

# BROADEN YOUR HRIZONS #FACINGFORWARD



## 2019 AHRMA Annual Conference

Networking night – Thursday, August 1, 2019 6 p.m. – 8 p.m.  
Conference – Friday, August 2, 2019 7 a.m. – 5 p.m.

**#ATXSHRM2019**

**SPONSOR & EXHIBITOR PROSPECTUS**

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## ABOUT THE CONFERENCE



The Austin Human Resource Management Association, (AHRMA) is the local chapter of the Society of Human Resource Management, (SHRM) invites you to be part of the 2019 Annual Conference. This Conference is the premier educational and networking event for HR professionals in the Austin and Central Texas area. The annual AHRMA Conference hosts more than 400 attendees, speakers, sponsors, and exhibitors each year.

The 2019 AHRMA Conference will be a dynamic environment dedicated to making new business connections and showcasing the newest innovations in HR solutions and services. The 2019 AHRMA Conference will also include some of the most popular Conference activities that you can sponsor, including lunch, breaks, a silent auction, door prizes, and more.

The Austin Human Resource Management Association (AHRMA) is a 501 (c)(6) not-for-profit association of 800+ members who represent over 500 businesses throughout the Austin area. AHRMA'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 current information on HR issues, causes, and concerns.

CONFERENCE LOCATION & HOTEL ACCOMMODATIONS. The 2019 AHRMA Conference and Hotel accommodations will be at the Hyatt Regency Austin. A block of rooms has been reserved at a special conference rate of \$299 plus tax. When making a reservation, CALL THE HOTEL and mention that you will be attending the AHRMA 2019 Conference to obtain the special conference rate. Valid for Thursday evening only. **HOTEL RESERVATION DEADLINE IS JULY 1, 2019.**



Hyatt Regency Austin  
208 Barton Springs  
Austin, TX 78744

# 2019 CONFERENCE SCHEDULE

## THURSDAY – August 1<sup>st</sup>

- ★ 3:00 PM - 4:00 PM Hyatt Exhibit Hall Set Up
- ★ 4:00 PM - 6:00 PM Exhibitor Registration and Move In

***All booths must be set up by 6:00 PM on Thursday, 8.1.2019***

- ★ 6:00 PM – 8:00 PM AHRMA NETWORKING NIGHT

## FRIDAY – August 2<sup>nd</sup> (6 CEU's)

- ★ 7:00 AM – 7:30 AM Attendee and Speaker Registration Opens
- ★ 7:30 AM – 8:00 AM Welcoming Remarks and Platinum Sponsor
- ★ 8:00 AM – 9:00 AM Keynote (1 hour)
- ★ 9:15 AM – 10:15 AM Sessions (1 hour) **4 concurrent sessions**
- ★ 10:15 AM – 10:45 AM Break with Exhibitors (30 min)
- ★ 10:45 AM – 11:45 AM Sessions (1 hour) **4 concurrent sessions**
- ★ 12:00 PM – 12:30 PM Lunch Buffet
- ★ 12:30 PM – 1:30 PM Keynote
- ★ 1:45 PM – 2:45 PM Sessions (1 hour) **4 concurrent sessions**
- ★ 2:45 PM – 3:15 PM Break with Exhibitors (45 min)
- ★ 3:15 PM – 4:15 PM Sessions (1 hour) **4 concurrent sessions**
- ★ 4:30 PM – 5:00 PM Closing remarks, Drawings, Grand Prize Drawing  
*Registered sponsors & exhibitors invited to join.*

***\* Conference schedule is subject to change***

**Participating companies represent a wide variety of HR solution and service providers, including, but not limited to:**

**COMPENSATION & BENEFITS**

Child Care, Elder Care, Dependent Care  
Financial  
Food Service  
Health Care Cost Containment  
Insurance: Health, Life, Dental, Vision, etc.  
Pensions/Retirement Benefits  
Retirement/Pre-Retirement Planning  
Surveys  
Third Party Administrators  
Voluntary Benefits  
Wage & Salary Administration  
Workers' Compensation

