

60th ANNUAL INDIANA



CONFERENCE

APRIL 30-MAY 2, 2024 | EXPO: MAY 1, 2024

INDIANA CONVENTION CENTER, INDIANAPOLIS

www.IndianaHRconf.com



SPONSOR/EXHIBITOR PROSPECTUS

60TH ANNUAL HUMAN RESOURCES CONFERENCE & EXPO

SPONSOR TESTIMONIAL

"Partnering with the Indiana Chamber of Commerce on its HR Conference has been a great asset for our firm. This event has provided us with the opportunity to showcase our deep knowledge in labor and employment law, network with new clients, and connect with current clients. Working with the Chamber staff has always been very easy and rewarding, and we are extremely happy with the creativity the Chamber has provided us in maximizing our involvement within the partnership."

– Heather Wilson
Frost Brown Todd LLC

CONFERENCE INFORMATION

The 60th Annual Human Resources Conference & Expo is Indiana's longest running human resources conference. Presented by the Indiana Chamber of Commerce, an expected 200 attendees learn the latest strategies in HR, employee benefits and talent attraction/retention amongst other timely topics.

The conference features more than 25 educational breakout sessions across three days spanning a multitude of vital topics for every level of HR professional. Nationally renowned keynote speakers are also featured at the event, including:

- Mina Starsiak Hawk, host of "Good Bones."
- Andrea Butcher, CEO, HRD, A Leadership Development Company
- Ira S. Wolfe, President and Chief Googlization Officer, Success Performance Solutions
- Andrea Butcher, President, HRD Advisory Group
- Meagan Johnson, Johnson Training Group
- Chris Heeter, The Wild Institute
- Shannon Huffman Polson, Apache Helicopter Pilot, U.S. Army
- Jeff Nally, Nally Group
- Kathy Parry, Corporate Energy Expert
- Annie Meehan, Author and Coach



PRESENTED BY



OUR COMMITMENT TO YOU:

The Indiana Chamber's primary focus is on the duty of care, delivering a safe, secure and healthy environment for all attendees, speakers and exhibitors.

Exhibitor/Sponsor Cancellation: Exhibitor/sponsor may withdrawal from the Conference within thirty days of invoice for full refund less a \$100 administrative fee. If invoiced after February 1, 2024, no refunds will be issued. Payments are due 30 days from invoice date unless other arrangements are made. Chamber has the right to cancel sponsorship if payment is not made 30 days from invoice date.

To reserve your sponsorship, contact Jim Wagner, jwagner@indianachamber.com or (317) 264-6876

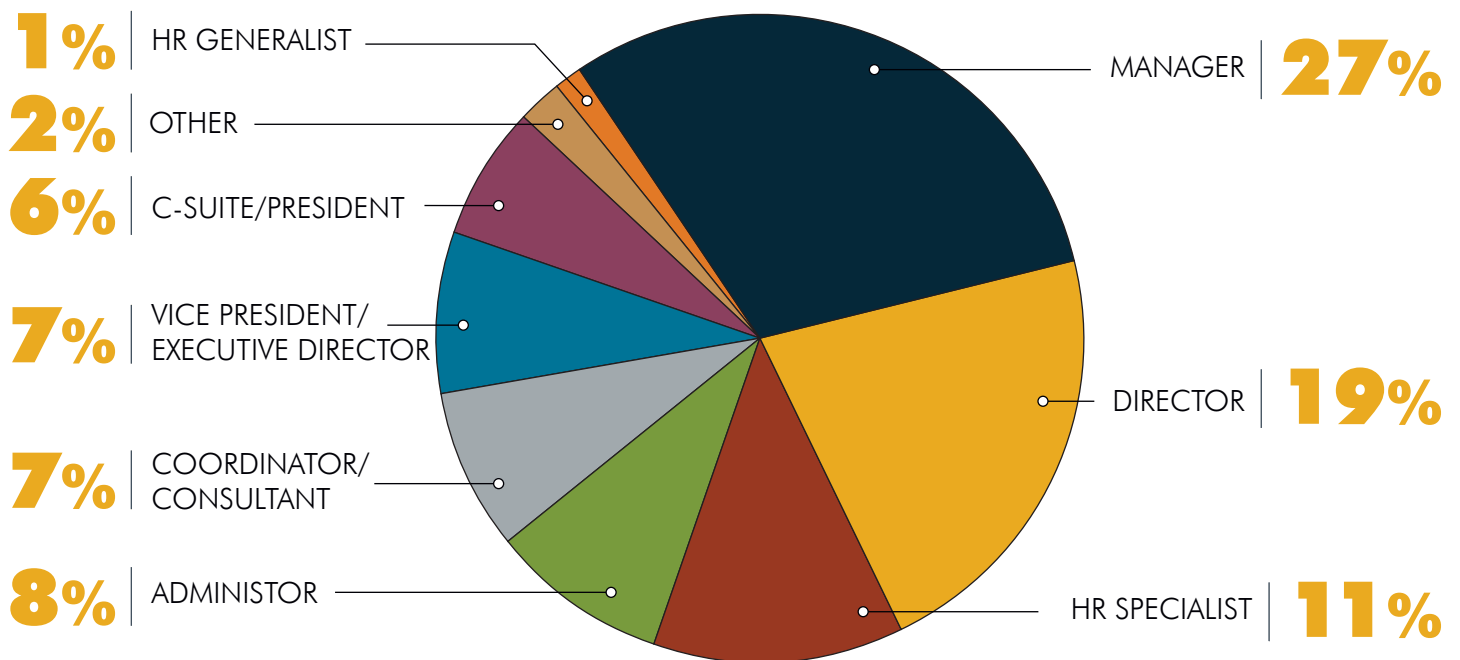
60TH ANNUAL HUMAN RESOURCES CONFERENCE & EXPO



