



# KYSHRM

## 39<sup>TH</sup> Annual Conference

August 29-31, 2023 | Central Bank Center | Lexington

presented by **Kentucky Career Center**  
Career Training Employer

**Check Out the Conference App Benefits!**

Details on page 11.

WE BOOK MORE DEMOS AT THIS CONFERENCE THAN ALL OF THE ONES WE'VE ATTENDED THIS YEAR COMBINED! KY ROCKS!

—2022 Exhibitor

# EXHIBITOR & SPONSOR PROSPECTUS

August 29-31, 2023

Central Bank Center | Lexington

[WWW.KYSHRMCONFERENCE.COM](http://WWW.KYSHRMCONFERENCE.COM)

**NEW LOCATION!**



# ABOUT THE KYSHRM CONFERENCE

The Kentucky SHRM Conference is not your typical trade show. To guarantee great exposure and traffic, the Exhibit Hall is the focal point of the conference. The Tuesday afternoon break and Welcome Reception, as well as Wednesday meals, breaks and drink stations are located here so attendee traffic throughout the day is guaranteed.

## Expand Your Reach

Connect with KYSHRM Conference attendees.

Meet the challenge to make connections and interactions with HR professionals. Maintain and make new customer relationships.



### Share Your Message



### Generate Leads



### Connect With HR Professionals

contact us



Andrea Flanders  
Director, Sponsorship Relations  
502-848-8786  
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## KYSHRM Conference Overview

The Largest gathering of HR professionals in Kentucky!

Nearly 1,000 participants (attendees and vendors)

Over half are Director or Manager level

Approximately 100 exhibitors and sponsors

## Exhibit Hall Activities

- » Welcome Reception with lively and interactive entertainment held inside the Exhibit Hall on the evening of day one
- » Exhibitor prize drawings
- » Exhibit Hall Attendee Game on conference app that encourages networking
- » Approximately 100 exhibitors and sponsors with time- and money-saving products and services
- » Day one and two meals and breaks located inside the exhibit hall
- » Six hours of dedicated exhibit hall time over the course of two days
- » Keynote and all breakout sessions located a short distance away

## Conference Headquarters

### CENTRAL BANK CENTER

Quality, convenience, and professional service in one of the nation's most beautiful settings.

As the region's most popular multi-use entertainment and convention complex, the Central Bank Center stands ready to meet the demands of even the most discerning presenter. Indeed, its location at the intersection of Interstates 64 and 75 and within a day's drive of 75% of the US population, conveniently places the Central Bank Center at the heart of one of America's most traveled crossroads. And one that affords touring casts and crews, meeting attendees, exhibitors and visitors alike the warm hospitality for which Lexington and Kentucky are so famous.

## Overnight Accommodations

### Hilton Lexington Downtown

369 W Vine St.  
Lexington, KY 40507  
Phone: (859) 231-9000

### Guest room rate

\$189/night

### Guest room cutoff date

July 29, 2023

[WWW.KYSHRMCONFERENCE.COM](http://WWW.KYSHRMCONFERENCE.COM)

# Exhibitor Schedule 2023

## TUESDAY, AUGUST 29, 2023

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**8:30 a.m. - 1:30 p.m.**

Exhibitor registration, move in and setup

**12:30 - 2:00 p.m.**

Keynote



**2:00 - 3:00 p.m.**

Exhibit Hall Opens  
Afternoon Break

**3:00 - 4:30 p.m.**

Concurrent 1.5-hour workshops



**4:30 p.m.**

Welcome Reception w/ Sponsors & Exhibitors (held inside the exhibit hall)

**6:00 p.m.**

39th Annual Kentucky SHRM Conference day one adjourns

## WEDNESDAY, AUGUST 30, 2023

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**7 a.m.**

Attendee registration

**7:30 a.m.**

Concurrent 1-hour workshops



**8 a.m.**

Exhibit Hall opens  
Traffic can be light during this time.  
Breakfast and morning break

**8:45 a.m.**

Opening Keynote



**10 a.m.**

Mid-morning break

**11 a.m.**

Concurrent 1-hour and 1.5-hour workshops



**12 - 1:30 p.m.**

Buffet lunch

**1 p.m.**

Concurrent 1.5-hour workshops

**1:30 p.m.**

Concurrent 1-hour workshops



**2:30 p.m.**

Afternoon dessert break

**3:15 p.m.**

Concurrent 1.5-hour workshops  
Exhibit Hall Closes



**3:15 - 5:30 p.m.**

Exhibit tear down and move out\*\*



**5:30 p.m.**

Networking Reception at LexLive – *Lexington's newest entertainment venue. Join us for dining and drinking, bowling, sports viewing and more!*  
Join us after you move out!

