

# 21<sup>ST</sup> ANNUAL CONFERENCE AND EXHIBITORS' SHOWCASE

FRIDAY, APRIL 27, 2012  
CREST HOLLOW COUNTRY CLUB  
WOODBURY, NY

## HIGHLIGHTS

## OF THE 2012

## EXHIBITORS' SHOWCASE

The 21st Annual SHRM-LI Conference will bring together human resource professionals from all types of companies throughout the Long Island and Metropolitan area - industrial, manufacturing, electronics, design, pharmaceutical, medical, printing and publishing, legal, administrative, hospitality, sports, etc.

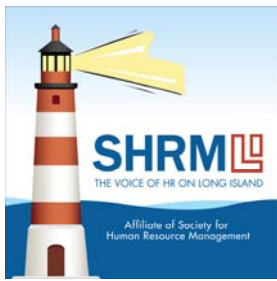
These professionals are responsible for exploring all aspects of HR in their companies and participate in many of the final decision-making processes at the top administrative level, including compensation, medical benefits, insurance, personnel development, office design and planning, ergonomics, and social and fitness activities.

Participation as a Sponsor in the Exhibitors' Showcase at the SHRM-Long Island 2012 Conference guarantees you an opportunity to deal with hundreds and hundreds of HR professionals who are all eager to hear new ideas and expand their body of knowledge about every aspect of their work life.

JOIN US ON APRIL 27<sup>TH</sup>

*With 850 to 1,000 attendees expected...  
it will be the best workday you'll spend in 2012!!*

Society for Human Resource Management-Long Island Chapter  
449 Pulaski Road \* Greenlawn, NY 11740  
(631) 262-8807 \* (631) 262-8803-FAX



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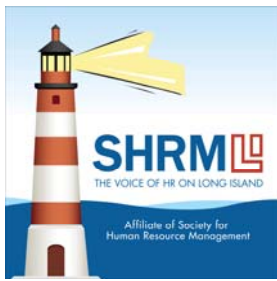
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VANTAGE SPONSORS - \$18,000

*Early Bird Pricing Through 2/29/12 - \$16,000*

1. Sponsorship of Conference
2. Corporate banner behind podium in Ballroom
3. Choice of prime exhibit location on either floor
4. Double booth, including pipe, drape and electric
5. 25 complimentary registrations to Conference and Luncheon for company representatives and guests
6. Back cover or inside front/back full-page advertisement in Program Booklet
7. Three company representatives seated at head table with Conference Chairpersons at Luncheon
8. Name imprinted on lanyard given to every Conference attendee
9. Company name and/or logo on tote bags given to every Conference attendee
10. Introduction of company as Conference sponsor during Luncheon program – your top representative will be invited to introduce speaker at Luncheon
11. Award presented to company during Luncheon
12. Corporate logo on Conference banner
13. Corporate name/logo in Conference brochure and advertisements
14. Corporate name/logo on SHRM-LI's website Conference sponsor page with link to corporate website through December 31, 2012
15. Photos of company representative with Luncheon speaker included in press releases
16. Invitation for three representatives to Conference Kickoff Celebration and photo session
17. Five slides in pre-Luncheon video presentation in Ballroom and 30-second audio announcement
18. Luncheon seating for guests in Ballroom
19. Special discounted registration rate of \$60 per guest for additional attendees
20. Winner of Company's Prize Drawing announced at Luncheon
21. Post-Luncheon Reception for guests
22. Corporate promotional brochure in tote bags given to every Conference attendee
23. Directory of Conference attendees, including contact information
24. One-year listing in the SHRM-LI online Strategic Alliance Business Directory
25. Eligible to earn complimentary tickets for special guests through "Value Added Sponsorship"

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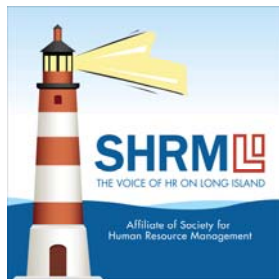
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**WORKSHOPS SPONSORS - \$14,500**  
*Early Bird Pricing Through 2/29/12 - \$13,000*