The Indiana Human Resources Conference & Expo focuses on compliance and strategy, attracting upper-level human resources professionals that are responsible for guiding the human capital strategy at their organization.

2023 Attendees
407

JOB FUNCTION (TITLE OR POSITION)



To reserve your sponsorship, contact Jim Wagner, jwagner@indianachamber.com or (317) 264-6876

SPONSORSHIP LEVELS

CONFERENCE SPONSOR \$15,000 Exclusive Opportunity

INCLUDED BENEFITS

Exclusive Branding Opportunities

- Exclusive listing as Conference Sponsor, including verbal recognition
- Company logo on the cover of promotional materials
 - ✓ Mailed to more than 15,000 Indiana HR professionals
- Company logo included on e-mail promotions
 - ✓ More than 85,000 email promotions will be sent to HR professionals throughout Indiana
- Opportunity to provide your company logo item or flyer in conference registration bags (items will require approval from Indiana Chamber staff)
- Company logo on PowerPoint presentations featured during general sessions and luncheons
- Company logo or name on all conference signage
- Company logo included on conference web site and linked to page of your choosing
- Company collateral material or logo item distributed to each attendee in conference bags

High Impact Opportunities

- 1-2 minutes of podium time to address conference attendees at the opening general session
- One pre-event e-blast (you provide content)
- 10'x8' display area with one 6' skirted table and two chairs
 - ✓ Includes two complimentary pass for your booth attendants (additional booth attendant passes may be purchased for \$99/each)
- Exhibitor listing in the conference mobile app
- 30 second promotional video shown during opening general session (your company provides video file)

Access

- Four complimentary conference registrations for your company representatives and/or clients
- Additional conference registrations available at 20% discount
- Inclusion on expo passport or bingo card to encourage attendee traffic to your booth
- A complete electronic list of conference attendees
 - ✓ Includes name, title, company name, phone number, mailing address and email addresses
- Sponsor ribbon for each of your company representatives
- First right of renewal for 2025 conference

PLATINUM SPONSOR \$5,000 (Four Opportunities Available)

Available opportunities

- Expo Hall Lunch (May 1)
- Opening General Session (May 1)
- Morning General Session (May 2)
- Mobile App

INCLUDED BENEFITS

Exclusive Branding Opportunities

- Exclusive listing as event Sponsor, including verbal recognition
- Company logo on promotional materials
 - ✓ Mailed to more than 15,000 Indiana HR professionals
- Company logo included on e-mail promotions
 - ✓ More than 85,000 email promotions will be sent to HR professionals throughout Indiana
- Opportunity to provide your company logo item or flyer in conference registration bags (items will require approval from Indiana Chamber staff)
- Company logo on PowerPoint presentations featured during general sessions and luncheons
- Company logo or name on conference signage
- Company logo included on conference web site and linked to page of your choosing

High Impact Opportunities

- 1-2 minutes of podium time to address conference attendees during a selected event
- 10'x8' display area with one 6' skirted table and two chairs
 - ✓ Includes two complimentary pass for your booth attendants (additional booth attendant passes may be purchased for \$99/each)
- Exhibitor listing in the conference mobile app

Access

- Three complimentary conference registrations for your company representatives and/or clients
- Additional conference registrations available at 20% discount
- Inclusion on expo passport or bingo card to encourage attendee traffic to your booth
- A complete electronic list of conference attendees
 - ✓ Includes name, title, company name, phone number, mailing address and email addresses
- Sponsor ribbon for each of your company representatives
- First right of renewal for 2025 conference

SPONSORSHIP LEVELS

GOLD SPONSOR

\$3,500 (11 Opportunities Available)

Available opportunities

- Pre-Conference Workshops (April 30)
- Charging Station (your logo on it)
- Chair Massage Station
- Registration Bag (your logo on it)
- Water Bottle (your logo on it)
- Name Badge Lanyards (your logo or company name on it)
- Notepad (your logo on it)
- HR Cafe
- Ideashare Wall
- Speaker Lounge
- Headshot Station

