



2022

GS

HR C

TOGETHER TOWARDS TOMORROW



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

OCTOBER 3-4, 2022 • DOUBLETREE BY HILTON MANCHESTER, NH

HR
STATE COUNCIL *of*
NEW HAMPSHIRE

AFFILIATE OF
SRM[®]
BETTER WORKPLACES
BETTER WORLD™

INTRODUCTION

The GSHRC is New Hampshire's only statewide HR conference for HR professionals of all levels.

We bring the decision makers.

According to our attendee surveys, 70% of attendees are manager level or higher, able to make the decisions on the programs, products and services their company needs. Additionally, 28% of attendees classify as generalist/specialist tasked with streamlining processes and providing innovative solutions.

Our audience is always fresh.

37% of attendees are new every year while 26% have only been coming 1-3 years. So even if you've exhibited in the past, there are always new attendees and new opportunities to connect!

The attendees want you there!

They're looking for you! Next to learning and networking, connecting with the exhibitors and sponsors in one of their biggest reasons for attending the conference!

SPONSORSHIP MENU

The following includes a selection of sponsorship opportunities. To reserve your sponsorship, please visit GSHRConference.com or contact us at Gregg@GreenTreeEvents.com

PLATINUM SPONSORS \$5,000

- Presenting (*billed as top sponsor with logo incorporated into all materials*) SOLD!
- Registration & Lanyard (*logo on attendee registration, lanyards and badge holders*) Exclusive - 1 available
- Attendee Gift Bag (*logo on attendee gift bag, given to every attendee*) SOLD!

GOLD SPONSORS \$3,000

- Keynote (*logo with keynote marketing, opportunity to introduce keynote speaker*) 1 LEFT!
- Office Lounge (*logo on signage, opportunity to bring in activity**) Exclusive - 1 available
- Lunch (*logo on table signage, opportunity for 5 minutes of podium time, seat drop*) Exclusive - 1 available
- Networking Reception (*logo on signage, 5 minutes of podium time*) SOLD!
- Ry Perry HR Hero Award Exclusive - 1 available

SILVER SPONSORS \$2,500

- Golden Ticket (*provide promotional insert for ticket envelopes, logo on sticker seal, opportunity to run golden ticket drawing*) SOLD!
- Conference Guide (*exclusive back cover, full page, full color ad*) SOLD!
- \$500 Giveaway (*company mention in \$100 giveaway 5x during conference*) Exclusive - 1 available
- Charging Station (*company logo and branding on charging station and battery packs*) Exclusive - 1 available
- WiFi (*logo on signage with wifi information. Opportunity to name network and password**) Exclusive - 1 available

BRONZE SPONSORS \$2,000

- Pen (*logo on pen provided in all sessions*) Exclusive - 1 available
- Mug/Water Bottle (*logo on mug/water bottle gift to attendees*) SOLD!
- Sweet Treat (*logo on sweet treat given to attendees as parting gift*) Exclusive - 1 available
- Notepad (*logo on notepad/journal provided in all sessions*) Exclusive - 1 available
- Flash Drive (*logo on flashdrive for attendees. opportunity to pre-load with promotional files**) Exclusive - 1 available

SUPPORTING SPONSORSHIPS (\$1,500)

- Breakout Sessions (*signage and seat drop at all sessions within one breakout slot*) 4 available
- Breaks (*signage and recognition at all attendee breaks*) 1 LEFT!
- Credits (*signage and logo on credit certificates*) Exclusive - 1 available

Exhibitor Packages

Booth \$1,000 | Tabletop \$500

*Office Lounge sponsorship - hard costs for additional activities (massage chairs, headshot photographer, etc.) are the responsibility of the sponsor, but logistics can be managed by Green Tree.

*WiFi sponsorship - ability to name network and password is not guaranteed and will depend on hotel's permission

*Flash Drive sponsorship - hard costs of pre-loading sponsor materials are the responsibility of the sponsor, but logistics can be managed by Green Tree.

PACKAGE DELIVERABLES

Pre-event	Platinum	Gold	Silver	Bronze	Supporting	Exhibitor: Booth	Exhibitor: Table
Prominent logo placement on website	Y	N	N	N	N	N	N
Prominent logo placement on registration brochure	Y	N	N	N	N	N	N
Secondary logo placement on website	n/a	Y	N	N	N	N	N
Secondary logo placement on registration brochure	n/a	Y	N	N	N	N	N
Enews feature article	Y	Y	N	N	N	N	N
Mention in enews	Y	Y	N	N	N	N	N
Attendee list (pre-conference)	Y	Y	Y	N	N	N	N
Logo in enews	Y	Y	Y	Y	N	N	N
Featured Floorplan Listing	Y	Y	Y	Y	N	N	N
Floorplan Logo	Y	Y	Y	Y	Y	N	N
Listing on Website	Y	Y	Y	Y	Y	Y	Y
Onsite	Platinum	Gold	Silver	Bronze	Supporting	Exhibitor Booth	Exhibitor: Table
Dedicated slide with logo	Y	Y	N	N	N	N	N
Tote bag insert	Y	Y	Y	Y	N	N	N
Signage	Logo & Banner	Logo	Logo	Logo	Text	N	N
Exhibitor booth location	Green	Green	Green	Turquoise	Turquoise	Turquoise	Dark Blue
Conference passes	4	2	2	1	1	0	0
Staff passes (expo & food/beverage only)	4	3	2	2	2	2	1
Post Event	Platinum	Gold	Silver	Bronze	Supporting	Exhibitor Booth	Exhibitor: Table
2023 rate hold	Y	N	N	N	N	N	N
2023 right-of-first-refusal	Y	Y	N	N	N	N	N
Logo on thank you email	Y	Y	Y	Y	Y	N	N
Attendee list (post-conference)	Y	Y	Y	Y	Y	Y	N
A La Carte Upgrades							
Floorplan logo	\$ 300.00						
Featured floorplan listing	\$ 300.00						
Tote bag insert	\$ 350.00						
Web banner on website	\$ 450.00						
Breakfast seat drop	\$ 450.00						

|

To reserve your sponsorship, please contact us at:

www.GSHRConference.com • Gregg@GreenTreeEvents.com