**EMPLOYEE RELATIONS, LABOR RELATIONS**

Affirmative Action/EEO  
Arbitration, Mediation, Dispute Resolution  
Communications, Employee Newsletters  
Diversity Services  
Employee Engagement  
Labor Relations  
Performance Management, Appraisals

**GLOBAL HR**

Cultural Awareness, Cultural Competence  
Eligibility Verification (I-9), Immigration and Visas  
Global Assignment Management  
Global Employment Law  
Global Relocation  
Outsourcing

**HEALTH, WELLNESS & SAFETY**

Counseling, Employee Assistance Programs (EAPs)  
Drug/Alcohol Treatment & Testing  
Emergency Response  
Health Promotion, Recreation, Wellness Benefits  
On-site Medical Care  
Personal Fitness & Health Programs  
Risk Management  
Safety  
Security

**HRM PROGRAMS & SERVICES**

Business continuity & Recovery  
Legal Services  
Management Consulting  
Organizational Planning & Development  
Outsourcing  
Personnel Research, Survey Results  
Professional Books, Magazines, Manuals  
Recognition Awards, Incentives  
Relocation Services  
Travel, Airline, Hotel, etc.

**PROFESSIONAL DEVELOPMENT**

Assessment, Assessment Tools  
Business Education, Accounting, Marketing, etc.  
Certification, Certificate Program  
Coaching, Mentoring  
Distance Learning  
HR Professional Development  
Leadership  
Management/Executive Development  
Seminars, Educational Programs  
Training Materials & Methods  
Universities, Colleges, etc.

**TALENT MANAGEMENT**

Applicant Tracking  
Background Investigations  
Contingent Staffing, Employment Agencies  
Executive Search  
Outplacement  
Pre-Employment & Employee Testing  
Recruitment  
Recruitment Advertising

**TECHNOLOGY**

External (Software as a Service – SaaS) Hosted  
Applications  
HR Information Systems (HRIS)

# 2019 AHRMA SPONSOR / EXHIBITOR PACKAGES

*To receive Early Bird rates - all registrations and deposits are due in full by 3/31/19*

## **PLATINUM SPONSOR - \$4,900 (Reserve before 3/31/19 = \$4,500)**

Select one of the following:

**BREAKFAST KEYNOTE** Your company's representative makes remarks from the podium to introduce the Keynote Speaker on Friday. Special recognition from VP Conference during breakfast presentation.

**LUNCH KEYNOTE** Your company's representative makes remarks from the podium to introduce the Keynote Speaker on Friday. Special recognition from VP Conference during lunch presentation.

**TOTE BAG** Your company's logo co-branded with AHRMA and SHRM logos on the Conference tote bags. Great advertising for your company as bags are handed out to all attendees. Special recognition from VP Conference during lunch presentation.

**NETWORKING NIGHT** Your company will be prominently advertised in the Networking Night area. Special recognition from VP Conference during opening remarks on Friday morning.

**HOSPITALITY & WELLNESS LOUNGE** Your company will be prominently advertised in the Hospitality & Wellness Lounge. Special recognition from VP Conference during opening remarks on Friday morning.

### **EACH EXCLUSIVE SPONSORSHIP INCLUDES:**

- ★ Pre-Conference Social Media Publicity
- ★ Social media coverage on all AHRMA digital marketing channels
- ★ 8 x 8 booth in prime high traffic location that will include:
  - 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
- ★ Pre and post attendees list
- ★ 1/2-page advertisement in the digital Conference program
- ★ 2 full Conference registrations, including refreshments and lunch
- ★ Additional attendees (exhibit hall only) - \$75 each
- ★ Unlimited AHRMA Monthly Meeting table sponsorships at a 25% discount. *Discount must be claimed within 12 months of this conference sponsorship contract.*



