

**86th Annual IPMA-HR
Central Region Training Conference
Madison, WI • June 11-14, 2023**

ROAD TO A NEW REALITY

Rerouting Public Sector Success through HR



SPONSORSHIP GUIDE



**INTERNATIONAL PUBLIC MANAGEMENT
ASSOCIATION for HUMAN RESOURCES**



Facilitating communication and the exchange of ideas among Central Region chapters of IPMA-HR

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Greetings!

It is with great pleasure that I introduce the 86th Annual IPMA-HR Central Region Training Conference in Madison, WI at the Madison Concourse Hotel beginning June 11, 2023!

The mission of the IPMA-HR is to promote excellence in public sector human resources management. The Training Conference will bring together human resource professionals and decision makers from throughout the Midwest to participate in learning and professional development sessions customized to meet the unique needs of this sector.

Our conference attendees represent the full spectrum of HR disciplines and specialists, as well as solo-practitioners, who are eager to expand their body of knowledge and enjoy the opportunity to gain access to new ideas, resources, products, and services.

Participation as an IPMA-HR Conference Sponsor provides you with an excellent opportunity to showcase your organization, gain market exposure, and build relationships with current and prospective clients. We offer a wide variety of sponsorship, exhibitor, and advertising options to serve your business.

We want our attendees and sponsors alike to enjoy connecting. As such we will provide multiple opportunities over 4 days for sponsors and attendees to connect during various social events.

Please join us in beautiful Madison, WI next June and help us provide resources to the best in the industry at the 2023 IPMA-HR Central Region Training Conference!

Sincerely,

Jamie Chism
President, IPMA-HR Central Region

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General Sponsorship

Take advantage of the opportunity to network and present your products and services to human resource professionals from throughout the Midwest region. Conference attendees include key decision makers seeking solutions to improve employee benefits, professional development, HRIS, legal, communications, labor relation functions and much more.

Platinum Level Sponsorship \$5,000

- Recognition as the host and sponsor of the Awards Luncheon and Central Regional Annual Business Meeting
- Breakout speaking engagement
- Recognition as a Platinum event sponsor, including introduction at the Plenary session, signage and program literature
- Exhibit Booth
- Two (2) conference registrations, including meals and social activities
- Full-page advertisement in conference program book

Gold Level Sponsorship \$3,000

- Recognition as the host and sponsor of the Full Breakfast Buffet event (Wednesday)
- Breakout speaking engagement
- Recognition as a Gold event sponsor, including signage and program literature
- Exhibit Booth
- One (1) conference registration, including meals and social activities
- Half-page advertisement in the conference program book
- Access to the attendance list and mailing information, both pre and post-conference

Silver Level Sponsorship \$1,500

- Recognition as a Silver event sponsor, including signage and program literature
- Exhibit Booth
- Complimentary attendance at all conference sessions, with meals and social activity available at cost
- Recognition of sponsorship in conference program book
- Access to the attendance list and mailing information, both pre and post-conference

Exhibitor Level Sponsorship \$750

- Exhibit booth
- Complimentary attendance at all conference sessions, with meals and social activity participation available at cost
- Recognition of participation in conference program book



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Additional Sponsorship & Advertising Opportunities

Exclusive Event Sponsorship of Tuesday's Evening Event —\$2,000

Enjoy recognition as the Exclusive Event Sponsor during the Tuesday cocktail event. Attendees will enjoy evening appetizers at a location to be determined.

Sponsorship for the Tuesday Event includes:

- Recognition as the host and exclusive sponsor of the event, including introduction at the location, and signage
- Exhibitor Booth
- One (1) conference registration, including meals and social activities

(3) Tuesday Night Event—\$1,500

Enjoy recognition as the Event Sponsor during the Tuesday night Pub Crawl and Scavenger Hunt. Pick up the tab, for all party guests in one location.

Sponsorship for the Tuesday Event includes:

- Recognition as the host and exclusive sponsor of the event, including introduction at the location, and signage
- Exhibitor Booth
- One (1) conference registration, including meals and social activities

Sponsorship of Scavenger Hunt - \$ 1,000

Enjoy exclusive recognition as a sponsor of our Tuesday night Scavenger Hunt. Includes signage on the Scavenger Hunt, advertisement in the program book, and a complimentary attendance at all conference sessions.

Program Book Donation and ID Badge Lanyard

A sponsor is also requested to support printing of conference program books and/or providing a lanyard for the conference.

Reusable Conference Bags

Enjoy exclusive recognition as a donor of the reusable tote bags for the Goody Bags. Tote bag design/print work will feature logos for both your business and IPMA-HR.

Program Book Advertisement

Program books are distributed to every conference attendee and are a great way to increase visibility amongst prospective clients. Please note: a full page ad is included with Platinum Sponsorships and a half-page ad is included with Gold Sponsorships.

Prices for each of the kinds of ads are below:

Outside Back Cover	\$500
Inside Back Cover	\$400
Inside Front Cover	\$400
Full Page Ad	\$250
Half Page Ad	\$150
Quarter Page Ad	\$75

Promotional Item Donations

Goody Bags are distributed to all attendees, and are always a fun takeaway as well as a great resource for added brand visibility. We anticipate preparing goody bags for approximately 125 registrants.

- Flash Drives
- Portable chargers for personal electronic devices
- Microfiber cloths for cleaning screens, etc.
- Note pads, pens
- Care package items: snacks, mints, lip balm, reusable water bottles, etc.

Other Sponsorship Ideas

Here are some creative ways to sponsor our conference:

- Awards Luncheon
- Snack break during the conference
- Hospitality Suite
- Audio/Video equipment
- Transportation to the Dine Around
- Dine around restaurant

Each sponsorship will include your logo displayed during the event or function, and in the program book.



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