**7 p.m.**

39th Annual Kentucky SHRM Conference day two adjourns

# SPONSORSHIP OPPORTUNITIES

Our sponsorship opportunities are unique, just like the companies that sponsor the Kentucky SHRM Conference! We have created various sponsorship packages tailored to meet your needs and budget to help you reach your target audience.

If you don't see one that meets your needs, contact Andrea Flanders to discuss a custom sponsorship!

## All Sponsors Receive the Following Value-added Benefits:

- » **LOGO** on conference website and mobile app
- » **EXHIBIT SPACE** in preferred location (size depends on investment level)
- » **RECOGNITION** from the podium at day one Opening Keynote – 600+ in attendance
- » **COMPLIMENTARY CONFERENCE REGISTRATIONS** ideal for your HR staff or clients (number based on investment level)
- » **NETWORKING**, networking, networking
- » **EXPOSURE** through activities designed to draw attendees to sponsor booths, includes Exhibit Hall Attendee Game, and non-conflicting Exhibit Hall hours with extended breaks
- » **COMPLETE LIST OF ATTENDEES** emailed before and after the conference
- » **NEW! SOCIAL MEDIA** recognition
- » **POST-EVENT REPORT** delivers key demographics and attendee feedback
- » **FIRST RIGHT OF REFUSAL** to sponsor next year



## SPONSOR LEVEL PRICING

<b>Presenting</b>	<b>\$25,000</b>	<b>EXCLUSIVE</b>
<b>Titanium</b>	<b>\$15,000</b>	<b>2 AVAILABLE</b>
<b>Platinum</b>	<b>\$12,500</b>	<b>2 AVAILABLE</b>
<b>Gold</b>	<b>\$10,000</b>	<b>4 AVAILABLE</b>
<b>Associate</b>	<b>\$6,000</b>	<b>20 AVAILABLE</b>



I HAVE DONE MANY TRADE SHOWS, AND I WAS VERY IMPRESSED WITH THE ORGANIZATION OF THIS EVENT. THE FOOD, THE ANNOUNCEMENTS, THE HEADS UP ABOUT PARKING AND HOTELS – IT WAS SEAMLESS.



# PRESENTING SPONSORSHIP

\$25,000 | Exclusive Opportunity

## SOLD! KENTUCKY CAREER CENTER

The **PRESENTING SPONSOR** receives the highest level of recognition and an invaluable opportunity to address the audience and introduce a keynote speaker! As the presenting sponsor, you will receive abundant recognition throughout the duration of the promotional campaign. You'll also have the advantage of the best booth location in the Exhibit Hall – front and center. Experience top billing throughout the conference.

### ► Additional Sponsor Benefits

- » Exclusive recognition as the presenting sponsor
- » Logo included on marketing collateral, name badge and tote bag
- » Company name on press releases and promotions
- » Premier 20' x 20' exhibit space with pipe, drape, two skirted 8' tables, four chairs (front and center)
- » Opportunity to introduce keynote speaker (three-minute max) on day two
- » Opportunity to provide attendee giveaway during your keynote introduction
- » TEN full conference registrations for your HR staff or key clients – \$6,500 value
- » Fees include access to all meals, breaks and receptions for TEN booth representatives
- » Ad on kyshrmconference.com
- » **NEW!** social media tag
- » Banner ad (your logo) on conference mobile app
- » One insert in conference tote bag (you provide)



THE WHOVA APP  
IS THE MOST  
COMPREHENSIVE  
AND EASY TO USE  
APP I HAVE RUN  
ACROSS SO FAR.



# TITANIUM SPONSORSHIP

**\$15,000 | Two Opportunities**

**DAY ONE OPENING KEYNOTE** Open the first day on a great note by educating the audience about your company and introducing the keynote speaker (three-minute max). You may also provide an attendee giveaway. Your logo is prominently displayed on keynote signage and screen.

**DAY THREE CLOSING KEYNOTE LUNCHEON** End the conference on a great note by educating the audience about your company and introducing the keynote speaker (three-minute max). You may also provide an attendee giveaway. Your logo is prominently displayed on keynote signage, screen and table tents. **SOLD! CLEARPATH MUTUAL INSURANCE COMPANY**

## ► Additional Sponsor Benefits

- » Exclusive recognition as the titanium sponsor
- » Logo included on tote bag
- » Premier 10' x 20' exhibit space with pipe, drape, two skirted 8' tables, four chairs (highly visible)
- » EIGHT full conference registrations for your HR staff or key clients – \$5,200 value
- » Fees include all meals, breaks and receptions for EIGHT booth representatives
- » Banner ad (your logo) on conference mobile app
- » One insert in conference tote bag (you provide)
- » **NEW!** social media tag

# PLATINUM SPONSORSHIP

**\$12,500 | Two Opportunities**

## WELCOME RECEPTION

Sponsor the event that kicks off the conference. You'll enjoy lots of networking and entertainment. Your logo appears on napkins and signage, and you'll have the opportunity to speak. It's your chance to revel in the spotlight!