## **DIAMOND SPONSOR - \$3,300 (Reserve before 3/31/19 = \$3,000)**

*Select one of the following:*

- AUDIO & WIRELESS** Your company will be prominently advertised in the registration area. Special recognition from VP Conference during opening remarks Friday morning.
- WIFI** Your company's name will be used as the Wi-Fi password. Special recognition from VP Conference during opening remarks Friday morning. \*additional fee associated.
- MOBILE CHARGING STATION** Your company will be prominently advertised in the charging station lounge. Special recognition from VP Conference during opening remarks Friday morning.
- PROGRAM BROCHURE** Your company's logo co-branded with AHRMA and SHRM logos on the cover of the digital program brochures. Great advertising for your company as the digital programs are sent out to the all registered attendees prior to the conference. Special recognition from VP Conference during lunch presentation.
- LUNCH SPONSOR** Your company will be prominently advertised in the food buffet area with flyers at each lunch table. Special recognition from VP Conference during opening remarks Friday morning.

### **EACH EXCLUSIVE SPONSORSHIP INCLUDES:**

- ★ Pre-Conference Social Media Publicity
- ★ Social media coverage on all AHRMA digital marketing channels
- ★ 8 x 8 booth in preferred location which will include:
  - 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
- ★ Pre and post attendees list
- ★ Special recognition from VP Conference during lunch presentation
- ★ 1/2-page advertisement in the digital Conference program
- ★ 2 full Conference registrations, including refreshments and lunch
- ★ Additional attendees (exhibit hall only) - \$75 each
- ★ 4 AHRMA Monthly Meeting table sponsorships at a 20% discount. Discount must be claimed within 12 months of this conference sponsorship contract.

**NEW**



## **GOLD SPONSOR - \$2,550 (Reserve before 3/31/19 = \$2,300)**

Select from one of the following:

### **GRAND PRIZE SPONSOR (GUARANTEED \$2,000 DOOR PRIZE)**

Your company's promotional item or advertisement included in all attendee tote bags.

### **ATTENDEE BADGES**

Your company's logo printed in high quality on all attendee badges.


### **ATTENDEE LANYARDS**

Your company's logo printed in high quality on all attendee lanyards.

### **PARKING GARAGE PASS**

Your company's logo printed in high quality on a parking THANK YOU note inserted in all attendee tote bags. Special recognition from VP Conference during opening remarks on Friday morning.

### **EACH EXCLUSIVE SPONSORSHIP INCLUDES:**

- ★ Pre-Conference Social Media Publicity
- ★ Social media coverage on all AHRMA digital marketing channels
- ★ 8 x 8 booth in select location which will include:
  - 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
- ★ Pre and post attendees list
- ★ Recognition by VP Conference
- ★ 1/2-page advertisement in the digital Conference program
- ★ 2 full Conference registrations, including refreshments and lunch
- ★ Additional attendees (exhibit hall only) - \$75 each
-  ★ 2 AHRMA Monthly Meeting table sponsorships at a 15% discount. Discount must be claimed within 12 months of this conference sponsorship contract.



## **SILVER SPONSOR - \$2,000 (Reserve before 3/31/19 = \$1,800)**

Select one of the following:

### **BREAKFAST**

Company advertising prominently displayed throughout the breakfast area.

### **MORNING REFRESHMENT BREAK**

Company advertising prominently displayed throughout all refreshment areas.

### **AFTERNOON REFRESHMENT BREAK**

Company advertising prominently displayed throughout all refreshment areas.

### **EACH EXCLUSIVE SPONSORSHIP INCLUDES:**

- ★ Pre-Conference Social Media Publicity
- ★ Social media coverage on all AHRMA digital marketing channels
- ★ 8 x 8 booth in select location which will include:
  - 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
- ★ Pre and post attendees list
- ★ Recognition by VP Conference
- ★ 1/2-page advertisement in the digital Conference program
- ★ 2 full Conference registrations, including refreshments and lunch
- ★ Additional attendees (exhibit hall only) - \$75 each
- ★ 1 AHRMA Monthly Meeting table sponsorship at a 10% discount. Discount must be claimed within 12 months of this conference sponsorship contract.

**NEW**

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## **SESSION ROOM SPONSOR - \$1,450 (Reserve before 3/31/19 = \$1,300)**

This sponsorship offers high-visibility to conference attendees as your Company name will be prominently displayed in a session room for the entire Conference. Sponsors are limited to (2) two sponsors per session room and each sponsor will be posted on separate displays. The additional visibility on social media and in the digital Conference Program re-affirm your Company's partnership & support of AHRMA.

