

INSPIRE INNOVATE EVOLVE

April 24 & 25, 2012

BMO Centre, Stampede Park, Calgary, AB

Sponsorship Package

Increase your brand's exposure among Alberta's HR leaders

The Human Resources Institute of Alberta is pleased to host the 7th annual HRIA Conference at the BMO Centre Stampede Park in Calgary. This is the best opportunity you'll have all year to reach HR decision makers and influencers. The HRIA Conference is recognized as one of the foremost HR Conferences in Canada and is the perfect platform to network, build relationships, and launch new products.

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 conference continues to grow and evolve to meet the needs of HRIA members and others in the business community.

As a sponsor of the HRIA Conference, your support will assist in providing the strategic advantage that Alberta's HR leaders are looking for and allow them to capitalize on the remarkable opportunities that collaborative thinking can present.

Reserve your participation in Alberta's leading professional development event for HR professionals. To discuss these sponsorship opportunities further, please contact Jenny Chapman HRIA Sponsorship & Event Manager, at 403.541.8703 or jchapman@hria.ca.

Thank you for your support – we look forward to working with you!

www.HRIAconference.com

Alberta's premier professional development event for HR professionals



Who attends?

As a sponsor your company will gain unique exposure to HR executives, senior practitioners, VPs and CEOs from major Alberta businesses

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.

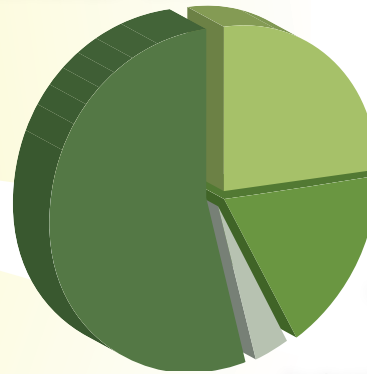
2011 conference delegate stats:

- 81.4% are HRIA members
- 63% hold the CHRP designation
- 49% are employed in an organization with more than 500 employees
- Average of 11.4 years of experience in the HR industry

Delegates by Industry

- Oil and Gas - 18%
- Government - 15%
- Non-profit - 9%
- Business Service - 9%
- Utilities - 5%
- Educational Service - 4%
- Tourism/Hospitality - 4%
- Information Technology - 2%
- Employment/Personnel Agency - 1%
- Other/not specified - 32%

HRIA Member – 56 %

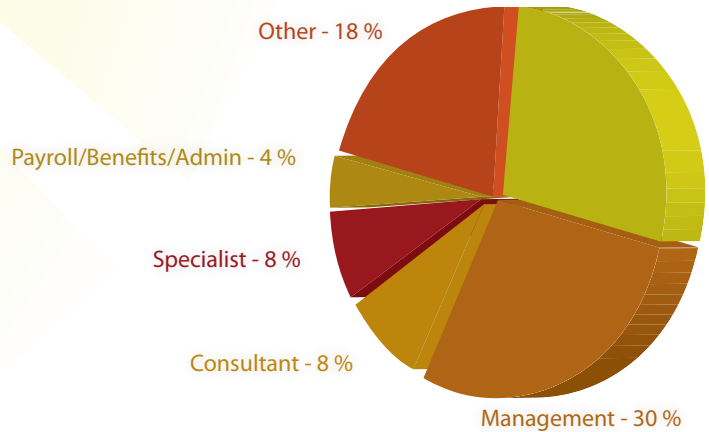


Exhibitors – 25%

Non-HRIA Member – 17%

Student/Other – 2%

HR Generalist - 32 %



Other - 18 %

Payroll/Benefits/Admin - 4 %

Specialist - 8 %

Consultant - 8 %

Management - 30 %

“Conference was very well organized, all contact with conference team was very positive. Congratulations to HRIA for a very successful conference!”

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Contact:

Jenny Chapman, HRIA Sponsorship & Event Manager
ph. 403-541-8703 e. jchampman@hria.ca

SPONSORSHIP OPTIONS

GOLD

(\$20,000)

Be recognized within the human resources community as an industry leader and high-level conference supporter.