## NETWORKING RECEPTION

Held on the second night at LexLive – Lexington's newest entertainment venue. Join us for dining and drinking, bowling, sports viewing and more! Located across the street from the Central Bank Center. This sponsorship gives you an opportunity to meet, greet and keep the networking going! The reception begins after the Exhibit Hall closes and includes drinks, heavy appetizers and entertainment. Your logo appears on napkins and signage, and you'll have the opportunity to welcome attendees. A display table will be provided, if desired.

## ► Additional Sponsor Benefits

- » Exclusive recognition as a platinum sponsor
- » Logo included on tote bag
- » Premier 10' x 20' exhibit space with pipe, drape, two skirted 8' tables, four chairs (highly visible)
- » SEVEN full conference registrations for your HR staff or key clients – \$4,550 value
- » Fees include all meals, breaks and receptions for SEVEN booth representatives
- » Banner ad (your logo) on conference mobile app
- » One insert in conference tote bag (you provide)
- » **NEW!** social media tag

# GOLD SPONSORSHIP

## \$10,000 | Four Opportunities

### CONFERENCE TOTE BAG

Logo is solely featured on one side of the conference tote bag.

### CONFERENCE APP **SOLD! CHAMBER BUSINESS SOLUTIONS**

Exclusive sponsor of the conference mobile app and Q&A booth. Logo on the app and Q&A booth signage.

### PHOTO BOOTH

Sponsor this new and fun addition to the exhibit hall! The photo booth will be located in the center of the exhibit hall in close proximity to your booth. Your logo will be included on prints and text to phone images!

### WATER BOTTLE

Sponsor the refillable water bottle that all participants will use throughout the event. Water stations will be located throughout for a convenient and quick refill. Your logo is featured on bottle!

### ► Additional Sponsor Benefits

- » Exclusive recognition as a platinum sponsor
- » Logo included on tote bag
- » Premier 10' x 20' exhibit space with pipe, drape, two skirted 8' tables, four chairs (highly visible)
- » SIX full conference registrations for your HR staff or key clients – \$3,900 value
- » Fees include all meals, breaks and receptions for SIX booth representatives
- » Banner ad (your logo) on conference mobile app
- » One insert in conference tote bag (you provide)
- » **NEW!** social media tag





# ASSOCIATE SPONSORSHIP

**\$6,000 | 20 Opportunities**

## LANYARD **SOLD!** MERCER PENS AND HIGHLIGHTERS

### MOBILE APP \$2,500 ATTENDEE GAME

Each of these options feature logo or company name

### TOTE BAG INSERT

 You provide insert for attendee tote bag

- » Opportunity #1
- » Opportunity #2
- » Opportunity #3

### NOTEPADS

Includes one-color logo. Distributed in tote bags.

### RECHARGE LOUNGE

This is a perfect spot to rest, recharge your phone, and promote your brand. Located inside the Exhibit Hall.

### DAY ONE BREAK

### DAY TWO BREAKFAST

### DAY TWO MID-MORNING BREAK

### DAY TWO LUNCH

### DAY TWO AFTERNOON BREAK

Each of these break/meal sponsorship options are held inside the Exhibit Hall during a high traffic time and include logo on signage, napkins and table tents. You'll also receive recognition during announcements.

### DAY THREE BREAKFAST

### DAY THREE BREAK

The Exhibit Hall is closed, but both this breakfast and break will offer exposure to day three attendees and include logo on signage, napkins and table tents. And the benefits don't stop there – you'll also receive recognition during announcements.

**TRACK SPONSORSHIP** Logo on signage in the breakout session room and recognition during the session announcements.

- » Business Management Strategy
- » Diversity
- » Management
- » Motivation
- » Human Resource Law
- » Benefits and Compensation

### ► Additional Sponsor Benefits

- » Exclusive recognition as an associate sponsor
- » 10' x 10' exhibit space with pipe, drape, one skirted 8' table and two chairs (preferred location)
- » FIVE full conference registrations for your HR staff or key clients – \$3,250 value
- » Fees include all meals, breaks and receptions for FIVE booth representatives



THIS CONFERENCE DID  
AN OUTSTANDING JOB  
OF GETTING ATTENDEES  
TO VISIT THE EXHIBIT  
HALL!



# EXHIBITOR

## Booth Options

### NEW! 10'x10' Premium Preferred Booth

\$2,500 Early Bird

\$3,000 Standard

Early Bird pricing available **PRIOR** to **March 31, 2023**

Your exhibit booth is in a preferred location near exhibit hall activities and food – added foot traffic and visibility for you and your brand! This new option provides a great booth location plus the complete list of attendees delivered to your inbox two weeks before the event. Limited opportunities are available.