**NEW**

**Optional purchase** – Podium privileges - \$500

This additional purchase offers the opportunity to announce all the session speakers in the room you sponsor. Limit 1 per session room. Total of 4 available.

### **EACH SPONSORSHIP INCLUDES:**

- ★ Pre-Conference Social Media Publicity
- ★ Social media coverage on all AHRMA digital marketing channels
- ★ 8 x 8 booth in select location which will include:
  - 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
- ★ Recognition in the AHRMA newsletter
- ★ Pre and post attendee list
- ★ 1/4-page advertisement in the digital Conference program
- ★ 2 full Conference registrations, including refreshments and lunch
- ★ Additional attendees (exhibit hall only) - \$75 each

## **EXHIBITOR- \$1,000 (Reserve before 3/31/19 = \$850)**

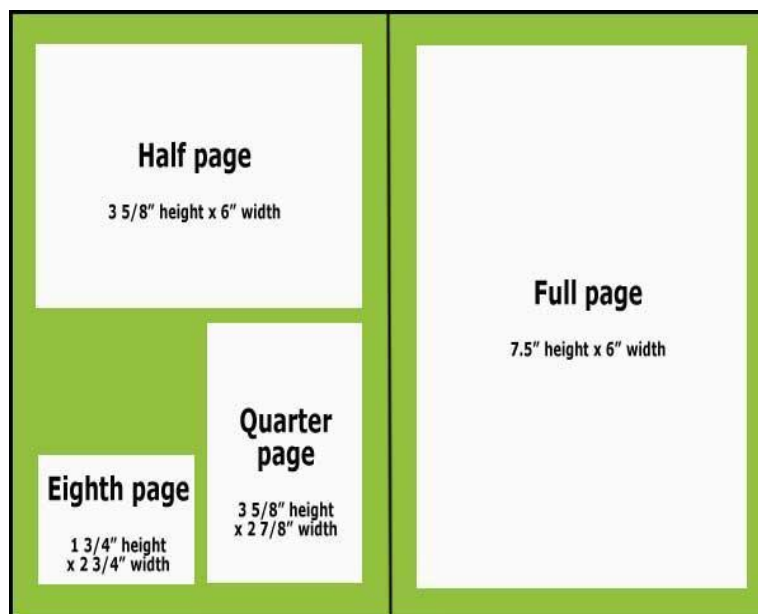
This sponsorship is a great opportunity to partner with AHRMA, support Austin's premier HR Association with over 800 members, interact with HR Professionals and promote your Company at the largest HR Conference in Austin!

EVERY EXHIBITOR WILL RECEIVE THE FOLLOWING BASIC PACKAGE:

- ★ Pre-Conference Social Media Publicity
- ★ 8 X 8 booth in location selected by AHRMA which will include:
  - 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
- ★ Listing in the digital Conference program
- ★ 2 exhibit hall passes, including refreshments and lunch. Additional exhibit hall registrations available at \$125 each. *(No substitutions of Exhibit Hall Badges for Registration Badges.)*
- ★ Networking opportunities including lunch, networking night and beverage breaks
- ★ Complimentary admission to breakfast and lunch Keynotes and the closing session
- ★ Complimentary lunch & beverage breaks for registered booth staff on Friday
- ★ Conference bag with conference materials (one per Exhibit Hall Badge)

**Looking for additional Marketing Opportunities? Purchase a Digital Conference Ad.**

Ad Size	Regular Price	Early Bird Price ( <b>Paid by 3/31/19</b> )
1/8 page ad	\$300	\$275
1/4 page ad	\$350	\$300
1/2 page ad	\$450	\$400
Full-page ad	\$600	\$500



## 2019 SPONSOR / EXHIBITOR REGISTRATION & AGREEMENT

The AHRMA Sponsor / Exhibitor Agreement becomes valid only when the 2019 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 April 30, 2019. Submission forms completed after April 30, 2019 must be accompanied by the total balance due.