1. Sponsorship of Workshops
2. Corporate banner on main wall in Ballroom
3. Prime exhibit location
4. Double booth, including pipe, drape and electric
5. Representative(s) of company to introduce workshop speakers
6. 12 complimentary registrations to Conference and Luncheon for company representatives and guests
7. Full-page advertisement in prime location in Program Booklet
8. Two company representatives seated at head table at Luncheon
9. Introduction of company as Workshops sponsor during Luncheon program
10. Award presented to company during Luncheon
11. Corporate name/logo in Conference brochure and advertisements
12. Corporate name/logo on SHRM- LI's website Conference sponsor page with link to corporate website through December 31, 2012
13. Photos of company representative with Luncheon speaker included in press releases
14. Invitation for three representatives to Conference Kickoff Celebration and photo session
15. Four slides in pre-Luncheon video presentation in Ballroom and 30-second audio announcement
16. Luncheon seating for guests in Ballroom
17. Special discounted registration rate of \$60 per guest for additional attendees
18. Winner of Company's Prize Drawing announced at Luncheon
19. Post-Luncheon Reception for guests
20. Corporate promotional brochure in tote bags given to every Conference attendee
21. Directory of Conference attendees, including contact information
22. One-year listing in the SHRM-LI online Strategic Alliance Business Directory
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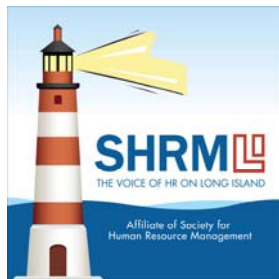
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LUNCHEON SPONSORS - \$9,000  
*Early Bird Pricing Through 2/29/12 - \$8,000*

1. Sponsorship of Luncheon
2. Corporate banner on main wall in Ballroom
3. Prime exhibit location
4. Double booth, including pipe, drape and electric
5. 10 complimentary registrations to Conference and Luncheon for company representatives and guests
6. Full-page advertisement in prime location of Program Booklet
7. Two company representatives seated at head table at Luncheon
8. Introduction of company as Luncheon sponsor during Luncheon program
9. Award presented to company during Luncheon
10. Corporate name/logo in Conference brochure and advertisements
11. Corporate name/logo on SHRM-LI's website Conference sponsor page with link to corporate website for through December 31, 2012
12. Photos of company representative with Luncheon speaker included in press releases
13. Invitation for three representatives to Conference Kickoff Celebration and photo session
14. Three slides in pre-Luncheon video presentation in Ballroom and 30-second audio announcement
15. Luncheon seating for guests in Ballroom
16. Special discounted registration rate of \$60 per guest for additional attendees
17. Winner of Company's Prize Drawing announced at Luncheon
18. Post-Luncheon Reception for guests
19. Directory of Conference attendees, including contact information
20. One-year listing in the SHRM-LI online Strategic Alliance Business Directory
21. Eligible to earn complimentary tickets for special guests through "Value Added Sponsorship"

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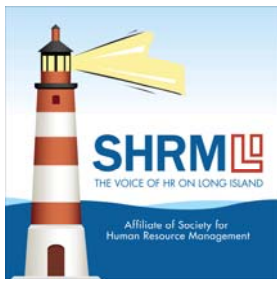
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**BREAKFAST SPONSORS - \$6,000**

*Early Bird Pricing Through 2/29/12 - \$5,500*

1. Sponsorship of Breakfast
2. Corporate banner on main wall in Ballroom
3. Prime exhibit location
4. Double booth, including pipe, drape and electric
5. Eight complimentary registrations to Conference and Luncheon for company representatives and guests
6. Full-page and mini-page centerfold advertisement in Program Booklet
7. Two company representatives seated at head table at Luncheon
8. Award presented to company during Luncheon
9. Corporate name/logo in Conference brochure and advertisements
10. Corporate name/logo on SHRM-LI's website Conference sponsor page with link to corporate website through December 31, 2012
11. Photos of company representative included in press releases
12. Invitation for two representatives to Conference Kickoff Celebration and photo session
13. Two slides in pre-Luncheon video presentation in Ballroom and 30-second audio announcement
14. Luncheon seating for guests in Ballroom
15. Special discounted registration rate of \$60 per guest for additional attendees
16. Directory of Conference attendees, including contact information
17. One-year listing in the SHRM-LI online Strategic Alliance Business Directory
18. Eligible to earn complimentary tickets for special guests through "Value Added Sponsorship"

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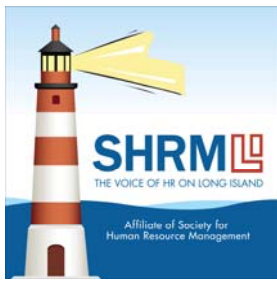
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**CORPORATE BENEFACTOR SPONSORS – 10' Booth - \$4,000**  
*Early Bird Pricing Through 2/29/12 - \$3,600*

**CORPORATE BENEFACTOR SPONSORS – 8' Booth - \$3,500**  
*Early Bird Pricing Through 2/29/12 - \$3,100*

1. Corporate banner in Ballroom
2. Exhibit space with complimentary electric
3. Six complimentary registrations to Conference and Luncheon for company representatives and guests
4. Full-page advertisement in Program Booklet
5. Certificate of Appreciation presented to company during Luncheon
6. Corporate name in Conference brochure and Program Booklet
7. Corporate name on SHRM-LI's website Conference sponsor page with link to corporate website through December 31, 2012
8. Introduction of company name in pre-Luncheon video presentation in Ballroom
9. Luncheon seating for guests in Ballroom
10. Special discounted registration rate of \$60 per guest for additional attendees
11. Directory of Conference attendees, including contact information
12. One-year listing in the SHRM-LI online Strategic Alliance Business Directory
13. Eligible to earn complimentary tickets for special guests through "Value Added Sponsorship"

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### VALUE ADDED SPONSORSHIPS (Items to be included in each Attendees Tote Bag)

Vantage, Workshops, Luncheon, Breakfast, and Corporate Benefactor Sponsors can earn complimentary tickets for special guests.

