

Welcome to Wichita

The Kansas State Council of SHRM, Inc. is pleased to announce the 19th Annual Kansas SHRM Conference and Expo which will be held September 17-19, 2008. The conference will be held at the Century II Expo Hall and Hyatt Regency located next to the exciting new Waterwalk in downtown Wichita.

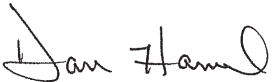
The theme of the 2008 conference is **HR – The Business Partner**. In our roles as HR Professionals, we are required to wear many hats, all of which require us to know and understand the business so that we can be effective in our organizations. It is extremely important to adopt the mind-set that as an HR Professional, we are business people charged with HR responsibilities.

I believe HR is at a pivotal juncture in the professional world. As leaders in our organizations, we have an incredible responsibility to educate, enhance and promote the forward progress to affect the bottom line in a positive way. HR professionals can add greater value to their organizations by understanding the key elements of business: accounting, marketing, economics and metrics which all play a vital role in getting HR professionals to the table.

Regardless of your role in HR, you have an opportunity to influence and impact business success. This conference will provide learning opportunities as well as practical and challenging sessions to fortify your knowledge and promote the business partnership.

Enclosed in this brochure are the sponsorship, exhibitor and advertising opportunities for this year's conference. In 2005, the Wichita Conference had a record number of 572 attendees. Through our engaging sessions, thought-provoking keynote speakers and your participation, we anticipate that the 2008 attendance will potentially increase to 700! We encourage you to partner with HR professionals in Kansas by joining us as a sponsor, exhibitor, or advertiser!

Your HR Business Partner,

 CPA, PHR

Dan Hamel, CPA, PHR
19th Annual Kansas State SHRM Conference Chair

Advertising Opportunities

Kansas SHRM Conference attendees want to know more about the companies that truly champion and support human resources. Therefore, in order to gain additional visibility and recognition, we encourage you to consider advertising in this year's **Official Conference Program**.

Advertising space is affordable and highly visible, plus it pays dividends by reaching your customers long after the conference has concluded. Plus, you can make an impression and reach new customers throughout the entire state of Kansas, including the Wichita area.

While we want you to join us in person, we understand hectic trade show schedules may not make it feasible for you to attend this year's conference. Advertising is a great way to reach those customers who you cannot meet with in person.

As we prepare for the 2008 Kansas SHRM Conference, keep in mind that HR professionals from the entire state of Kansas will be descending upon Wichita. For three days, there will be many opportunities for conference attendees and exhibitors to experience the city of Wichita. We are seeking businesses who want to reach this audience through advertising!

For your participation, you will receive an electronic copy of attendee mailing list as well as recognition in the Official Conference Program.

Reasons to advertise:

- ✓ Reach decision makers!
- ✓ Get company name and brand recognition!
- ✓ Highlight your product or service!

Advertising options available:

- ✓ Quarter-page, vertical - \$200
- ✓ Half-page, horizontal - \$350
- ✓ Full page, vertical - \$500

For artwork and ad size specifications, please contact Kyelene Flaming, PHR, Publications Chair, at 316.304.6073 or kflaming@newporttv.com.

The Kansas State Council of SHRM, Inc. presents the
19th Annual Kansas SHRM Conference & Expo

September 17-19, 2008 • Century II Expo Hall & Wichita Hyatt Regency

SPONSORSHIP, EXHIBITOR & ADVERTISING GUIDE



Sponsorship Opportunities

All Sponsors & Exhibitors will receive an electronic copy of the attendee mailing list and contact information printed in conference program

Speaker Sponsors (1 avail./3 SOLD)\$6,000

- Logo included in newspaper advertisements in the Wichita Eagle and Wichita Business Journal
- Advertisement in conference program (full page-8.5x11 B&W)
- Speaker Introduction following company overview (5-10 mins)
- Advertisement in conference program (full page-8.5x11 B&W)
- Logo included with major sponsors on inside cover of conference program, on Keynote page and KS SHRM website
- Complimentary Exhibitor Booth at conference
- 2 Complimentary Admissions to Keynote Address

Signage Sponsor\$3,000

- Advertisement in conference program (full page-8.5x11 B&W)
- Complimentary Exhibitor Booth at conference

Nametag Sponsor\$3,000

- Logo printed on all participant nametags
- Complimentary Exhibitor Booth at conference

Russ Blosser Memorial

Golf Tournament Sponsor\$3,000

- Speak from podium during Opening Reception
- Complimentary Exhibitor Booth at conference
- Advertisement in conference program (full page-8.5x11 B&W)
- Logo on any tournament promotional items
- Team of four golfers

Wednesday Reception Sponsor\$3,000

- Opportunity to promote service/product from podium (5-10 minutes) during reception
- Advertisement in conference program (full page-8.5x11 B&W)
- Complimentary Exhibitor Booth at conference
- Table for company information throughout reception