Sign up today as a Gold Level Sponsor and receive:

- Logo recognition as a Gold level sponsor in all print, electronic and web media *(where applicable)*
- Logo recognition as a Gold Level sponsor on conference website, www.hriaconference.com *(home page and dedicated sponsor page. Sponsor page will include small 20 word description and link to sponsor's website)*
- Logo recognition as a Gold level sponsor on all onsite signage
- Exclusive recognition as sponsor of one high profile conference event
 - Tie your brand to a popular keynote speaker. *(4 available)*
Receive brand recognition on all speaker promotional material, onsite signage and welcome slides for sessions. Opportunity to introduce the keynote is also available.
 - Registration Sponsor *(1 available)*
Ensure your brand is up front and center by branding all registration areas and attendee badges
 - Lanyard Sponsor *(1 available)*
Secure brand recognition on all conference delegate and tradeshow attendee badge holders
- One (1) Banner ad on conference website *(675 W x 186 H pixels to run through to June 2012)*
- One (1) Ad in daily conference e-newspaper
- Four (4) conference Delegate registrations
- Eight (8) Celebrating Excellence Awards Dinner tickets
- One (1) 10' x 10' tradeshow display space *(with premium space allocation)*
- One (1) half-page, full colour ad in conference program
- One (1) 50-word corporate listing in conference program
- Verbal acknowledgement at opening and closing ceremonies
- Option to include company promotional item in 2012 conference delegate bag *(Item supplied by sponsor)*
- Opportunity to provide a door prize
- Unlimited Visitor Badges for the Exhibition and Tradeshow

SILVER

(\$10,000)

Receive high profile branding opportunities and recognition as a key conference supporter.

Sign up today as a Silver Level Sponsor and receive:

- Logo recognition as a Silver Level sponsor in all print, electronic and web media *(where applicable)*
- Logo recognition as a Silver Level sponsor on conference website www.hriaconference.com *(home page and dedicated sponsor page. Sponsor page will include small 20 word description and link to sponsor's website)*
- Exclusive recognition as a sponsor for your choice of the following *(based on availability)*:
 - Conference Breakfast *(2 available)*
 - Delegate Notebooks (SOLD)
 - Tradeshow Networking Lunch (SOLD)
 - Tradeshow Mini Ice Breaker Reception *(1 available)*
 - Networking Break *(4 available)*
 - Internet Café *(1 available)*
- Logo recognition as a Silver level sponsor on all onsite signage
- Two (2) Full day conference registration
- Two (4) Celebrating Excellence Awards Dinner tickets
- 50% discount rate for a 10' x 10' tradeshow display space
- One (1) 50-word corporate listing in conference program
- One (1) 1/4 page full colour ad in conference program
- Verbal acknowledgement at opening and closing ceremonies
- Option to include company promotional item in 2012 conference delegate bag *(Item supplied by sponsor)*
- Opportunity to provide a door prize
- Unlimited Visitor Badges for the Exhibition and Tradeshow

BRONZE

(\$5,000)

Present your organization as a supporter of continued education in the HR profession

Sign up today as a Bronze Level Sponsor and receive:

- Logo recognition as a Bronze level sponsor in all print, electronic and web media *(where applicable)*
- Logo recognition as a Bronze Level sponsor on conference website www.hriaconference.com *(home page and dedicated sponsor page. Sponsor page will include small 20 word description and link to sponsor's website)*
- Logo recognition as a Bronze level sponsor on all onsite signage
- Exclusive logo recognition as sponsor of one (1) Professional Development Session *(several available)*
Opportunity to secure additional sessions for \$500/Session
- One (1) Full day conference registration
- Two (2) Celebrating Excellence Awards Dinner tickets
- One (1) 50-word corporate listing in conference program
- Verbal acknowledgement at opening and closing ceremonies
- Opportunity to provide a door prize
- Unlimited Visitor Badges for the Exhibition and Tradeshow

SUPPORTER

(\$2,500)

As a supporting sponsor receive quality brand exposure at a reasonable investment. Show your support for human resources professionals.

Sign up today as a Supporting Sponsor and receive:

- Logo recognition as a Supporting sponsor in all print, electronic and web media *(where applicable)*
- Logo recognition as a Supporting sponsor on conference website www.hriaconference.com *(home page and dedicated sponsor page. Sponsor page will include small 20 word description and link to sponsor's website)*
- Logo recognition as a Supporting sponsor on all onsite signage
- One (1) 50-word corporate listing in conference program
- Opportunity to provide a door prize
- Unlimited Visitor Badges for the Exhibition and Tradeshow