



#inspireHR

inspireHR



Music City Center
Nashville, Tennessee
Oct 5-7, 2022 • hr.com/inspireHR

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WELCOME

to InspireHR 2022

The future of work is here and constantly changing. As HR professionals, you are not only expected to manage and adapt to these changes but also learn of new ways to keep your employees engaged and inspired.

Either your organization is still reeling from the workplace revolution, or evolving faster than ever before through an accelerated digital strategy and new technology. It's time to connect again, to better our human experience, our overall mental health and our wellbeing at work.

It's important we recognize what a tremendous effort we have put in, and the achievements that have followed. Keeping our organizations from

burning out, ensuring the lights stay on, and in many cases - even thriving - these milestones should be shared and celebrated.

At InspireHR, we are celebrating you. We are bringing our HR Leaders together to discuss cultural changes and inspirational ideas, connect over our achievements and share our newest solutions. We are overjoyed to see our Industry together, for a chance for our peers to network again.

Join us in Nashville, TN on October 5-7, 2022 to present your innovations, solutions, and ideas to a buying audience hungry for inspiration and empowerment.

We have many ways to deliver real value through sponsorships. We are committed to being a trusted partner for you – one that is as driven to succeed as you are. We believe that by delivering quality content and connections to our HR professional membership, we will also be delivering unrivalled business opportunities for our vendor community too.



Dawn Jeffers
VP of Sales, HR.com

WHY HR professionals will want to join you in Nashville and online

If these past two years have taught us anything, it's that HR professionals are leading change in their organizations despite many uncertainties. In order to do this, at any stage of their career, they need a community of learning to foster growth.

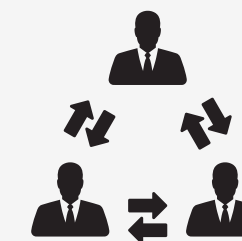
We're bringing our popular InspireHR virtual event to a live audience in 2022. At InspireHR 2022, HR professionals will come to learn, network, and grow by attending keynotes, session tracks and workshops, as well as networking and exploring new opportunities in the conference exhibition. Join us to help inspire HR professionals so they can in turn inspire their workforces.



4 keynotes



A hybrid
(live and online)
experience



Multiple
networking
opportunities



6 deep-dive
workshops



9 TRACKS to deliver learnings and insights for attendees



...And a chance to see the **latest in HR products and services** from you!

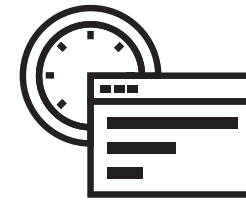
1.



Four Inspirational Keynotes

which will help shape the HR industry for years to come and drive value for exhibitors and attendees alike

2.



Nine Informative Tracks Over Two Days (Day 1 & 2)

addressing important HR opportunities and challenges, providing HRCI and SHRM credits for attendees

3.



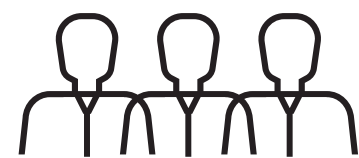
Six Deep-Dive Workshops (Day 3)

allowing HR professionals to develop their skills further in a range of key HR competencies

BUILD

Your Own Sponsorship Package to Fit Your Marketing and Sales Needs

4.



An Expo Floor With Your Target Audience

of HR Professionals who are looking for solutions to help manage their workforces

5.



A Connected and Engaged Community of HR Change-Makers

to reach and collaborate with as we work together in our new normal

6.



Demo on the Show Floor (Day 1 & 2)

to attract an audience of HR professionals to your booth

MONTHS of Brand Visibility and Exposure

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- ▶ Event Emails
- ▶ Social Media
- ▶ Digital remarketing and retargeting
- ▶ Sponsor and exhibitor promotion media kits
- ▶ Website links
- ▶ Webinar outros
- ▶ Ads in our epublications
- ▶ Coordinated marketing

**Where else
can you
connect with
the largest
community
of HR
Professionals
in the world?**

Participants at our PREVIOUS HR.COM EVENTS include:

 Culture Amp

 HARRISON
assessments


Serving Heroes

 pymetrics



 Achievers

 Gympass

 betterworks®

 degreed.

 together



 SPARK HIRE





 OraSure Technologies

 benefitRFP
Executive Benefits
Better Process. Better Results.