Thursday Presenting Sponsor\$3,000

- Advertisement in conference program (full page-8.5x11 B&W)
- Logo on cover of conference program & KS SHRM website
- Complimentary Exhibitor Booth at conference
- Presentation on the morning of sponsorship (5-10 minutes)

Friday Presenting Sponsor\$3,000

- Advertising in conference program (full page-8.5x11 B&W)
- Logo on cover of conference program & KS SHRM website
- Complimentary Exhibitor Booth at conference
- Presentation on the morning of sponsorship (5-10 minutes)

Conference Program Sponsor\$2,500

- Full-page COLOR advertisement on program's back cover
- Logo featured on program

Conference Bag Sponsor\$2,500

- Logo printed on bags provided to every attendee

Exhibit Hall Sponsor\$2,500

- Banner hung in Century II Hall (price does not include banner)
- Table available for marketing materials

Technology Sponsors (1 avail./1 SOLD) . \$2,500

Sponsorship monies provide your choice of:

- Wireless internet computer access during conference (1/2 page B&W ad in program)
- AV equipment, including LCD projectors and screens (1/2 page B&W ad in program, plus signage in breakout rooms)

Pre-Conference Brochure Sponsor\$2,000

- Full-page COLOR advertisement in pre-conference mailer reaching over 5,000 HR professionals in the State

Meal Sponsors (2 avail, 2 SOLD).....\$2,000

- Opportunity to promote service/product from podium (1-2 minutes) during the meal
- Table tents with company information on all tables
- Table provided for marketing materials

Postcard Sponsor\$1,500

- Logo printed on postcard mailing to 5,000 HR professionals in the state of Kansas

Speaker Gift Sponsor\$1,500

- Recognition in speaker gift bag

HRCI Hideaway Sponsor\$1,000

- Recognition on signage at entrance
- Table provided inside Hideaway for marketing materials

Committee Shirt Sponsor\$1,000

- Logo printed on sleeve of Committee Member shirts

Conference Pen Sponsor\$1,000

- Logo printed on pens provided to every attendee

Break Sponsors (1 avail., 4 SOLD).....\$500

- Recognition from podium prior to break
- Table tents with company information and space for marketing materials on break table

Conference Bag Stuffer Sponsors\$500

- Promotional piece in every attendee bag

Meal Table Sponsor\$250

- Opportunity to promote service/product at your table, including networking and distributing materials
- Table Tents with company information during meal
- Recognition from podium during meal

Golf Tournament Hole Sponsors.....\$250

Register and pay on-line or mail payment to:
KSSHRM, PO Box 860531, Shawnee, KS 66286

Questions, please contact one of the following individuals:

- Mary Hemmelgarn at 316.689.0049 or mary.t.hemmelgarn@accenture.com
- Dan Hamel at 316.943.2351 or danh@mtlfab.com

Exhibitor Opportunities

Mark your calendars and make plans now to exhibit at the 19th Annual Kansas SHRM Conference September 17-18, 2008 in the Century II Expo Hall. The Exhibit Hall will be held in the same location as the opening and general sessions.

Additionally, the Exhibit Hall is connected to the Hyatt Regency where all of the breakout sessions will be held. Exhibit set-up can begin at 12 Noon Wednesday and must be completed by 5:00 p.m. for the Evening Reception. The Exhibit Hall will be open Wednesday evening, September 17 from 5:00-8:00 p.m. and Thursday, September 18 from 7:00 a.m.-3:00 p.m. This will maximize your opportunities to meet with as many attendees as possible.

Exhibitor Benefits:

- 10' X 10' Carpeted Booth in Century II Hall
- Wednesday Welcome Reception – 5:00 p.m.-8:00 p.m. exhibit time
- Thursday 7:00 a.m. to 3:00 p.m. exhibit time
- Game to encourage attendees to visit the exhibitor booths
- Electronic copy of attendee list
- Listing in Conference Program (**deadline: July 31**)
- Opportunity to advertise in the Conference Program
- Opportunity to sponsor special events
- Opportunity to provide drawing prizes
- Opportunity to participate in the 3rd Annual Russ Blosser Memorial Golf Tournament

Exhibition Cost:

Booth includes signage, skirted table, carpet, chairs plus all meals/breaks/evening reception. Electricity, telephone and internet access must be arranged directly with Century II. Details will be sent with the Exhibitor Confirmation package.

You will receive all the benefits listed above for only \$600! Only 10 Left

Payment must be received by July 31 to be included in the Conference Program.

We look forward to seeing you there!

Questions, please contact:

- Madonna Buresh, PHR - Exhibitor Chair
800.794.6098 x224
mburesh@the-arnold-group.com