

SPONSORSHIP LEVELS & AMENITIES

PRESENTING SPONSOR – Investment: \$50,000 Sponsor

- CONFERENCE NAME SPONSOR & EMCEE

Exclusive "Name" Presenting Sponsor Level Amenities:

Co-Branded Name Partner of the Conference
Emcee & Opportunity to Present a Super Session*
Complementary Booth: 20' x 20' Island in Best Available Location
Ten (10) Full Conference "All Access" Registrations
Ten (10) Digital Marketing Eblasts
Ten (10) Complimentary Exhibit Booth Staff Registrations
Pre- and Post-Conference Attendee List
Conference Bag Insert
Conference Program Display Ad: Back Cover
Custom Signage at the Conference
Logo & Hot Link on Conference Website
Five (5) Minute Address at Sponsored Event
E-Recognition During General Session

GOLD SPONSOR – \$15,000 Sponsor

- KEYNOTE PRESENTER - KELLY MERBLER (Sunday)
- KEYNOTE PRESENTER - JON GORDON (Monday)
- KEYNOTE PRESENTER - MORRIS MORRISON (Tuesday)
- KEYNOTE PRESENTER - LESLIE BEALE (Wednesday)
- PLATTED LUNCH (Tuesday)
- PROFESSIONAL HEADSHOTS
- GRAND PRIZE DRAWING SPONSOR & EMCEE
- TUESDAY NIGHT SOCIAL EVENT - Knoxville Arts Museum
- CONFERENCE BAG - Imprintable
- NAME BADGE & LANYARD - Imprintable
- CONFERENCE MOBILE APP (WHOVA)
- MEDIA PARTNER

Ramsey SmartDollar
Ogletree Deakins

Belmont University

Delta Dental
Mercer

HR Professionals Magazine

Gold Level Amenities:

Opportunity to Present Two (2) Breakout Sessions*
Complementary Booth: 10' x 20' End Cap in Best Available
Six (6) Full Conference "All Access" Registrations
Six (6) Digital Marketing Eblasts
Six (6) Complimentary Exhibit Booth Staff Registrations
Pre- and Post-Conference Attendee List
Conference Bag Insert
Custom Signage at the Conference
Conference Program Display Ad: Half Page
Logo & Hot Link on Conference Website
Five (5) Minute Address at Sponsored Event

COPPER SPONSOR – \$7,500 Sponsor

- SHRM TENNESSEE HR PROFESSIONAL AWARDS
- CONFERENCE BREAKFAST (Monday)
- CONFERENCE BREAKFAST (Tuesday)
- CONFERENCE BREAKFAST (Wednesday)
- LIVE MUSIC ENTERTAINMENT
- LEARNING TRACKS:
- TOTAL REWARDS & WELLBEING
- LEGAL & COMPLIANCE
- ATTRACTION, DEVELOPMENT & RETENTION TRACK
- AI, HR TECHNOLOGY & DATA ANALYTICS
- EMPLOYEE EXPERIENCE & WORKPLACE CULTURE
- STRATEGIC LEADERSHIP & BUSINESS ACUMEN
- YOUNG PROFESSIONALS

TPAH
The Baldwin Group

Medicare Misty

Pinnacle Financial

WGU
Gallagher

Lipscomb University

Copper Level Amenities:

Opportunity to Present a Breakout Session*
Complementary Booth: 10' x 10' Corner in Best Available
Three (3) Full Conference "All Access" Registrations
Three (3) Complimentary Exhibit Booth Staff Registrations
Three (3) Digital Marketing Eblasts
Pre- and Post-Conference Attendee Mailing List
Conference Bag Insert
Conference Program Display Ad: Eighth Page

PLATINUM SPONSOR – \$25,000 Sponsor

- SUPER SUNDAY WORKSHOPS
- OPENING GENERAL SESSION (Monday)
- AWARDS LUNCHEON (Tuesday)
- OPENING NIGHT MARKETPLACE RECEPTION (Monday)

Platinum Level Amenities:

Opportunity to Present a Mega Session*
Complementary Booth: 10' x 20' Entrance in Best Available
Eight (8) Full Conference "All Access" Registrations
Eight (8) Digital Marketing Eblasts
Eight (8) Complimentary Exhibit Booth Staff Registrations
Pre- and Post-Conference Attendee List
Conference Bag Insert
Conference Program Display Ad: Full Inside Page
Custom Signage at the Conference
Logo & Hot Link on Conference Website
Five (5) Minute Address at Sponsored Event
E-Recognition During General Session

SILVER SPONSOR – \$10,000 Sponsor

- COMMITTEE APPAREL - Imprintable
- VOLUNTEER APPAREL - Imprintable
- PENS & HIGHLIGHTERS - Imprintable
- WATER BOTTLES - Imprintable
- NOTESBOOKS - Imprintable
- CONFERENCE PRINTED PROGRAM
- BUFFET LUNCH (Monday)
- HOTEL KEYCARD - Imprintable

Silver Level Amenities:

Opportunity to Present a Breakout Session*
Complementary Booth: 10' x 20' Inline in Best Available
Four (4) Full Conference "All Access" Registrations
Four (4) Digital Marketing Eblasts
Four (4) Complimentary Exhibit Booth Staff Registrations
Pre- and Post-Conference Attendee List
Conference Bag Insert
Conference Program Display Ad: Quarter Page
Custom Signage at the Conference
Logo & Hot Link on Conference Website

BRONZE SPONSOR – \$5,000 Sponsor

- SHRM Store On-Line
- REFRESHMENT BREAKS - Two available in the a.m. and p.m. each day
- SUNDAY AFTERNOON (2 available)
- MONDAY MORNING (1 available)
- MONDAY AFTERNOON (1 available)
- TUESDAY MORNING (1 available)
- TUESDAY AFTERNOON
- WEDNESDAY MORNING (1 available)
- CHARGING STATION
- WATER STATIONS
- MINI SESSION THEATER IN THE MARKETPLACE
- REGISTRATION KIOSK
- SPONSORS & VIP HOSPITALITY SUITE
- PRESENTERS GREEN ROOM
- VOLUNTEER HOSPITALITY SUITE
- STATE COUNCIL HOSPITALITY SUITE
- RELAXATION GROTTTO
- RISE & SHINE GROUP EXERCISE FUN
- FOCUS GROUP BREAKFAST OR LUNCH
- MASSAGE STATION
- OTHER "NAME YOUR OWN" OPPORTUNITIES

WTV /
BenefitsMe /
TVA Credit Union /
MASA / Alliant
Inspira /
Dollywood
United Way Knoxville
Marsh & McLennan Agency
HUB International

Bronze Level Amenities:

Opportunity to Present a TED Talk-Style Mini-Session*
Complementary Booth: 10' x 10' in Best Available
Two (2) Full Conference "All Access" Registrations
Two (2) Digital Marketing Eblasts
Two (2) Complimentary Exhibit Booth Staff Registrations Included
Pre- and Post-Conference Attendee Mailing List
Conference Bag Insert
Custom Signage at the Conference