 salesforce.org

 Allstate™
IDENTITY PROTECTION

 Bonusly

 edenhealth





 JdXpert

 fierce.®

 bambooHR®

 MAYO
CLINIC



 DIABETES
LEADERSHIP
COUNCIL

 Terryberry

 VALAMIS

 Talenya

 verified
CREDENTIALS

 Circa

 zenovate™



 Wiley
beyond

 MORNEAU
SHEPELL



 Craftsy
@WORK

 pando
logic

 SnapComms

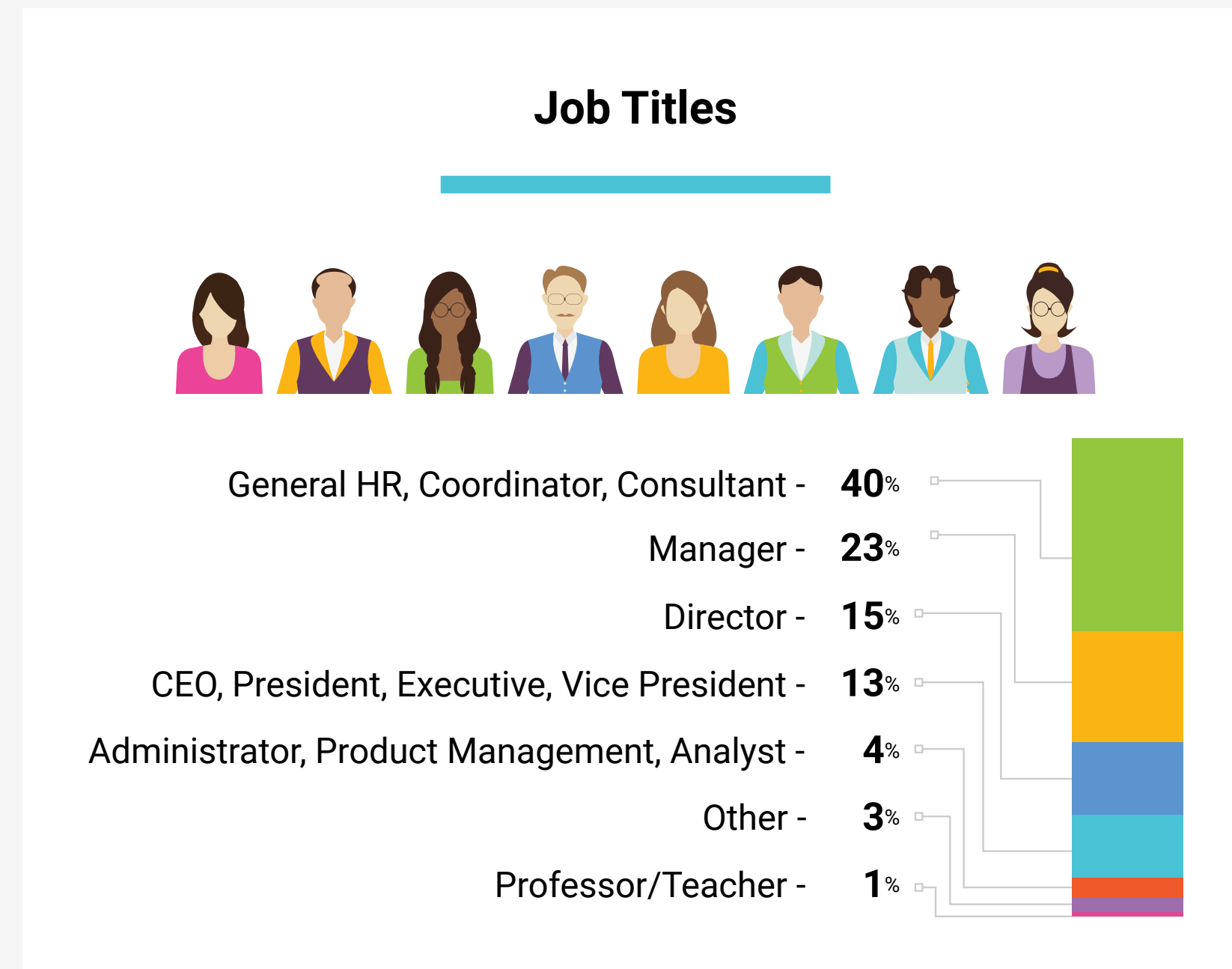
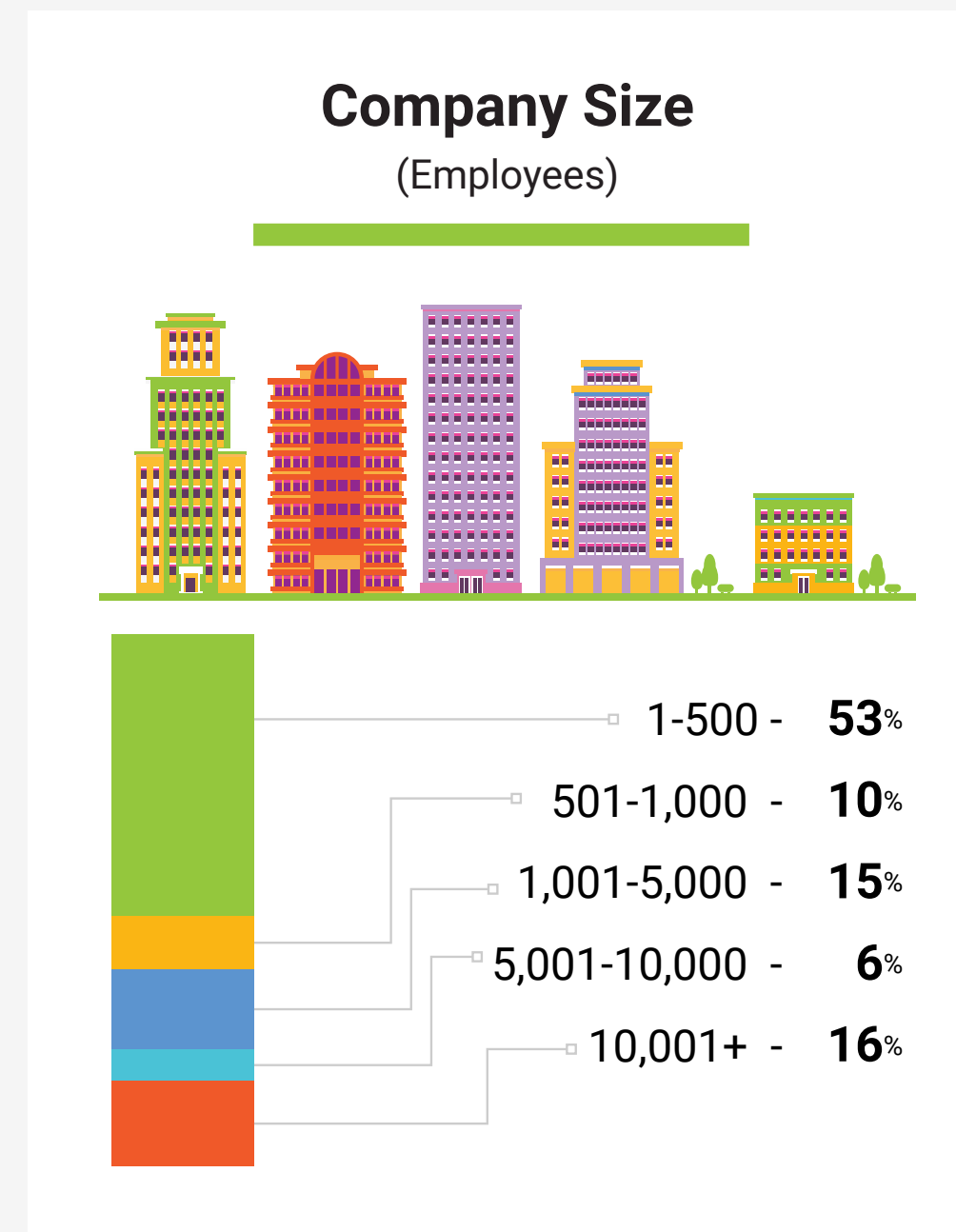


