

# think

ideas + strategies = **RESULTS**

**5<sup>th</sup> annual Alberta HR Conference**

April 21 + 22, 2010 • Calgary Stampede Roundup Centre, Calgary, Alberta

[www.abhrconference.com](http://www.abhrconference.com)

## SPONSORSHIP PACKAGE

• • • **The Human Resources Institute of Alberta** is pleased to host the 5th annual Alberta HR Conference at the Calgary Stampede Roundup Centre in Calgary. As a recognized leader in the HR industry, we invite you to get involved as a conference sponsor with Think Up! ideas + strategies = RESULTS.

This year's event will focus on exploring, encouraging and advancing the strategic value of human resources. Speakers and delegates will engage in dynamic dialogue about the importance of higher level, big picture thinking. Interactive discussion will reinforce how HR ideas and strategies contribute to the bottom line of any organization.

As an Alberta HR Conference sponsor, your support will help to provide the strategic advantage that Alberta's HR leaders are looking for to better capitalize on the remarkable opportunities that big picture thinking can present. With more than 1,250 delegates expected in 2010, this promises to be the largest conference to date.

This year, we have revamped our sponsorship levels to increase the value sponsors receive from participating in this event. Top-level sponsors continue to receive free or discounted booth space as a benefit of participation. Exhibitors will be pleased to learn that the Alberta HR Conference will be expanding the tradeshow to a 1-1/2 day show and extending the hours the tradeshow is open. We are also staggering the session start times so that delegates have more face-to-face time with the suppliers that contribute to their success.

Year after year, the Alberta HR Conference continues to grow and evolve to meet the needs of HRIA members and others in the HR community. We are Alberta's leading professional development event for HR professionals and are becoming recognized as one of the foremost HR conferences in Canada.

Reserve your participation now as a leading partner in the HR industry – the earlier you come onboard, the more your organization benefits from high-profile exposure to Alberta's HR decision makers. To discuss these sponsorship opportunities further, please contact Jenny Chapman, HRIA Sponsorship & Event Manager, at 403.541.8703 or [jchapman@hria.ca](mailto:jchapman@hria.ca).

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



# PLATINUM

## Sponsor (\$20,000+)

As a Platinum Sponsor, your organization will be recognized as an elite conference supporter and human resources industry leader. In addition to receiving the Platinum Sponsor benefits, you will be named sponsor of one of the conference's core elements.

- Three conference registrations
- Three tickets to the Evening of Excellence Dinner & Awards Gala
- Three tickets to the Sponsor Thank You Reception
- One tradeshow display space (10' x 10' with premium space allocation)
- Company logoed item inserted in delegate bag (item supplied by sponsor)
- One full-page ad in conference program
- One 50-word corporate listing in conference program
- One ad in daily conference newspaper
- Recognition as Platinum Sponsor with logo/web link featured in the March 2010 HRIA E-source
- Opportunity to provide door prize
- Verbal acknowledgement at opening and closing ceremonies
- Dedicated on-screen logo recognition throughout conference
- Prominent logo recognition on all general signage during the conference
- Prominent logo recognition in all print, electronic and web media pre- and post-conference
- Logo recognition on conference website with direct link to sponsor's website
- Exclusive recognition as sponsor of one high profile conference event
  - Keynote Speaker (four available)  
Dedicated logo recognition and verbal acknowledgement for sponsored event. Opportunity to introduce the speaker on stage. Selection of available keynote speakers will be given on a first-come, first-served basis to the sponsor that submits their signed reservation form with full payment.
  - Evening of Excellence Dinner & Awards Gala (one available)  
Your company will be at the forefront of this much talked about event. Leave a lasting impression by sponsoring the food and entertainment at this event. Receive verbal acknowledgement and dedicated logo recognition throughout the event.

# GOLD

## Sponsor (\$15,000+)

As a Gold Sponsor, your organization will be recognized as high-level conference supporter and leader in the human resources industry. In addition to receiving the Gold Sponsor benefits, you will be named sponsor one of the conference's core elements.

- Two conference registrations
- Two tickets to the Evening of Excellence Dinner & Awards Gala
- Two tickets to the Sponsor Thank You Reception
- One tradeshow display space (10' x 10')
- Company logoed item inserted in delegate bag (item supplied by sponsor)
- One half-page ad in conference program
- One 50-word corporate listing in conference program
- Prominent logo recognition in daily conference newspaper
- Opportunity to provide door prize
- Verbal acknowledgement at opening and closing ceremonies
- Logo recognition on all general signage during the conference
- On-screen logo recognition throughout conference
- Logo recognition in all print, electronic and web media pre- and post-conference
- Logo recognition on conference website with direct link to sponsor's website
- Exclusive recognition as sponsor of one conference event:
  - Conference Breakfasts (two available)  
Dedicated logo recognition of sponsored event. Company colors will be tied into theme where possible.
  - Tradeshow Networking Lunch (one available)  
Dedicated logo recognition of sponsored lunch. Company colors will be tied into theme where possible.
  - Tradeshow Mini-Breaker (one available)  
Dedicated logo recognition of sponsored reception. Company colors will be tied into theme where possible.

