

INSPIRE INNOVATE EVOLVE

April 24 & 25, 2012

BMO Centre, Stampede Park, Calgary, AB

Exhibitor Prospectus

Raise your company's profile in the Alberta HR community

The Human Resources Institute of Alberta (HRIA) invites you reserve your participation as an exhibitor in Alberta's premier professional development and networking event for HR professionals.

The profession of human resources is continually evolving; new technologies, innovations and best practices provide ongoing changes to the HR professional's role. The 2012 HRIA Conference: Inspire, Innovate and Evolve will empower HR and business professionals to become best-in-class when it comes to all aspects of human capital.

By providing thought leadership, inspirational keynote speakers and the opportunity to network with like minded professionals, the 2012 HRIA Conference promises to deliver the tools and resources required for success. With over 1,000 attendees each year, the HRIA Conference continues to grow and evolve to meet the needs of HRIA members and others in the business community.

Reserve your participation now – the earlier you come onboard, the more your organization benefits from high-profile exposure to Alberta's HR decision makers.

The HRIA Conference team is dedicated to providing you with a successful exhibiting experience, we look forward to working with you!

www.HRIAconference.com

Alberta's premier professional development and networking event for HR professionals

Why Exhibit?

Network with current clients and gain access to potential customers

The 2012 HRIA Conference is the place to sustain, create or maximize your company's exposure within Alberta's HR community. This is the best opportunity you'll have all year to reach HR decision makers and influencers and the perfect platform to network, build relationships, and launch new products.

Enhance your visibility within this community, secure a booth and generate a substantial number of qualified leads. Booth space is limited and available to qualified vendors on a first-come, first-paid basis.

To ensure exhibitors enjoy quality interaction with prospective clients, conference organizers are including a variety of incentives and features such as:

- Dedicated tradeshow viewing times
- Internet Café and coffee shop
- Conference book store
- Networking reception on the show floor

Pricing

\$1,200.00 - 10 x 10 booth space

\$1,600.00 - 10 x 20 booth space

What's included?

Each exhibit space includes:

- 8' high black backwall drape
- 3' high black sidewall drape
- Carpet for exhibit space
- 1 – 6' white skirted table
- 2 – Folding chairs
- 1 – 800 watt, 120 volt outlet
- Material handling
- 24-hour general security in the exhibit hall
- 50 % discount for 1 conference registration
- 50-word company description in delegate program
- Company listing with a link back to your website on the conference website
- Nightly Janitorial service

Exhibit space does not include:

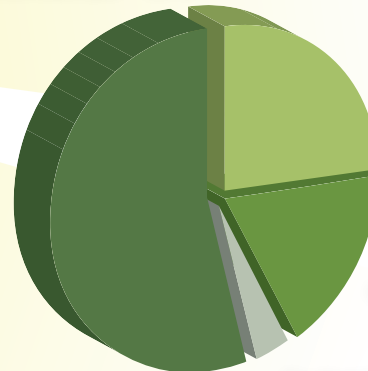
- Exhibit space décor
- Additional requirements including telephone, Internet, etc.

Any additional requirements or services will be provided by GES (Global Experience Specialists) and the Calgary Exhibition and Stampede. Information and order forms will be included in the Exhibitor Kit.

Who attends?

With the 2011 HRIA Conference attendance at over 1000 people, we have seen continued growth over the past five years. Delegates are primarily members of the Human Resources Institute of Alberta.

HRIA Member – 56 %



Exhibitors – 25%

Non-HRIA Member – 17%

Student/Other – 2%

HR Generalist - 32 %

Other - 18 %

Payroll/Benefits/Admin - 4 %

Specialist - 8 %

Consultant - 8 %

Management - 30 %

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Secure your participation today! Contact

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