 ACHAVET
Achiever Network

 GLOBALIZATION
PARTNERS

 everside
HEALTH™

WHO is the InspireHR audience?



Top Reasons Why HR Professionals Attend InspireHR Events

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AGENDA at a glance

Monday, October 3

8:00 AM - 8:00 PM	Exhibit Floor Move In
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Tuesday, October 4

8:00 AM - 8:00 PM	Exhibit Floor Move In
5:00 PM - 8:00 PM	Conference Badge Pick - Up: Beat the Line!
6:00 PM - 8:00 PM	VIP Reception (INVITE ONLY)

Wednesday, October 5

5:30 AM - 5:30 PM	Badge Pick-Up/Help Desk
6:00 AM - 7:00 AM	Morning Activity
7:30 AM - 8:00 PM	Exhibit Hours
8:00 AM - 9:00 AM	Opening Keynote
9:45 AM - 10:00 AM	Break - Demo Theater and Panel Theater
10:00 AM - 11:00 AM	10 Concurrent Sessions
11:00 AM - 11:15 AM	Break
11:15 AM - 12:15 PM	10 Concurrent Sessions
12:15 PM - 1:15 PM	Lunch
1:15 PM - 2:15 PM	10 Concurrent Sessions
2:15 PM - 3:00 PM	Break - Demo Theater and Panel Theater
3:00 PM - 4:00 PM	10 Concurrent Sessions
4:00 PM - 4:15 PM	Break
4:15 PM - 5:15 PM	Closing Keynote
5:30 PM - 7:30 PM	Welcome Reception

Thursday, October 6

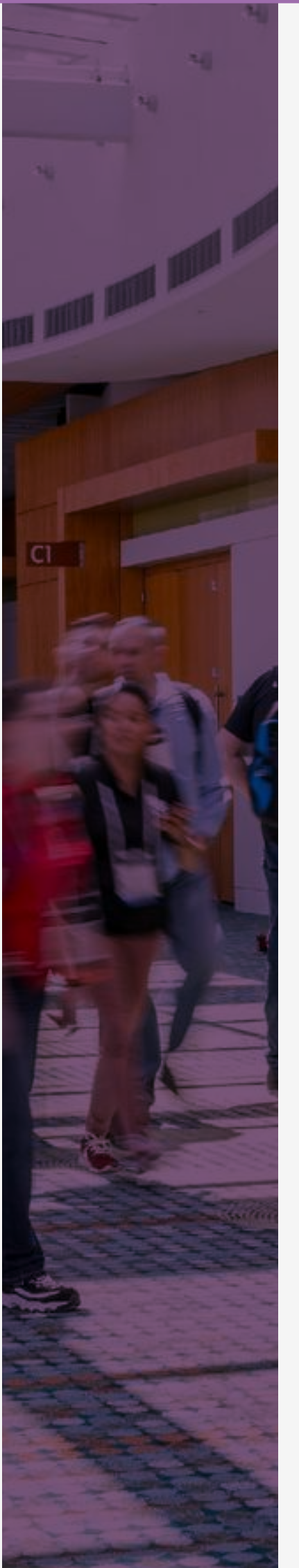
5:30 AM - 4:00 PM	Badge Pick-Up/Help Desk
6:00 AM - 7:00 AM	Morning Activity
7:30 AM - 5:00 PM	Exhibit Hours
8:00 AM - 9:00 AM	Opening Keynote
9:00 AM - 9:45 AM	Break - Demo Theater and Panel Theater
9:45 AM - 10:45 AM	10 Concurrent Sessions
10:45 AM - 11:00 AM	Break
11:00 AM - 12:00 PM	10 Concurrent Sessions
12:00 PM - 1:00 PM	Lunch
1:00 PM - 2:00 PM	10 Concurrent Sessions
2:00 PM - 2:45 PM	Break - Demo Theater and Panel Theater
2:45 PM - 3:45 PM	10 Concurrent Sessions
3:45 PM - 4:00 PM	Break
4:00 PM - 5:00 PM	Closing Keynote

Friday, October 7

7:30 AM - 1:00 PM	Badge Pick-Up/Help Desk
7:30 AM - 2:00 PM	Exhibit Hours
8:15 AM - 9:45 AM	6 Workshops
9:45 AM - 10:15 AM	Break
10:15 AM - 11:30 AM	6 Workshops Continued
11:30 AM - 11:45 AM	Break
11:45 AM - 1:00 PM	Closing Keynote & Grand Prize Drawing
1:00 PM - 2:00 PM	Grab and Go Lunch
2:00 PM - 5:00 PM	Exhibit Floor Move Out

Saturday, October 8

8:00 AM - 5:00 PM	Exhibit Floor Move Out
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BENEFITS of Sponsoring



Connecting with an engaged HR audience... priceless!

