About SHRM

SHRM, the Society for Human Resource Management, creates better workplaces where employers and employees thrive together. As the voice of all things work, workers and the workplace, SHRM is the foremost expert, convener and thought leader on issues impacting today’s evolving workplaces. With 300,000+ HR and business executive members in 165 countries, SHRM impacts the lives of more than 115 million workers and families globally.

Our purpose is to elevate the HR profession.

Our mission is to empower people and workplaces by advancing HR practices and by maximizing human potential.

Our vision is to build a world of work that works for all.
About SHRM Northern California (NorCal)

SHRM Northern California (NorCal) is the local presence for SHRM’s 300,000 global members. SHRM NorCal is dedicated to growing the expertise and knowledge of HR professionals, developing business acumen and leadership capacity in our members, and leading in the development of the best workforce and workplaces in the Greater Bay area.

SHRM NorCal’s 8,700+ members include HR professionals and HR-related resource partners that represent more than 3,500 large and small organizations in the San Francisco Bay Area, range in experience from entry to executive level, and vary in practice from specialist to generalist roles.
ABOUT THE CONFERENCE

Title: HR Reimagined SHRM NorCal Annual Conference
Date & Time: Thursday, September 24- Friday, September 25, 2020, 10:00 a.m. – 3:00 p.m. PT
Platform: Social 27

Now more than ever it is HR’s time to lead and create positive change in the workplace. Let's start by reimagining HR together during the SHRM Northern California Annual Conference 2020. You’ll journey through a two-day virtual educational experience with inspiring speakers from across the globe, an interactive expo hall, and opportunities to connect and network with other attendees. This conference will revolutionize the way you imagine work for a better workplace, better world. Register today—early bird prices end August 23, 2020!

KEYNOTES INCLUDE

• The Spirit of Ubuntu: The Keys to Change How You Work, Live and Lead—Shola Richards, dynamic keynote speaker, best-selling author, and workplace civility expert
• Unconscious & Implicit Bias in the Workplace—Dr. Tana M. Session, SHRM-SCP, award-winning international speaker, best-selling author, and certified executive-level performance strategist
• Leadership During a Crisis—Coretha Rushing, SHRM-SCP, Executive Coach, Former Executive at Equifax, Coca-Cola Company, Pepsi, IBM, and Cameron Wesley

CONCURRENT SESSIONS INCLUDE

• Inclusion & Culture – EQUALITY FOR ALL: Willie Jackson, Bernadette Jones, SHRM-SCP, Josh Miller, and Dr. Tie Wang Jones
• Leadership & Strategy – WORKING FOR CHANGE: Kim Ades, Alex Dorr, and Dima Ghawi
• Legal & Compliance – BE PROACTIVE: Regina Petty, James Reidy, and Allison West, SHRM-SCP
• Talent & Total Rewards – TIME TO ENGAGE: Edie Goldberg, Shari Harley, Bianca Lager, and Michelle Linares
CONFERENCE AGENDA

Thursday, September 24th – Day I
• Morning Break
• Virtual Expo Opening
• Opening General Session
• Concurrent Sessions
• Lunch Break / Virtual Expo
• Concurrent Sessions
• Break / Bonus Session
• General Session
• Virtual Expo

Friday, September 25th – Day II
• Morning Break
• Virtual Expo
• General Session
• Concurrent Sessions
• Lunch Break / Virtual Expo
• Concurrent Sessions
• Break / Bonus Session
• Closing General Session

NOW MORE THAN EVER IT IS HR’S TIME TO LEAD AND CREATE POSITIVE CHANGE IN THE WORKPLACE.

HR REIMAGINED
SHRM NORTHERN CALIFORNIA ANNUAL CONFERENCE SEPT. 24 – 25 | VIRTUAL
KEYNOTE SPEAKERS

DR. TANA M. SESSION, SHRM-SCP
SHOLA RICHARDS
CORETHA RUSHING, SHRM-SCP
Who Attends Our Virtual Events?

**Job Level**
- Vice President: 22.73%
- Director: 6.90%
- Manager: 2.66%
- Chief: 2.66%
- Generalist: 2.19%
- Specialist: 5.96%
- President, Founder, CEO: 28.53%

**Org Size**
- Under 100: 42.49%
- 100-499: 42.65%
- 500-2499: 8.15%
- 2500-9999: 4.79%
- 10000+: 1.90%

**Job Function**
- Administrative: 52.08%
- Comp/Benefits: 4.15%
- Consultant: 4.79%
- Employee Relations: 7.83%
- HR Generalist: 6.23%
- Other: 10.38%
- Strategic Planning: 4.79%
SPONSORSHIP PACKAGES
Sponsor Profiles

All sponsors will receive a profile with a customizable *playlist* where content can be uploaded for attendees to interact with.