# SILVER

## Sponsor (\$7,500+)

As a Silver Sponsor, your organization will be recognized as a key conference supporter and major player in the human resources industry. In addition to receiving the Silver Sponsor Benefits, you will be named sponsor of one of the conference's key elements.

- One conference registration
- One ticket to the Evening of Excellence Dinner & Awards Gala
- Two tickets to the Sponsor Thank You Reception
- 50% off the regular rate of one tradeshow display space (10' x 10')
- One 50-word corporate listing in conference program
- Logo recognition in daily conference newspaper
- Opportunity to provide door prize
- Verbal acknowledgement at opening and closing ceremonies
- Logo recognition on all general signage during the conference
- On-screen logo recognition throughout conference
- Logo recognition in all print, electronic and web media pre- and post-conference
- Logo recognition on conference website with direct link to sponsor's website
- Exclusive logo recognition as sponsor of one conference element:
  - Networking break (four available)  
Dedicated logo recognition on all print and electronic media where the event is listed.
  - Internet Café  
Showcase your corporate logo on the screen saver of each computer terminal. Logo recognition on all print and electronic media where the Internet Café is listed.

# what people are saying about the 2009 conference

“Networking opportunities were excellent and the Trip Around the Tradeshow using the Tradeshow Passport was great. It gave me the opportunity to interact with Sponsors during the Tradeshow.”

## **BRONZE** Sponsor (\$2,500+)

As a Bronze Sponsor, your organization will be recognized as a conference supporter and participant in the human resources industry. In addition to receiving the Bronze Sponsor Benefits, you will be named sponsor of one of the conferences key elements.

- One ticket to the Sponsor Thank You Reception
- 25% off one tradeshow display space (10' x 10')
- One 50-word corporate listing in conference program
- Opportunity to provide door prize
- Logo recognition on all general signage during the conference
- On-screen logo recognition throughout conference
- Logo recognition in all print, electronic and web media pre- and post-conference
- Logo recognition on conference website with direct link to sponsor's website
- Exclusive logo recognition as sponsor of one conference element:
  - Professional Development Session (several available)  
Be recognized as a supporter of continued education in the HR profession. Logo recognition on all print and electronic media where the session is listed.

## **IN-KIND** Sponsor

As an In-Kind Sponsor, your organization will be recognized for your contribution to the conference and the HR industry.

The Alberta HR Conference works with interested suppliers to provide in-kind donations. These valuable donations help cover hard costs, allowing us to keep registration rates as low as possible for delegates. We will work closely with in-kind sponsors to determine recognition benefits based on the value of the donation. Call us to discuss your ideas.

support  
+ opportunity  
= **ADVANTAGE**



# SPONSORSHIP Reservation Form

**2010 Alberta HR Conference**  
April 21 + April 22, 2010  
Calgary Stampede Round Up Centre, Calgary, AB  
[www.abhrconference.com](http://www.abhrconference.com)



This is your opportunity to be front and centre with Alberta's HR leaders. Reserve your position now to become a valued sponsor by returning this completed reservation form to **Think Up! ideas + strategies = RESULTS**, 2010 Alberta HR Conference.

**E-MAIL:** [jchapman@hria.ca](mailto:jchapman@hria.ca) **FAX:** 403.209.2401 **MAIL:** 230, 1111-11 Avenue SW Calgary, AB T2R 0G5

Please contact Jenny Chapman, HRIA Sponsorship & Event Manager, at 403.541.8703 or [jchapman@hria.ca](mailto:jchapman@hria.ca) for more information.

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Contact: \_\_\_\_\_ Title: \_\_\_\_\_

### SPONSORSHIP OPPORTUNITIES

Please select the sponsorship option that you choose to support

**Platinum Sponsor (\$20,000+)** \$ \_\_\_\_\_

- Keynote speaker (four available)
- Evening of Excellence Dinner & Awards Gala (one available)

**Gold Sponsor (\$15,000+)** \$ \_\_\_\_\_

- Conference Breakfast (two available)
- Tradeshow Networking Lunch (one available)
- Tradeshow Mini-Breaker (one available)

**Silver Sponsor (\$7,500+)** \$ \_\_\_\_\_

- Networking Break (four available)
- Internet Café (one available)

**Bronze Sponsor (\$2,500+)** \$ \_\_\_\_\_

- Professional Development Session

**In-Kind Sponsor** \$ \_\_\_\_\_

Please provide description and value

\_\_\_\_\_

Plus 5% GST (#13483-0389-RT001) \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

### METHOD OF PAYMENT

- Visa
- MasterCard®

\_\_\_\_\_

Card Number

\_\_\_\_\_

Expiry Date

\_\_\_\_\_

Name on card

\_\_\_\_\_

Signature

- Cheque
- Please make cheque payable to Alberta HR Conference

### TERMS AND CONDITIONS OF SPONSORSHIP

The Alberta HR Conference will allocate the sponsorship on a first-come, first-served basis by category. A sponsorship is placed on tentative hold upon receipt of signed reservation form without payment. If required, an invoice can be issued via email and is payable upon receipt. Sponsorship is not guaranteed until payment is received. Please make cheques payable to Alberta HR Conference in Canadian funds. All payments are final. The Alberta HR Conference reserves the right to refuse a sponsorship request. The Alberta HR Conference has the right to amend the rules and regulations governing sponsorship at their discretion.