- ▶ Company logo on HR.com's event website
- ▶ Listing in the onsite / online conference guide
- ▶ Logo listed on sponsor signage
- ▶ Listing in select print and electronic conference marketing materials
- ▶ Attendee list including email addresses and attendee dashboard
- ▶ Two full conferences passes for potential clients to attend

Title Sponsor - \$25,000

ONE
AVAILABLE

- Prominent company name or logo placement on all marketing materials
- Recognition on the event website
- One e-blast to database preconference
- Speaking Session at the event on an approved topic
- Logo placed on mobile platform and listed as Title sponsor
- Approved collateral or promotional item in conference bags
- Approved collateral or promotional item distributed at a general session
- Award presented from the stage and opportunity to address attendees (2 mins) at a general session
- Two additional full conference passes for potential clients or two "exhibit only" and "employee/booth rep only" passes
- One hotel room at one of the event hotels for 2 nights
- Attendee List including email addresses and attendee dashboard
- Video interview pre-show or onsite - providing content for your marketing efforts
- Virtual Booth in our virtual exhibit hall

SPONSORSHIP OPTIONS

VIP Reception (Invite Only) - \$15,000

ONE
AVAILABLE

- Team up with HR.com to host a VIP Reception with a max of 100 attendees. Invite only, sponsor will work hand in hand with HR.com to confirm invite list.
- 2-minute thank you/welcome
- List of attendees (name, company, email address)
- Collateral table
- 5 members of your team can attend
- A signature drink - branded cocktail napkins/cups
- Provide a gift for drawing

Welcome Reception Bar Hop Sponsor - \$12,500

SIX
AVAILABLE

- Have a bar near/at your booth during the welcome reception
- As a bar sponsor, you will be the sole provider of handing out the drink tickets during the day to attendees

Spin the Wheel - \$3,000

THREE
AVAILABLE

Will take place during the welcome reception
6:30 PM, 7:00 PM, 7:30 PM

- As a sponsor, you will be one of three booths that have tickets to hand out to attendees during the day to participate in the Spin the Wheel for a prize game
- The game will take place during the welcome reception every 30 mins from 6:30pm -7:30pm
- There will be 3 drawings
- The sponsor must provide a prize worth \$250 or more

Stay Charged Coffee Sponsor - \$10,500

ONE
AVAILABLE

- Company logo on signage at coffee stations throughout both days of the event
- Approved collateral or promotional item displayed at coffee break stations
- **Snacks can be added for an additional cost - must be ordered 30 days in advance of first day of show

SPONSORSHIP OPTIONS

2 Day Lunch Sponsor - \$13,500

ONE
AVAILABLE

- Opportunity to introduce yourself and your organization (2 minutes) at both lunches
- Listing as sponsor on lunch signage for both days
- Approved collateral or promotional item in conference bags and distributed at both sponsored lunches

General Session Sponsor - \$12,500

TWO
AVAILABLE

OPENING GENERAL SESSION

- Opportunity to introduce self and organization (2 mins) at the general session
- Listing as a track sponsor on HR.com's InspireHR event session page
- Approved collateral or promotional item in conference bags and distributed at the sponsored general session

General Session Sponsor - \$8,500

TWO
AVAILABLE

CLOSING GENERAL SESSION

- Opportunity to introduce self and organization (2 mins) at the general session
- Listing as a track sponsor on HR.com's InspireHR event session page
- Approved collateral or promotional item in conference bags and distributed at the sponsored general session

Track Sponsor - \$5,500

NINE
AVAILABLE

1. Learning and Development
2. Talent Acquisition
3. Employee Benefits/Wellness
4. Employment Law and Compliance/Personnel Policies
5. Leadership/Career Development
6. Human Experience/Employee Retention
7. Diversity, Equity & Inclusion
8. Workforce Planning
9. Talent Management

- Listing as the sponsor of a specific track
- Listing as a track sponsor on HR.com's event session page
- Approved collateral or promotional item in conference bags

SPONSORSHIP OPTIONS

Wi-Fi Sponsor - \$30,000

ONE
AVAILABLE

- Company or abbreviation of company name used as Wi-Fi password
- Listing as sponsor on Wi-Fi signage in each room
- Approved collateral or promotional item in conference bags

Participant Lanyard Sponsor - \$12,500

ONE
AVAILABLE

- Company logo displayed at onsite registration area where all attendees need to be as they check into InspireHR
- Company logo added to our registration email confirmation and registration

Mobile Experience - \$10,000

ONE
AVAILABLE

- Company logo on the mobile platform splash screen and highlighted sponsor page
- Sponsor mention on conference mobile platform instructions
- Listing as sponsor on mobile platform signage
- Approved collateral or promotional item in conference bags