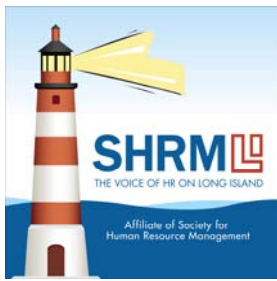
<b>Registration Badge Holders</b> <i>courtesy of sponsor's name</i>	1 sponsor at \$1,200 <b>(Sold)</b>	6 extra tickets
<b>Conference imprinted dual-pocket folders</b>	1 sponsor at \$1,200 <b>(Sold)</b>	6 extra tickets
<b>Pads</b>	1 sponsor at \$1,200 <b>(Sold)</b>	6 extra tickets
<b>Pens</b>	1 sponsor at \$1,200	6 extra tickets

*Early Bird Pricing Through 2/29/12 - \$1,000*

<b>Other approved items</b> <b>(supplied by Sponsor)</b> such as: letter openers, post-it notes, clips, nail files, key chains, highlighters, rulers, etc.		2 extra tickets
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**Quantity Needed – 1,000**

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CORPORATE DONOR SPONSORS – 10' Booth - \$2,600\*\*  
*Early Bird Pricing Through 2/29/12 - \$2,350*

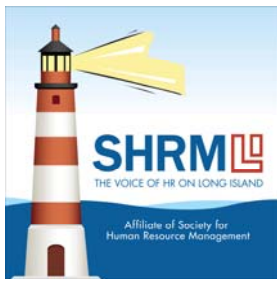
CORPORATE DONOR SPONSORS – 8' Booth - \$2,100\*\*  
*Early Bird Pricing Through 2/29/12 - \$1,850*

1. Corporate Banner in Ballroom
2. Exhibit Space with complimentary electric
3. Three complimentary registrations to Conference and Luncheon for company representatives and guests
4. Half-page advertisement in Program Booklet
5. Corporate name in Conference brochure and Program Booklet
6. Corporate name on SHRM-LI's website Conference sponsor page through December 31, 2012
7. Introduction of company name in pre-Luncheon video presentation in Ballroom
8. Luncheon seating for guests in Ballroom
9. Directory of Conference attendees, including contact information

**\*\*STRATEGIC ALLIANCE BUSINESS DIRECTORY (ADD-ON) - \$300**  
*Early Bird Pricing Through 2/29/12 - \$250*

One-year listing in the SHRM-LI online Strategic Alliance Business Directory

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FRIEND<sup>1</sup> SPONSORS – 8' Booth - \$1,100<sup>1\*\*</sup>  
[<sup>1</sup>College/University & Bank/Credit Union Only]  
*Early Bird Pricing Through 2/29/12 - \$950<sup>1</sup>*

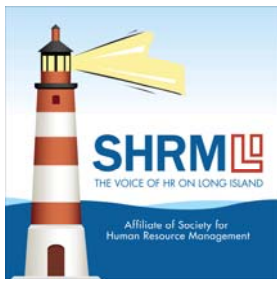
Friend sponsorships are limited to College/University & Bank/Credit Unions only. These sponsorships offer the opportunity to interact with a large number of HR professionals at one site. Much information can be exchanged about the work of the individual agency/organization and the needs of the companies represented by the HR professional.

1. Company banner in Ballroom
2. Exhibit space
3. Two complimentary registrations to Conference and Luncheon for company representatives
4. Listing in Program Booklet
5. Directory of Conference attendees, including contact information

**\*\*STRATEGIC ALLIANCE BUSINESS DIRECTORY (ADD-ON) - \$300**  
*Early Bird Pricing Through 2/29/12 - \$250*

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**BOOSTER<sup>2</sup> SPONSORS – 8' Booth - \$750<sup>2</sup>\*\***  
[<sup>2</sup>501(c)(3) Not-For-Profit Only]  
*Early Bird Pricing Through 2/29/12 - \$675<sup>2</sup>*

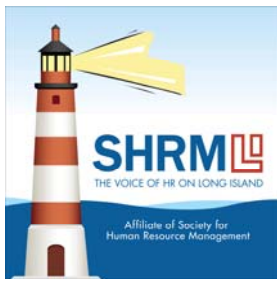
Booster sponsorships are limited to 501(c)(3) “not-for-profit” agencies/organizations. These sponsorships offer companies the opportunity to interact with a large number of HR professionals at one site. Much information can be exchanged about the work of the individual agency/organization and the needs of the companies represented by the HR professional.