Lead generation options and virtual meetings are also built in.
Bronze Package

Cost: $1,500

Bronze Benefits:

- Organization Logo
- Company Descriptions with link to website and social media sites
- Live Roundtable meetings with attendees
- Up to 2 Booth Reps with photo and contact information with free conference registration
- Playlist with up to 3 media options
- Points awarded to attendees for visiting your booth
- Scan badge feature to collect attendee contact information
- Option to giveaway prize drawing at booth (minimum $100 value)
- Organization Logo and Link on promotional emails to the SHRM NorCal community of HR and people manager customers (approximately 7,200-10,300 recipients)
Silver Package

Cost: $2,500

Silver Benefits:

- Organization Logo
- Company Descriptions with link to website and social media sites
- Live Roundtable meetings with attendees
- Up to 3 Booth Reps with photo and contact information with free conference registration
- Playlist with up to 6 media options
- Points awarded to attendees for visiting your booth
- Scan badge feature to collect attendee contact information
- Option to giveaway prize drawing at booth (minimum $100 value)
- Include Recommendations
- Organization Logo and Link on promotional emails to the SHRM NorCal community of HR and people manager customers (approximately 7,200-10,300 recipients)
Networking Sponsorships - $3,000

Registration & Orientation (2 out of 2 available): Welcome attendees at the beginning of the conference with your logo in the opening slide.
   30-45 second promo video during one of the two days during Registration & Orientation
   Additionally all Silver Package benefits included

Lunch Break (2 out of 2 available): As a lunch supporter, you will have the opportunity to reach attendees outside the reach of your virtual booth. And you’ll be a hero to all who will enjoy a quality luncheon between sessions.
   30-45 second promo video during one of the two days during the Lunch Break
   Additionally all Silver Package benefits included

General Sessions (3 out of 3 available): Get attendees’ attention with this full experience to be the exclusive sponsor of the general session’s that reach over 300 guests. This opportunity also includes recognition of the Sponsor’s delegation from the podium and prominent display of Sponsor’s logo on the general session loop as well as 30-45 second video.
   30-45 second promo video before one of the General Sessions
   Introduce speaker for one of the General Sessions
   Additionally all Silver Package benefits included
Gold Package

Cost: $3,500

Gold Benefits:

* Four opportunities left!

- Organization Logo
- Company Descriptions with Link to website and social media sites
- Live Roundtable meetings with attendees
- Up to 4 Booth Reps with photo and contact information with free conference registration
- Playlist with up to 6 media options
- Points awarded to attendees for visiting your booth
- Scan badge feature to collect attendee contact information
- Option to giveaway prize drawing at booth (minimum $100 value)
- Placement on Event Home Page
- Include Recommendations
- Organization Logo and Link on promotional emails to the SHRM NorCal community of HR and people manager customers (approximately 7,200-10,300 recipients)
Experience/Networking Sponsorships - $4,000

• **Mindfulness Exercise – Morning Activity – Day 1 (1 of 1 available):** *Energize attendees as the sponsored morning activity with a mindfulness exercise and have your logo displayed.*
  • 30-45 second promo video before the Morning Activity
  • Additionally all Gold Package benefits included

• **Magician Entertainment - Morning Activity – Day 2 (1 of 1 available):** *Start the day with fun magical entertainment with your logo front and center.*
  • 30-45 second promo video before the Morning Activity
  • Additionally all Gold Package benefits included

• **Recipe/DIY Contest (1 of 1 available):** *Provide each booth with a recipe or DIY project. Attendees have the fun of collecting all the recipes or DIY projects for a full collection sponsored by you.*
  • Additionally all Gold Package benefits included

• **Gamification/Leaderboard (1 of 1 available):** *The sponsor of this application will be the host of this event experience. Create a little friendly competition and reward attendees for participating in the virtual event experience with points and badges. At the end of the event reward the “winners” of the event with a special prize.*
  • Additionally all Gold Package benefits included

• **Sponsored Tracks (8 of 8 available excluding Speakers Bureau):** *Content tracks for intended audiences: beginner, intermediate, senior-level. Sponsor can introduce each session of the dedicated sponsored track for a 1-2 minute introduction.*
  • 30-45 second promo video before one of the Concurrent Sessions
  • Introduce speaker for one of the Concurrent Sessions
  • Additionally all Silver Package benefits included
Diamond Package

Cost: $5,000

Diamond Package Benefits:
1 of 1 available

- Organization Logo
- Company Descriptions with Link to website and social media sites
- Live Roundtable meetings with attendees
- Pre-arranged live Roundtable meetings at Booth for up to 6 attendees
- Up to 5 Booth Reps with photo and contact information with free conference registration
- Playlist with up to 10 media options
- Points awarded to attendees for visiting your booth
- Scan badge feature to collect attendee contact information
- Option to giveaway prize drawing at booth (minimum $100 value)
- Placement on Event Home Page
- Include Recommendations
- Break Session Activity Sponsor for 15 Minutes
- Organization Logo and Link on promotional emails to the SHRM NorCal community of HR and people manager customers (approximately 7,200-10,300 recipients)
- Mailing list of attendees who have opt-in to marketing (physical addresses only).
On-Demand Sponsor - $7,500

1 of 1 available

Promote your organization to the more than 300 individuals who receive the information about the education event. Your logo and name are highly visible on every piece of information relating to the event and is listed as the premiere streaming sponsor.

- Additionally all Diamond Package benefits included
THANK YOU FOR YOUR INTEREST!

HR REIMAGINED

SHRM NORTHERN CALIFORNIA ANNUAL CONFERENCE
SEPT. 24 – 25 | VIRTUAL

REGISTER NOW

JOURNEY THROUGH A TWO-DAY VIRTUAL EDUCATIONAL EXPERIENCE
Interested in learning more?

CONTACT

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TO EXPLORE OPPORTUNITIES!