Registration Sponsor - \$13,500

ONE
AVAILABLE

- Company logo displayed at attendee check-in area
- Company logo added to our registration email confirmation and registration

SPONSORSHIP OPTIONS

Conference Bag Sponsor - \$8,500

ONE
AVAILABLE

- Company logo imprinted on conference bags provided to all attendees
- Approved collateral or promotional item in conference bags

Hotel Key and Room Gift Sponsor - \$11,500

ONE
AVAILABLE

- Company logo on Hotel Room Key at the select hotel (the hotel with the largest room block)
- Customized gift included in distribution

Conference Shirt Sponsor - \$10,500

ONE
AVAILABLE

- Company logo on official conference shirts for all staff and volunteers

Build Your Own Session - \$6,500

THREE
AVAILABLE

Work with our Content team to create an interactive session or round-table on topic of your choosing.

What's Included:

- Standard boardroom table set for 10
- Flip Chart
- 8:15 AM - 11:30 AM (Fri.)

Additional Cost ****Must be ordered 30 days in advance through the venue directly, order forms will be shared with sponsor.**

- Projector and Screen
- Microphones
- House Sound
- Food and Beverage

SPONSORSHIP OPTIONS

Bingo Game Sponsor - \$6,500

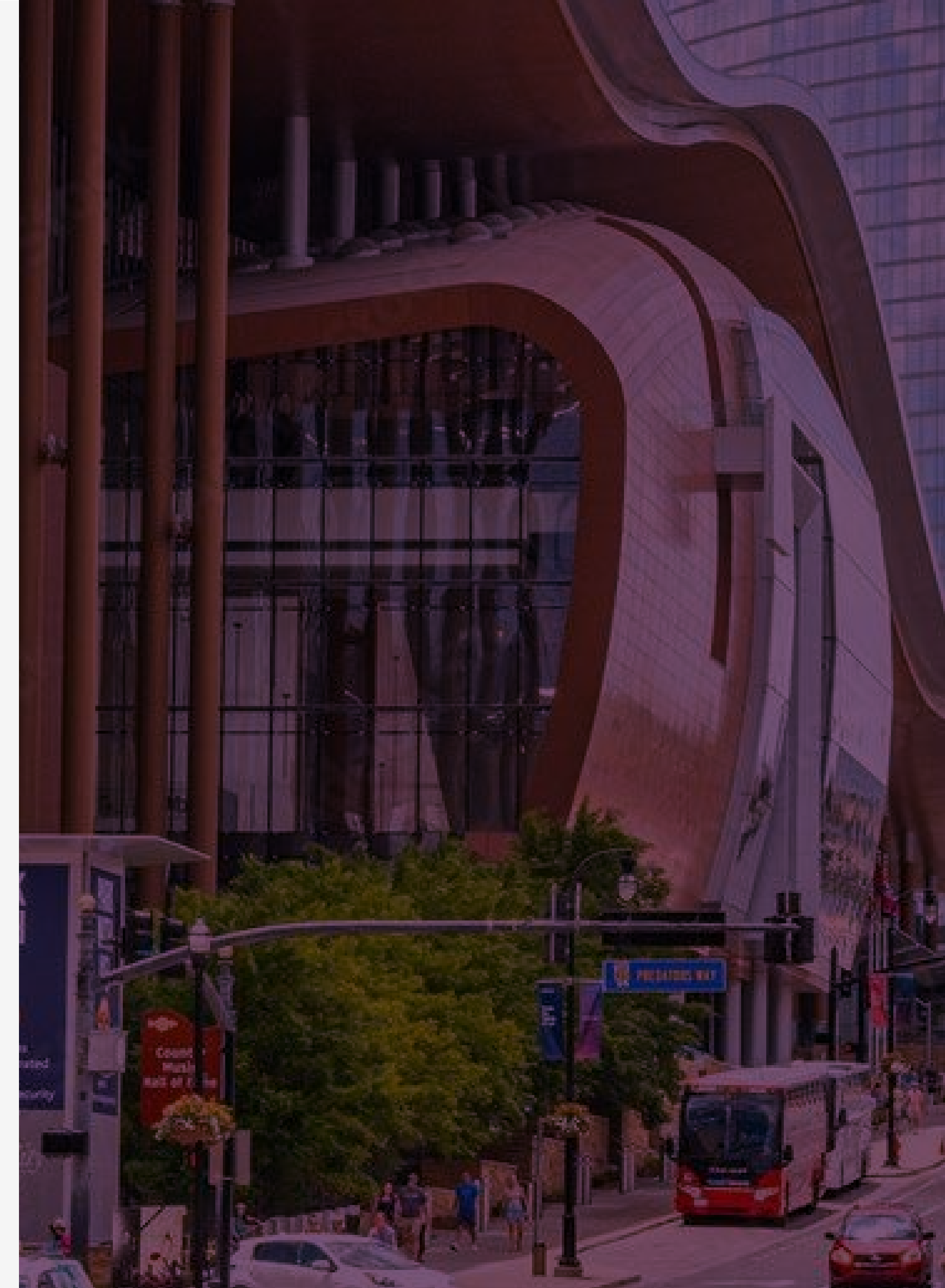
ONE
AVAILABLE

- Listed as sponsor for the Bingo game in marketing materials
- Featured company logo on Bingo Game

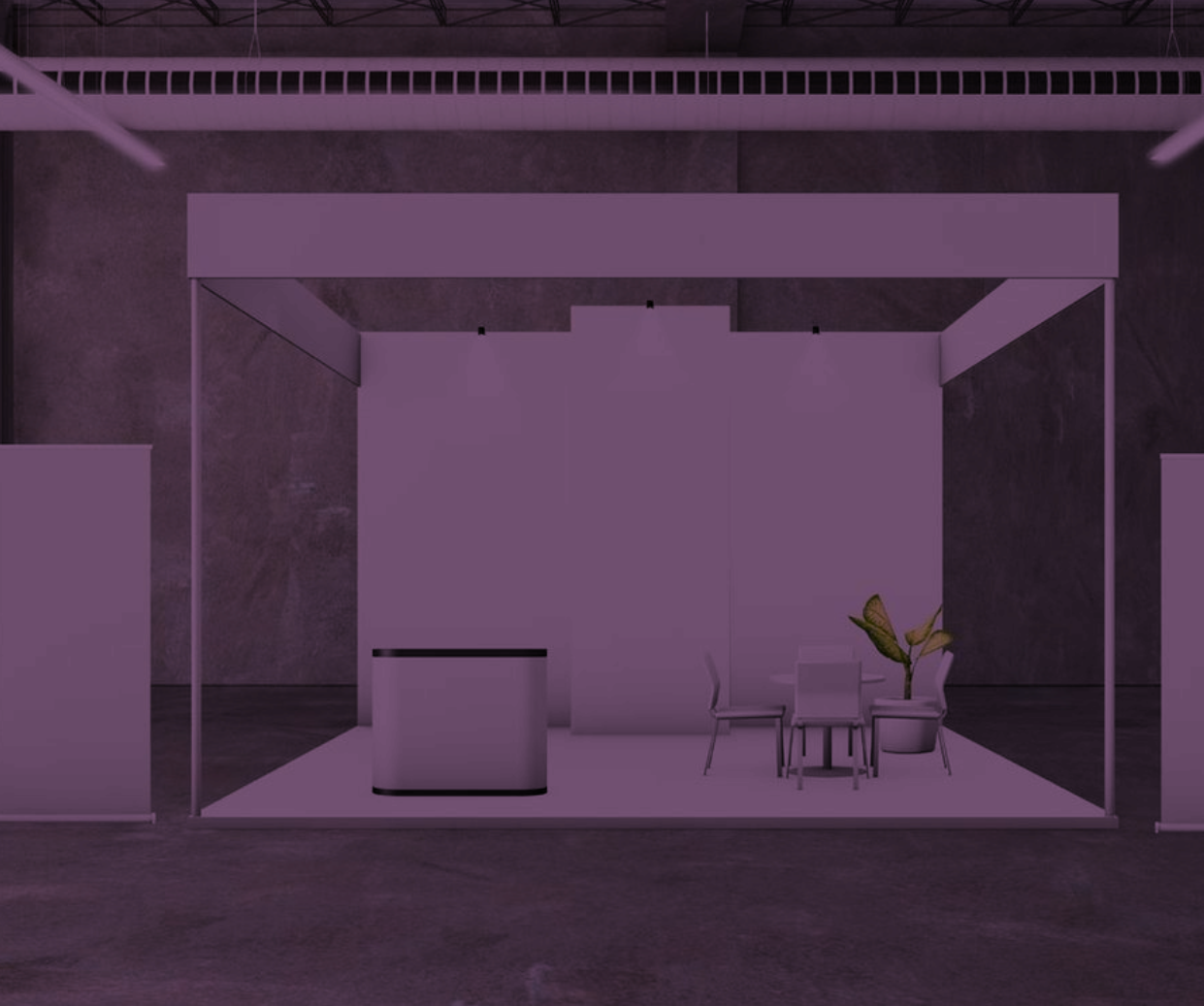
Demo Theater - On Exhibit Floor - \$7,500