1. 501(c)(3) Not-For-Profit agency/organization banner in Ballroom
2. Exhibit space
3. Two complimentary registrations to Conference and Luncheon for Agency/organization representatives
4. Listing in Program Booklet
5. Directory of Conference attendees, including contact information

**\*\*STRATEGIC ALLIANCE BUSINESS DIRECTORY (ADD-ON) - \$300**  
*Early Bird Pricing Through 2/29/12 - \$250*

One-year listing in the SHRM-LI online Strategic Alliance Business Directory.

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## Sponsor/Exhibitor Reservation Form

(Please complete both pages and return with payment information)

**Please reserve the following Sponsorship package for \_\_\_\_\_**  
(Company Name)

____ Vantage Sponsor ____ <i>Early Bird Through 2/29/12</i>	\$18,000* \$16,000*	____ Workshops Sponsor ____ <i>Early Bird Through 2/29/12</i>	\$14,500* \$13,000*
____ Luncheon Sponsor ____ <i>Early Bird Through 2/29/12</i>	\$ 9,000* \$8,000*	____ Breakfast Sponsor ____ <i>Early Bird Through 2/29/12</i>	\$ 6,000* \$5,500*
____ Corporate Benefactor-10' ____ <i>Early Bird Through 2/29/12</i>	\$ 4,000* \$3,600*	____ Corporate Benefactor-8' ____ <i>Early Bird Through 2/29/12</i>	\$ 3,500* \$3,100*

\*Includes One-year listing in the SHRM-LI online Strategic Alliance Business Directory

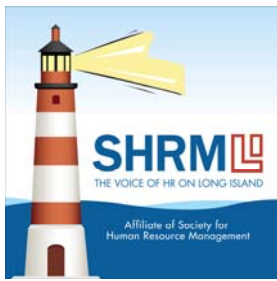
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### Value Added Sponsorships\*\*\* (Limited to One Each-Available to Above Sponsors Only)

____ Pens*** ____ <i>Early Bird Through 2/29/12</i>	\$ 1,200 \$1,000	____ Other Approved*** <i>(Supplied By Sponsor)</i>	_____ Description
____ Corporate Donor-10' ____ <i>Early Bird Through 2/29/12</i>	\$ 2,600 \$2,350	____ Corporate Donor-8' ____ <i>Early Bird Through 2/29/12</i>	\$ 2,100 \$1,850
____ Friend <sup>1</sup> <sup>[1]College/University &amp; Bank/Credit Union Only</sup> ____ <i>Early Bird Through 2/29/12</i>	\$ 1,100 <sup>1</sup> \$950	____ Booster <sup>2</sup> <sup>[2]501(c)(3) Not-For-Profit Only</sup> ____ <i>Early Bird Through 2/29/12</i>	\$ 750 \$675
____ Business Directory Add-On (Available to Corporate Donor and Booster Sponsors) ____ <i>Early Bird Through 2/29/12</i>			\$ 300 \$250

### PLEASE COMPLETE PAYMENT AND CONTACT INFORMATION BELOW

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### Sponsor/Exhibitor Reservation Form (Cont'd)

**Method of Payment** (please check one):

- Check in the amount of \$\_\_\_\_\_ is enclosed     Check will be mailed by \_\_\_\_\_(Date)
- Enclosed is Purchase Order # \_\_\_\_\_ (If possible, please use a copy of this form as your Invoice.)
- Please charge to Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_  
Name on Credit Card \_\_\_\_\_ CVV Code \_\_\_\_\_  
Billing Address \_\_\_\_\_ Zip Code \_\_\_\_\_  
Signature \_\_\_\_\_ Amex    VISA    MC

Federal I.D. #11-3051329

Date Received by SHRM-Long Island Conference 2012 \_\_\_\_\_

**Please note that payment for Conference Sponsorship and Exhibitor space must be made in full prior to the Conference.**

Name of Organization \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Electrical Needs (please check one): \_\_\_\_\_ We need electrical outlets    \_\_\_\_\_ We do not need electrical outlets

Please make check payable to: SHRM-Long Island Chapter, Inc.

Mail to: SHRM-Long Island Conference 2012    or    Fax to: (631) 262-8803  
449 Pulaski Road, Greenlawn, NY 11740

For additional information: Linda B. Selden, Chapter Administrator/Conference Producer  
Phone: (631) 262-8807    Fax: (631) 262-8803    [ChapterAdmin@shrml.org](mailto:ChapterAdmin@shrml.org)

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