can't wait to attend the next. Very motivational! Great sharing of ideas to help our company become an even greater place to work.”
- “I love this conference. The size allows for intimate conversations and the ability to really exchange ideas.”

Reserve Your Sponsorship Opportunity Today!

www.greatplacetowork.com/2016-smb-conference

For more information or interest in custom opportunities please contact:
Jamie Holt - Events Manager | Phone: 415-844-2544 Email: jamie.holt@greatplacetowork.com





Tier I Sponsorship Opportunities

Conference Opportunities

**Tier I
\$5,000
each**

- Conference Kick-Off Party
- A/V
- Lounge
- Wellness Activity (Walk/Run, Yoga, Bootcamp)

Awards Gala Opportunities*

- Cocktail Reception
- Award Trophies
- Entertainment

Benefits

- Logo on all promotional materials
- Mention in 100 Best Small & Medium Companies Event Press Release
- Corporate logo on conference website
- Corporate logo featured during live presentation
- Verbal recognition from the stage at the conference and/or Awards Gala
- Opportunity to provide a gift bag item
- Two minutes of remarks by one of your executives (reception only)
- Two (2) passes to the conference and Awards Gala
- Full Page ad in the conference brochure
- 15 mentions on social media channels including 1 featured Twitter card, 1 featured Facebook post, 1 LinkedIn post & Blog mention

*Please note companies being honored at the Awards Gala are not eligible to sponsor the Awards Gala

Tier II Sponsorship Opportunities

Conference Opportunities

**Tier II
\$3,000
each**

- Breaks – AM & PM
- Breakfast
- Networking Lunch

Awards Gala Opportunities*

- Transportation
- SWAG Bag
- Photo Booth/Step & Repeat

Benefits

- Corporate logo on conference website
- Corporate logo featured during live presentation
- Verbal recognition from the stage at the conference and/or Awards Gala
- Opportunity to provide a gift bag item
- One (1) pass to the Awards Gala
- Half Page ad in the conference brochure
- 10 mentions on social media channels including Twitter, Facebook, LinkedIn & Blog

*Please note companies being honored at the Awards Gala are not eligible to sponsor the Awards Gala

Tier III Sponsorship Opportunities

Conference Opportunities

**Tier III
\$1,500
each**

- Conference Bags
- Speaker Gifts
- Room Key Cards
- Hotel Room Drop (Night before)
- Lanyards
- Registration

Benefits

- Corporate logo on conference website
- Corporate logo featured during live presentation
- Verbal recognition from the stage at the conference and/or Awards Gala
- Opportunity to provide a gift bag item
- Quarter page ad in the conference brochure
- 5 mentions on social media channels including Twitter, Facebook, LinkedIn & Blog

Please note the costs associated with your specific opportunity, unless otherwise negotiated (i.e. set-up, materials, shipping & storage) are in addition to the sponsorship fee and the responsibility of the sponsoring company.

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