INCLUDED BENEFITS

Exclusive Branding Opportunities

- Exclusive listing as event or item Sponsor, including verbal recognition
- Company logo on promotional materials
 - ✓ Mailed to more than 15,000 Indiana HR professionals
- Company name or logo* included on e-mail promotions
 - ✓ More than 85,000 email promotions will be sent to HR professionals throughout Indiana
- Opportunity to provide your company logo item or flyer in conference registration bags (items will require approval from Indiana Chamber staff)
- Company logo on PowerPoint presentations featured during general sessions and luncheons
- Company logo or name on conference signage
- Company logo included on conference web site and linked to page of your choosing

High Impact Opportunities

- 10'x8' display area with one 6' skirted table and two chairs
 - ✓ Includes two complimentary pass for your booth attendants (additional booth attendant passes may be purchased for \$99/each)
- Exhibitor listing in the conference mobile app

Access

- Two complimentary conference registrations for your company representatives and/or clients
- Inclusion on expo passport or bingo card to encourage attendee traffic to your booth
- A complete electronic list of conference attendees
 - ✓ Includes name, title, company name, phone number, mailing address and email addresses
- Sponsor ribbon for each of your company representatives
- First right of renewal for 2025 conference

SILVER SPONSOR

\$2,500 (10 Opportunities Available)

Available opportunities

- Continental Breakfast (April 30)
- Morning Break (April 30)
- Afternoon Break (April 30)
- Continental Breakfast (May 1)
- Morning Break (May 1)
- Afternoon Break (May 1)
- Continental Breakfast (May 2)
- Morning Break (May 2)
- Afternoon Break (May 2)
- Corporate Social Responsibility (CSR)

INCLUDED BENEFITS

Exclusive Branding Opportunities

- Exclusive listing as event Sponsor, including verbal recognition
- Company logo on promotional materials
 - ✓ Mailed to more than 15,000 Indiana HR professionals
- Company name or logo included on e-mail promotions
 - ✓ More than 85,000 email promotions will be sent to HR professionals throughout Indiana
- Opportunity to provide your company logo item or flyer in conference registration bags (items will require approval from Indiana Chamber staff)
- Company logo on PowerPoint presentations featured during general sessions and luncheons
- Company logo or name on conference signage
- Company logo included on conference web site and linked to page of your choosing

High Impact Opportunities

- 10'x8' display area with one 6' skirted table and two chairs
 - ✓ Includes two complimentary pass for your booth attendants (additional booth attendant passes may be purchased for \$99/each)
- Exhibitor listing in the conference mobile app

Access

- One complimentary conference registration for your company representative and/or client
- Inclusion on expo passport or bingo card to encourage attendee traffic to your booth
- A complete electronic list of conference attendees
 - ✓ Includes name, title, company name, phone number, mailing address and email addresses
- Sponsor ribbon for each of your company representatives
- First right of renewal for 2025 conference

**Reasonable effort will be made to include logo at all available opportunities; however due to space issues, use of company name in text may be necessary*

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EXHIBITORS/NEW VISIBILITY OPPORTUNITIES

EXHIBIT SPACE OPPORTUNITIES

\$895/\$995 (Limited space available – first come first served)

Advance rate through Dec. 31: \$895 | Standard rate begins Jan. 1: \$995

Exclusive Branding Opportunities

- Company name included in promotional materials
 - ✓ Mailed to more than 15,000 Indiana HR professionals

High Impact Opportunities

- 10'x8' display area with one 6' skirted table and two chairs
 - ✓ Includes two complimentary pass for your booth attendants (additional booth attendant passes may be purchased for \$99/each)
- Exhibitor listing in the conference mobile app

Access

- Additional conference registrations available at 20% discount
- Inclusion on expo passport or bingo card to encourage attendee traffic to your booth
- A complete electronic list of conference attendees
 - ✓ Includes name, title, company name, phone number and mailing address (does not include email addresses)
- Exhibitors ribbon for each of your company representatives

A la carte Options – Available to Conference Sponsors/Exhibitors Only	Price	Deadline to Order
Floor sticker at conference venue (one sticker)	\$300	March 1, 2024
Registration bag drop	\$500	March 1, 2024

LEAD RETRIEVAL

Your full onsite team will have access to a mobile app tool that offers real-time ROI updates, immediate data and metrics, and advanced team collaboration abilities. Every interaction with an attendee will provide your team with enriched leads and essential data for quality follow ups!

CONFERENCE FLOOR STICKER

You will receive: Receive one approximately 3' x 3' square floor decal with your company logo and booth number at the venue in a premium location determined by conference organizers.

REGISTRATION BAG DROP

You will receive: Your company logo item or flyer placed in all conference registration bags. Your company must provide items. All items must be approved by the Indiana Chamber.

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