



**2024 Annual Conference
Sponsor Opportunities
October 15 - 17, Newport, RI**

ELEVATE your brand visibility, positioning, and business connections with an integrated presence at NEHRA's Annual Conference.

At NEHRA you don't just sponsor. You belong.

Why Sponsor?

Held in scenic Newport, RI, NEHRA's Annual Conference provides the perfect blend of progressive content, practical tools, and resources, fun and an opportunity to grow and strengthen relationships within the HR community.

Our dedicated staff work to integrate sponsors into the Conference, so they are part of, not separate from, the conversations.

Additionally, **sponsorship and exhibitor opportunities are limited in quantity** (i.e., less than 30 exhibitor booths available) for better brand positioning and easier relationship building.

How many attend? ~ 400

Who attends? Executive leadership, Business Partners, Managers, Directors and other key decision-makers throughout Massachusetts and New England



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SPONSORSHIP OPPORTUNITIES

*All sponsors may book sleeping rooms on-site at the Newport Harbor Island Resort on Goat Island, pending availability.
Hotel information sent when payment received.*

	HR Influencer Limit 1	HR Connector Limit 5 3	HR Enthusiast Limit 11 10
Pre-Conference			
Conference passes	4	3	2
Logo recognition in pre-event promotion – Conference website, LinkedIn, email, social media	√	√	√
1 promotional email to Conference attendees	Dedicated	Joint	Joint
Pre-Conference attendee opt-in email list - provided 2 weeks prior to event	√	√	√
Purchase additional Conference passes at reduced rate of \$749/pass	√	√	√
Organization profile page on the mobile app	√	√	√
On-Site Promotion/Branding			
Mobile app push notifications (see sponsor descriptions on following pages for details)	√	√	√
Ability to participate in the raffle	√	√	√
Logo on event signage	√	√	√



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	HR Influencer Limit 1	HR Connector Limit 5 3	HR Enthusiast Limit 14 10
On-site branding - choose 1 (quantities limited - see sponsor descriptions on following pages for details)	Keynote Speaker Sponsor (1)	Conference Mobile App (1) Attendee Lounge (1) Breakfast (1) Registration (1) Well-Being (1)	Snack break (1) Notebooks (1) Water Cups (1) Conference Bags (1) Reusable Lunch Bags (1) Lanyards (1) Bathroom Stalls (1) Lactation Room (1) Breakout Room (3)
Podium time	√ (To introduce keynote speaker)		
Verbal recognition during opening remarks	√	√	
Reserved table for 8 at Annual Awards Lunch (Wednesday)	√	√	
Exhibitor booth upgrade (Standard Premium - quantities limited)	+ \$2500 \$3500	+ \$2500 \$3500	+ \$2500 \$3500
Post-Conference			
Right of first refusal for 2025 Annual Conference	√	√	√
Attendee opt-in email list - within 7 days post-conference	√	√	√
Logo included in Conference recap	√	√	
TOTAL FEE:	\$15,000	\$10,000	\$7500



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EXHIBITOR OPPORTUNITIES

All Exhibitor booths include: 8 x 10 booth, 6-foot table, 2 chairs, Wi-Fi, and basic electricity. Capital Convention Contractors will assist with booth supplies, shipping, and extras. Booths are located in Lewis Hall (formerly Brenton Hall) OR Conference Lobby. Floor Map available upon request.

	Premium Booth Limit 6 (SOLD OUT)	Standard Booth Limit 19 2	Pop-Up Limit TBD	Supporter Unlimited
Conference passes	3	2	2	10% off member rate
Logo on Conference signage, website, and mobile app	Yes	Yes	Yes	Conference Website only
Opt-in attendee email list	Pre & Post	Post	Post	
Booth space on-site (Tuesday, Wednesday, and Thursday in Lewis Hall (formerly Brenton Hall) OR Conference lobby area)	High Visibility Location	Standard Location	Location/Timing TBD	
Badge scanning / lead retrieval	+ \$100	+ \$100		
First right of refusal for 2025 Annual Conference	Yes	yes	Yes	
TOTAL FEE:	\$6500	\$4500	Starts at \$4500 (Food/materials extra and paid for by the sponsor)	\$2000



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HR INFLUENCER DESCRIPTION

Keynote Speaker

Private meet & greet at Conference with keynote speaker (NEHRA to secure and book keynote speaker - meet & greet scheduled by NEHRA)
 Opportunity to introduce keynote speaker (Tuesday)
 Opportunity to provide branded item (i.e., bookmark) to attendees
 3 mobile app push notifications: 1x before conference, 1x before keynote, 1x after keynote

HR CONNECTOR DESCRIPTIONS

Well-Being Sponsor

- Prominent signage in wellness session area
- Lead up to 3 wellness sessions (i.e., morning walk, meditation, stretch break, etc.) to be agreed upon with NEHRA
- 3 mobile app push notifications

~~SOLD: Attendee Lounge Sponsor~~

- Prominent signage/branding/collateral in Attendee Lounge area Tuesday, Wednesday & Thursday - to be approved by NEHRA
- May provide pop-up experiences/games/interactions - to be agreed upon with NEHRA
- 3 mobile app push notifications: 1x each day

Registration Sponsor

- Prominent signage/branding in **check-in area for 3 days**
- 2 mobile app push notifications: 1x before and 1x during Conference

Breakfast Sponsor

- Branded napkins at breakfast Wednesday & Thursday
- Prominent signage near breakfast area on Wednesday & Thursday
- 2 mobile app push notifications: 1x each day before breakfast

~~SOLD: Conference Mobile App Sponsor~~

- Featured banner ad (clickable) on the Conference mobile app
- Dedicated organization profile page on Conference mobile app
- 3 mobile app push notifications - to be agreed upon with NEHRA

HR ENTHUSIAST DESCRIPTIONS

<p>SOLD Conference Notebooks</p>	<p>Conference Bags</p>
<ul style="list-style-type: none"> • Logo on Conference notebooks for all attendees • NEHRA to select and provide notebooks 	<ul style="list-style-type: none"> • Logo on Conference bag for all attendees • NEHRA to select and provide bags
<p>Water Cups</p>	<p>Snack Break Sponsor (New for 2024!)</p>
<ul style="list-style-type: none"> • Logo on water cups for 3 days at every water station located in main ballroom and all breakout rooms • NEHRA to select and provide cups 	<ul style="list-style-type: none"> • Logo on signage during all snack breaks (held in Lewis Hall (<i>formerly Brenton Hall</i>) on Wednesday and Thursday) • NEHRA to select and provide signage
<p>Lanyards</p>	<p>Lunch Bag Sponsor (New for 2024!)</p>
<ul style="list-style-type: none"> • Logo on lanyards given to all attendees • NEHRA to select and provide lanyards 	<ul style="list-style-type: none"> • Logo on reusable lunch bag used during “Boxed Lunch” on Thursday • NEHRA to select and provide lunch bags
<p>Lactation Lounge</p>	<p>Bathroom Stalls</p>
<ul style="list-style-type: none"> • Private area for nursing parents • Logo on lounge doors - to be provided by NEHRA • Other options available, contact NEHRA for details 	<ul style="list-style-type: none"> • May place magnetic promo piece in main Conference restroom stall doors Tuesday, Wednesday and Thursday. (To be agreed upon with NEHRA) • May incur additional fee, to be paid by sponsor, based on materials
<p>Breakout Room Sponsor (3 available - new for 2024!)</p>	
<ul style="list-style-type: none"> • Signage placed in 1 breakout room for duration of Conference (Wednesday & Thursday) • NEHRA to select and provide signs 	