



2024 Annual Conference Exhibitor & Sponsor Prospectus

gbrshrm.org



Welcome to the GBR SHRM 2024 Conference

On Thursday, September 26, 2024, approximately 350 human resource professionals from various industries across South Louisiana will convene at the Crowne Plaza Executive Center for continuing education, networking opportunities, and to learn more about HR products and services.

The Greater Baton Rouge Society for Human Resource Management (GBR SHRM), an affiliate of the Society for Human Resource Management (SHRM), is proud to present this conference annually and to invite your company to participate as a sponsor this year.

We are grateful for your partnership and do not want you to miss this opportunity to get your product or service in front of this industry-diverse HR professional organization.

We look forward to seeing you there; if I can answer any questions please don't hesitate to reach out.

Thank you for your continued support,

Heather Folks-Givens
heather@guaranteerestoration.net





2024 Annual Conference

Information about the conference:

September 26, 2024

7:30 a.m.–5 p.m.

Crowne Plaza

4728 Constitution Ave

Baton Rouge, LA 70808

Our conference will include two (2) one-hour keynote presentations, one at opening (8:30 a.m.) and one at closing (3:45 p.m.). The middle portion of the day will consist of a series of concurrent sessions separated by like-content we're calling "tracks." Our three (3) tracks are:

- Legal, Compensation, and Benefits
- Talent Acquisition and Retention
- Strategic Leadership and Culture

Concurrent sessions will be one hour across the three tracks.

We welcome anyone to submit a speaker proposal [here](#).

Contact [Heather Folks-Givens](#), for more information.