Includes the Following Benefits:

- » 10'x10' exhibit space in a preferred location with pipe and drape
- » Standard booth identification signage (your company name)
- » One 8' black skirted table with two chairs and wastebasket
- » All meals, breaks and receptions for THREE booth staff (includes offsite Networking Reception)
- » If balance is paid in full, the complete pre-conference list of attendees will be provided via email two weeks before the conference (includes phone and email address)
- » Activities designed to draw attendees into the exhibit area
- » Exhibitor lanyard is a different color to distinguish between vendors and attendees
- » Listing and weblink on exhibitor page at [www.kyshrmconference.com](http://www.kyshrmconference.com)
- » Listing and booth number on the conference mobile app

### 10'x10' Booth

\$1,449 Early Bird

\$1,549 Standard

Standard pricing takes effect **AFTER** **March 31, 2023**

Includes the following Benefits:

- » 10'x10' exhibit space with pipe and drape
- » Standard booth identification signage (your company name)
- » One 8' black skirted table with two chairs and wastebasket
- » All meals, breaks and receptions for TWO booth staff (includes offsite Networking Reception)
- » If balance is paid in full, the pre-conference list of attendees will be provided via email before conference (mailing address with phone number – no email).
- » If balance is paid in full, post-conference complete list of attendees emailed after the conference concludes (includes email).
- » Activities designed to draw attendees into the exhibit area
- » Exhibitor lanyard is a different color to distinguish between vendors and attendees
- » Listing and weblink on exhibitor page at [www.kyshrmconference.com](http://www.kyshrmconference.com)
- » Listing and booth number on the conference mobile app

### NOTE:

Additional sample fees:

- » Wi-Fi Complimentary
- » Basic electric \$60

Your contact information will be given to the conference management services provider, who will provide you with information on shipping services, furniture, equipment etc. to ensure successful conference exhibition.



# CONFERENCE APP BENEFITS



## CUSTOMIZABLE BOOTH PROFILE

Increase your brand visibility



## HIGHLIGHTED SPONSORS

Sponsors get prime billing with logos and links



## HANDOUTS AND PRODUCT VIDEO

Take your profile to the next level



## PROMOTIONAL OFFER

Attract attendees with your prize giveaway and increase your leads list



## BOOTH STAFF

Because you need help to collect all those leads



## QR CODES

Create instant connections when you scan attendee name badges



## EXPORT LEADS

Leads that last long after the conference concludes



“WE HAD GREAT PARTICIPATION AND EXCITEMENT. VERY VALUABLE!”



# 2022 CONFERENCE RECAP

## By the Numbers

## Brand Visibility

# 573

## CONFERENCE ATTENDEES

# 22/105

## SPONSORS/EXHIBITORS

View our  
sponsors here.

View our  
exhibitors here.

Those in attendance saw and heard your company name through:

Sponsor signage/banners

Slides shown

Verbal recognition of sponsors

Conference app

## ATTENDEE DEMOGRAPHICS

Titles (of those in attendance)

10% Executive

28% Director

28% Manager

34% Other

Industries Represented:

39.9% Services

21.6% Manufacturing

15.4% Finance, Insurance, and Real Estate

10.1% Transportation/Communications/Electric/Gas/Sanitary

5.3% Wholesale Trade

3.4% Public Administration

1.9% Construction

1.9% Retail Trade

0.5% Mining

Company Size (# of employees):

56% 0-100

22% 101-250

12% 251-500

7% 501-1000

4% 1001+

## IN-HOUSE MARKETING

### Email

22	Unique promotions
152,923	Emails delivered
33,523	Unique opens
1,770	Clicks

### Social Media

#### Facebook

2,556	Impressions
162	Engagements

#### Twitter

798	Impressions
1,110	Engagements

#### Press

1	News Release
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### Website Presence

Sponsor logos and company webpage links displayed at [www.kyshrmconference.com](http://www.kyshrmconference.com)

### Conference App Presence

### Brand Exposure

Web, print, advertising and email.

## OUTSIDE MARKETING

### Digital

6	Business Lexington digital ads
2	Business Lexington E-blast
1	HR Professionals magazine E-blast
1	KCCE Digital Newsletter

### Print

1	Qtr-pg. Business Lexington Print Ad
1	Qtr-pg. Kentucky Chamber News Print Ad
4	Full-pg. HR Professionals magazine Print Ads

## OVERALL EVENT RATING



# EXHIBIT HALL FLOORPLAN

## Reserve Your Space

Click on the floorplan below to request your booth space.

### QUESTIONS

Andrea Flanders  
Director, Sponsorship Relations  
502-848-8786  
aflanders@kychamber.com

### Floor Plan Key

- Associate Sponsor
- Associate Sponsor Upgrade
- Platinum Sponsor
- Premium Booth
- Prestige Sponsor
- Regular Booth
- Specialty Sponsor

**Update for 2023**