FOUR
AVAILABLE

- Provide a 35 minute demo in the demo theater located on the exhibit floor



Booth Sponsorship



BENEFITS

- ▶ Company logo on HR.com's event website
- ▶ Listing in the onsite online conference guide
- ▶ Automatic participation in Exhibitor Bingo
- ▶ Virtual Booth during the virtual event
- ▶ Logo listed on sponsor signage
- ▶ Listing in select print and electronic conference marketing materials
- ▶ Wi-Fi and basic power offered at all exhibit booths
- ▶ Attendee list including email addresses and attendee dashboard
- ▶ Three employee/booth rep exhibit ONLY passes

OPTIONS

10' x 10'

- ▶ 3 Staff Passes
- ▶ 3 Client Exhibition Passes
- ▶ 1 Full Conference Pass

10' x 20'

- ▶ 4 Staff Passes
- ▶ 5 Client Exhibition Passes
- ▶ 1 Full Conference Pass

20' x 20'

- ▶ 6 Staff Passes
- ▶ 9 Client Exhibition Passes
- ▶ 1 Full Conference Pass

30' x 20'

- ▶ 8 Staff Passes
- ▶ 13 Client Exhibition Passes
- ▶ 1 Full Conference Pass

30' x 30'

- ▶ 11 Staff Passes
- ▶ 19 Client Exhibition Passes
- ▶ 1 Full Conference Pass

30' x 40'

- ▶ 14 Staff Passes
- ▶ 25 Client Exhibition Passes
- ▶ 1 Full Conference Pass

30' x 50'

- ▶ 17 Staff Passes
- ▶ 31 Client Exhibition Passes
- ▶ 1 Full Conference Pass

EXHIBITION

Booth Options

Pavilion (Shell Scheme)



(44) 10' x 10' - \$6,000
(4) 10' x 20' - \$12,000

Benefits Included in Space

- Shell Scheme Booth
10' x 10' (3'-8' walls open to the side)
- Carpeted Booth
- Skirted table with 2 chairs
- Basic Power
- Event Wi-Fi

Pipe and Drape



(40) 10' x 10' - \$5,000

Benefits Included in Space

- Pipe and Drape 10' x 10'
(8' back wall and 4' side walls)
- Carpeted Booth
- Skirted table with 2 chairs
- Basic Power
- Event Wi-Fi

Space Only Booth

Benefits Included in Space:
Basic power & Wifi

- (4) 10' x 10' - \$4,950
- (13) 10' x 20' - \$9,800 - \$11,220
- (13) 20' x 20' - \$21,200 - \$23,320
- (2) 30' x 20' - \$34,980
- (1) 30' x 30' - \$52,470
- (1) 30' x 40' - \$69,960
- (1) 30' x 50' - \$87,450

**Additional costs will be incurred by the exhibitor for booth graphics/decor/design that is completed through the event production company and any other items ordered through the exhibitor kit (i.e. carpet for the space only booths). Food and beverage can be ordered through the catering company for your booth at the exhibitors expense.

CONFERENCE SHOW FLOOR

Booth Section Legend

- Pipe & Drape
- Space Only

Shell Scheme - Educational Pavilions

- Talent Acquisition
- Employee Benefits/Wellness
- Employment Law and Compliance/Personnel Policies
- Leadership/Career Development
- Learning and Development
- Talent Management
- Human Experience/Employee Retention
- Diversity, Equality & Inclusion
- WorkForce Planning



THE VENUE

InspireHR 2022 will take place at Music City Center, less than a 5-minute drive to the downtown area. More than 35,000 hotel rooms within easy reach, and the Nashville International Airport just minutes away, makes Music City a top destination.

Join us in the heartland of music, Nashville, TN, home to some of the best musical venues, soulful food, and evenings jam-packed with exciting activities for you and your team.





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