Here are the participation levels to select from (first come, first served)

<p><b>PLATINUM</b> \$4,900 Regular; Early Bird \$4,500</p> <p>Select one: <i>Breakfast Keynote</i> <i>Lunch Keynote</i> <i>Tote Bag</i> <i>Networking</i> <i>Hospitality &amp; Wellness Lounge</i></p>	<p><b>DIAMOND</b> \$3,300 Regular; Early Bird \$3,000</p> <p>Select one: <i>Audio &amp; Wireless</i> <i>WIFI</i> <i>Mobile Charging Station</i> <i>Program Brochure</i> <i>Lunch</i></p>
<p><b>GOLD</b> \$2,550 Regular; Early Bird \$2,300</p> <p>Select one: <i>Grand Prize</i> <i>Badge</i> <i>Lanyard</i> <i>Parking Garage Pass</i></p>	<p><b>SILVER</b> \$2,000 Regular; Early Bird \$1,800</p> <p>Select one: <i>Breakfast</i> <i>Morning Refreshment Break</i> <i>Afternoon Refreshment Break</i></p>
<p><b>SESSION ROOM SPONSOR</b> \$1,450 Regular; Early Bird \$1,300 Session Room (6 Available)</p>	<p><b>EXHIBITOR</b> \$1,000 Regular; Early Bird \$850 Exhibit Booth (20 Available)</p>

**Carefully read the 2019 AHRMA Annual Conference Rules and Regulations:**



*Rules & Regulations*

## 2019 AHRMA ANNUAL CONFERENCE

A minimum of fifty percent (50%) of total amount due must accompany the application. Full payment is due by April 30, 2019. Applications will not be processed, booths will not be assigned, ads will not be placed, etc. without required payment.

1. All exhibit booth space cancellations must be submitted in writing and received by AHRMA on or before April 30, 2019 for a full refund less a \$600 administration fee. Program Ad and Additional Sponsor/Exhibitor Attendees will be refunded less a 50% administration fee. Any cancellations received after April 30, 2019 will not be refunded. Please note that all cancellations must be submitted in writing separately from the exhibit booth space cancellation. Cancellations may be submitted in writing to AHRMA by any of the following means:

AHRMA Email: [ahrma@austinhumanresource.org](mailto:ahrma@austinhumanresource.org) / AHRMA Mail: 7000 N. Mopac, Suite 200 Austin, TX 78731

2. Termination of Meeting at Exposition. Should the premises in which AHRMA's Annual Conference is to be held become, in the sole judgment of the Association, unfit for occupancy, or should the meeting and trade exposition be materially interfered with by reason of action of the elements, strike picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency, or any other act beyond the control of AHRMA, the contract for exhibit space may be terminated. AHRMA will not incur liability for damages sustained by exhibitor as a result of such termination. In the event of such termination, the exhibitors expressly waive such liability and release the Association of and from all claims for damages and agrees that the Association shall have no obligation except to refund to exhibitors pro-rated shares of the aggregate amounts received by the Association as rental for exhibit spaces for said exhibits after deduction being hereby specially agreed to by the exhibitor.

3. If an exhibitor does not follow the rules and regulations set by AHRMA, then this contract may be terminated. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid by the exhibitor for exhibit space, rental, regardless of whether or not AHRMA enters into a further lease of the space involved.

4. Space assignments will be made by AHRMA. Premium Sponsors will be allocated first choice by sponsorship level. Exhibitors will be assigned to ensure variation within the Exhibit hall. AHRMA reserves the right to make the final determination of all space assignments in the best interests of the exposition.

5. Exhibitors are prohibited from subletting any part of their assigned exhibit space. No exhibitor shall assign, sublet, or share the space allotted with another business or firm.

6. The General Rule of the Exhibit hall is: Be a good neighbor. No exhibit will be permitted that interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisle. Booth personnel, including demonstrators, receptionists, and models are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has under contract with AHRMA, no part of the exhibit hall and its grounds may be used by any organization other than AHRMA for display purposes of any kind or nature. Representatives should be attired to maintain the professional and businesslike climate of the convention.