Exhibit Hall Layout

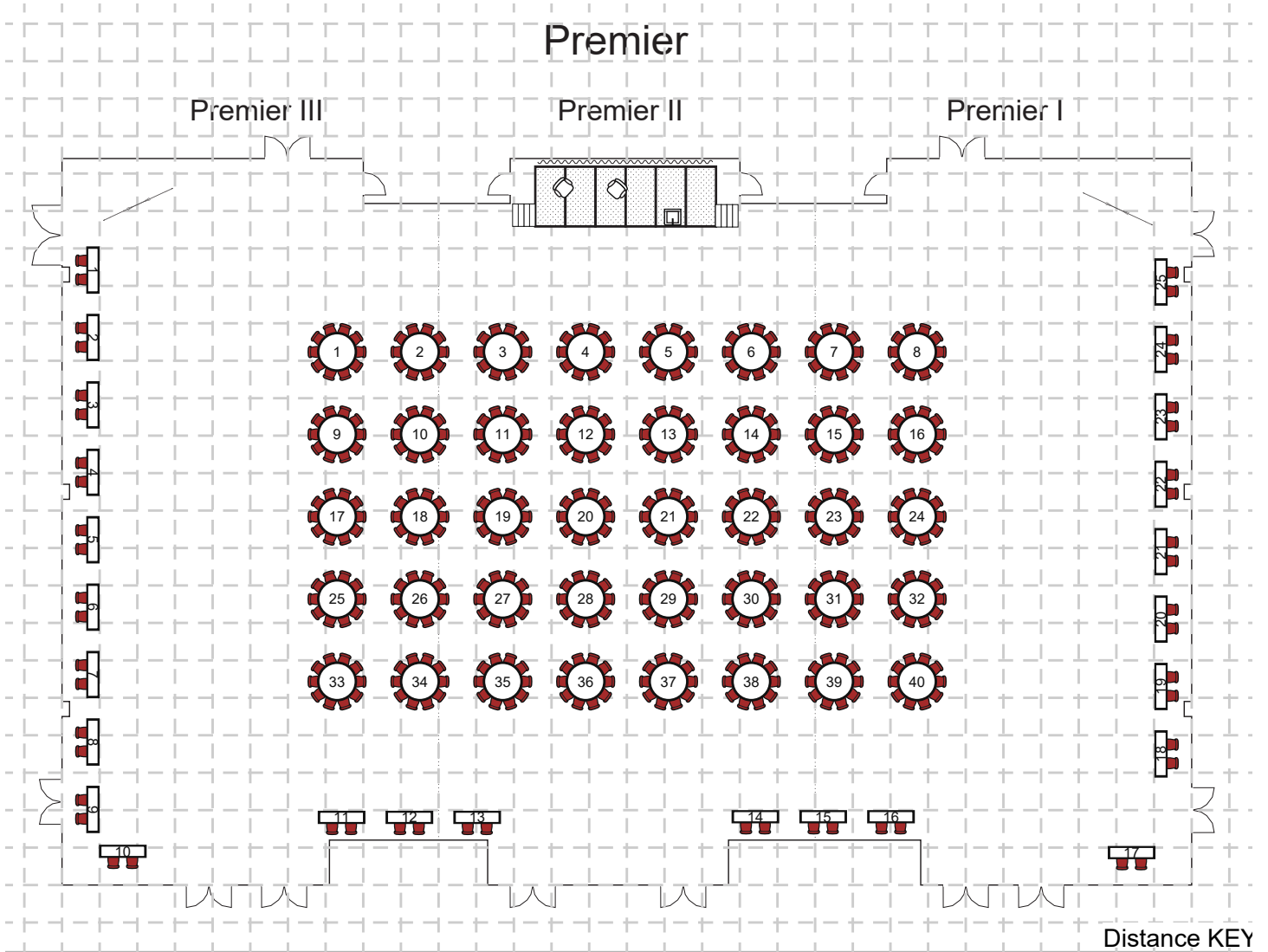


Exhibit Hall Hours

Thursday, September 26, 7:00 a.m. - 4:45 p.m.

Exhibit Hall Set-Up & Tear Down

Set up: after 8:00 p.m. on Sept. 25 or after 6:30 a.m. on Sept. 26

Dismantle: after 4:45 p.m. on Sept. 26 and exit through the side door

Contact [Heather Folks-Givens](#) for more information.

Sponsorship Levels & Benefits

★ **\$4,000** ★

Presenting Sponsorship

- Logo placement on Guidebook conference app in very prominent location and visible on all pages [not offered to any other sponsorship levels]
- Logo placement with “presented by...” tagline on all conference communication (social, email, website)
- Premium Exhibit Hall table (#1) located near room entrance and beverage station
- Full-page ad in GBR SHRM’s Communique newsletter from date of sponsorship - September, 2024
- Masterclass sponsorship & ticket, all benefits of Platinum level sponsorship below included

	 \$2,200 Platinum	 \$1000 Gold
Exhibit Hall Table	6’ skirted table with 2 chairs (electricity available upon request)	6’ skirted table with 2 chairs (electricity available upon request)
Conference Registration	2 tickets for conference only attendance (for individuals working the sponsor table)	2 tickets for conference only attendance (for individuals working the sponsor table)
Conference Attendee Registration List	Contact information of registrants who have granted permission will be provided	
Door Prize	Opportunity to give door prize at conference end by collecting attendee contact info	Opportunity to give door prize at conference end by collecting attendee contact info
Mention at Conference	Mentioned by Emcee or GBR SHRM President at conference	
Entered in a Drawing Chosen at Conference	Entered into a drawing during Conference to win sponsorship of January 2025 Chapter Meeting (must be active GBR SHRM Affiliate Member as of Jan 1, 2025)	
Newsletter Advertisement	Half-page ad in GBR SHRM’s Communique newsletter from date of sponsorship through September 2024	Quarter-page ad in GBR SHRM’s Communique newsletter from date of sponsorship through September 2024
Marketing	Logo featured on Conference webpage and 1 solo social media post graphic advertising your sponsorship (includes Company social “tag” if available)	Logo featured on Conference webpage

Contact [Heather Folks-Givens](#) for more information.

Other Sponsorship Opportunities

Masterclass: 4 @ \$500 (add-on or stand-alone)

Table with 2 chairs at the afternoon before conference high-level masterclass, with an opportunity to share for 3-5 minutes. Includes two attendee tickets for the class only.

Selfie Booth: \$5,000

Logo featured on signage at selfie booth as well as on the digital frame of all photos taken in booth, all benefits of Platinum level sponsorship included also

Post-Conference Social Event (+ Platinum): 4 @ \$3,200

Includes choice of Exhibitor table in Atrium or in Exhibitor Hall and all benefits of Platinum level sponsorship

Bag: \$3,000

Logo featured on conference bag gifted to all attendees, all benefits of Platinum level sponsorship included also

Lanyard/Badge: \$3,000

Logo featured on all conference attendee lanyards or name badges, all benefits of Platinum level sponsorship included also

Keynote Session Room: \$600

Company logo featured on presentation screen, includes easel with sign featuring company logo

Concurrent Session Room: 4 @ \$400

Company logo shared on presentation screen, includes easel with sign featuring company logo

Snack Break: 2 @ \$400

Company sponsored snack break, which includes table sign with company logo

AFFILIATE OF



BETTER WORKPLACES
BETTER WORLD™

® The **Society for Human Resource Management (SHRM)** is the world's largest association devoted to human resource management, serving the needs of HR professionals and advancing the interests of the HR profession since 1948.

The **Greater Baton Rouge Society for Human Resource Management (GBR SHRM)** was founded in 1977 is one of nine (9) Affiliate Chapters of The Society for Human Resources Management (SHRM) in the State of Louisiana. GBR SHRM is a member-driven organization that aims to empower professionals engaged in human resources and enrich our communities by providing opportunities for connection, development, and knowledge-sharing.



Contact [Heather Folks-Givens](#) for more information.