7. In fairness to all exhibitors, AHRMA exhibit construction guides must be observed. Booth backgrounds are 8 feet high; side rails are approximately 33" high. The back half of the sidewalls of the booth may extend to the height of the back wall. The front half of the sidewall must contain at least 50% open area to permit side viewing through the booth. If motion pictures, other than A/V or loud speakers are used, the exhibitor agrees to comply with the union requirements of the operation of the equipment. Sound presentation, slides, or movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. AHRMA reserves the right to restrict the use of glaring lights or objectionable light effects. The exterior of any display cabinet or structure visible from an adjacent exhibitor's booth must be finished or suitably decorated at the expense of the exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display.

8. To insure the safety of all participants, fire regulations must be observed. Fire regulations require that all display materials be flameproof. Electrical signs and equipment must be wired to meet the specification of the local Fire Underwriters Inspection Bureau. Each exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

9. Cost of repairing any damages to the exhibit hall will be billed to the responsible exhibitor. Nothing can be posted or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other properties of the Exhibit hall, Break Out rooms, or venue.

10. Service personnel will not be allowed on the exhibit floor without work orders and official service badges. Exhibitors using companies from the AHRMA's Official Contractors List must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for management's files to qualify their company's participation. Upon verification, official service badges allowing access to the exhibit area during servicer hours only will be used.
11. All exhibits must be fully operational as per the conference schedule set for each year. If any exhibit has not started by designated time, the Association shall order the exhibit to be erected and the exhibitor shall be responsible for payment of expenses incurred. Exhibitors, who do not claim their booths by 1:00 PM on the day of conference, forfeit all rights to the exhibit space. All monies paid shall be retained by AHRMA and the booth space reverses back to AHRMA for use or resale at AHRMA's discretion.
12. Exhibitors are advised to provide locked storage facilities within their own display area for excess merchandise and personal items.
13. The dismantling of displays and completion of move out is set per the conference schedule each year. At that time, all exhibit displays or materials left in booths without instructions will be packed and stored at the discretion of AHRMA. Any and all charges will be applied to the exhibitor.
14. No equipment can be removed from the exhibit hall during the conference without written permission from AHRMA.
15. Exhibitor's displays will NOT be dismantled or packed in preparation of removal prior to the official closing time on the day of conference at 3:15 pm.
16. AHRMA reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by AHRMA. AHRMA reserves the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibit with the provision that all exhibitors will be advised of such changes.
17. Exhibitors are advised to carry floater insurance to cover exhibit materials against damage and loss and public liability insurance against injury to the personal property of others. AHRMA will have no liability for any loss or damage sustained by an exhibitor during exhibit hours or at any time, whatever the cause. Exhibitors are solely responsible for securing items in their booth. All property of the exhibitor is understood to remain under his/her custody and control, in transit to and from the confines of the hall, subject to the Rules and Regulations of the Exposition.
18. Hold Harmless Clause. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the hotel center and shall indemnify and hold harmless the venue, agents, and employees from any and all such losses, damages, and claims.
19. Exhibitor agrees to pay when all royalties, license fees, or other charges accruing or becoming due to any firm, persons, or corporation by reasons of any music – either live or recorded or other entertainment of any kind or nature, played, staged, or produced by the Exhibitor.
20. Electricity will be provided, you must bring your own extension cord.
21. Collection of business cards will be allowed.

**READY TO MOVE FORWARD? FOLLOW THESE STEPS:**

1. Complete the online Sponsorship Agreement Form.
2. Sign and date by authorized company representative the online Sponsorship Agreement Form acknowledging agreement with Rules and Regulations.
3. Once completed, the AHRMA Office will issue a digital invoice.
4. Remit payment of 50% deposit or full payment either by phone, mail, or digital invoice.

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 Tami Andres, VP Conference <a href="mailto:vpconference@austinhumanresource.org">vpconference@austinhumanresource.org</a>	AHRMA Office Dena Culpepper – AHRMA Business Manager 800-561-2096 <a href="mailto:ahrma@austinhumanresource.org">ahrma@austinhumanresource.org</a>
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