



# 2018 PARTNERSHIP GUIDE

**Promote your business through the  
Lake Washington Human Resource Association**

# What is LWHRA and why would you want to be a partner?

*The Lake Washington Human Resource Association (LWHRA) is a local chapter of the Society for Human Resource Management (SHRM). LWHRA is a SHRM “Super-Mega” chapter – one of the largest in the U.S. with 1,400 members locally. We’ve been consistently recognized by SHRM as a Platinum Chapter Award winner because of our educational programs, including the annual Symposium, and our strategic initiatives.*

*LWHRA reaches more than 3,500 HR professionals in the greater Puget Sound area through our electronic communications and social media. 78% work “in-house” in a human resource or organizational development role, and 58% are senior HR professionals making or influencing decisions.*

## LWHRA at a Glance

### AFFILIATED MEMBERS



**1,440**  
PEOPLE

### COMMUNITY OUTREACH



**3,500**  
PEOPLE

### HR LEADERS



are decision makers or  
influence purchasing  
decisions

## OUR MEMBERS REPRESENT

Boeing, Costco, Microsoft, Esterline, Eddie Bauer, Sellen Construction, City of Bellevue, Coffman Engineers, Clark Nuber, T-Mobile, University of Washington and many, many more organizations

# Key Sponsorship and Exhibitor Opportunities

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# 2018 Annual Sponsorships

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## **Platinum Partnership Package \$5,000**

- One chapter meeting sponsorship
- One premium booth at Symposium (includes two attendees)
- One full-page color ad in Symposium program book
- Advertisement in member communication (newsletter or e-blast), monthly
- Logo on partners “widget” on LWHRA website
- Annual listing in LWHRA’s online Vendor Directory (up to three categories)
- Listing on the chapter’s Partners webpage
- Promotional material in new member packets for one year
- Partnership badge for one year
- Featured in monthly chapter meeting promotional reel

## **Silver Partnership Package \$2,500**

- One half-page color ad in Symposium program book
- Advertisement in member communication (newsletter or e-blast), bi-monthly
- Logo on partners “widget” on LWHRA website
- Annual listing in LWHRA’s online Vendor Directory (one category)
- Listing on the chapter’s Partners webpage
- Promotional material in new member packets for one year
- Partnership badge for one year

## **Gold Partnership Package \$4,000**

- One chapter meeting sponsorship
- One booth at Symposium (includes one attendee)
- One half-page color ad in Symposium program book
- Advertisement in member communication (newsletter or e-blast), bi-monthly
- Logo on partners “widget” on LWHRA website
- Annual listing in LWHRA’s online Vendor Directory (up to two categories)
- Listing on the chapter’s Partners webpage
- Promotional material in new member packets for one year
- Partnership badge for one year
- Featured in monthly chapter meeting promotional reel

## **Bronze Partnership Package \$1,000**

- One half-page b/w ad in Symposium program book
- Advertisement in member communication (newsletter or e-blast), quarterly
- Annual listing in LWHRA’s online Vendor Directory (one category)
- Listing on the chapter’s Partners webpage
- Partnership badge for one year

# 2018 Annual Sponsorships

Product	2018 Value	Platinum \$5,000	Gold \$4,000	Silver \$2,500	Bronze \$1,000
One chapter meeting sponsorship	\$1,000	\$1,000	\$1,000		
One premium booth at Symposium	\$1,350	\$1,350			
One booth at Symposium	\$1,000		\$1,000		
One ad in Symposium program book	Varies	\$500	\$325	\$325	\$225
Advertisement in member communication	\$250	\$3,000	\$1,500	\$1,500	\$1,000
Logo on partners "widget" on LWHRA website	\$1,500	\$1,500	\$1,500	\$1,500	
Annual listing in LWHRA's online Vendor Directory	\$175	\$245	\$210	\$175	\$175
Listing on the chapter's Partners webpage	\$150	\$150	\$150	\$150	\$150
Promotional material in new member packets	\$300	\$300	\$300	\$300	
Partnership badge for one year	\$100	\$100	\$100	\$100	\$100
Featured in monthly chapter meeting promo reel	\$450	\$450	\$450		
Total Value		\$8,595	\$6,535	\$4,050	\$1,650
<b>You Save</b>		<b>\$3,595</b>	<b>\$2,535</b>	<b>\$1,550</b>	<b>\$650</b>

# 2018 A la Carte Sponsorships

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## *A la Carte Options:*

### **Mentorship program sponsor \$500**

Includes partners "widget" and recognition at a chapter meeting

### **Volunteer appreciation event sponsor \$500**

Includes partners widget and recognition at a chapter meeting

### **Advertisement on LWHRA job board web page \$250 for one month**

### **Vendor directory listing \$175 Members, \$225 Non Members, \$35 each additional category**



**Become part of the Lake  
Washington Human  
Resource Association  
Community**

# 2018 Symposium

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**Save the date!**



## **2018 Symposium**

Tuesday, February 13, 2018

Meydenbauer Center

11100 NE 6th Street,  
Bellevue, WA 98004

## **Share our NEW Vision**

*LWHRA has launched a new vision for the chapter and we're applying it to the 2018 Symposium:*



### **Connect**

We have allowed more time for participants to connect with and learn from exhibitors and sponsors, as well as their colleagues.



### **Grow**

We are utilizing various ways to increase attendance at the 2018 Symposium (we're aiming for 500 people) through additional marketing, special registration packages, and offering outstanding professional development opportunities. This means more potential new prospects and clients to connect with you!



### **Serve**

We'll make it easy for attendees to further develop themselves as "servant leaders." You can help these HR leaders by sharing the important services you offer that will fulfill their strategic goals.

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*Sign up to sponsor here: [www.lwhra.org/partnerships](http://www.lwhra.org/partnerships)*

*We look forward to seeing you at the  
2018 Symposium!*

# Symposium Opportunities

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## Sponsorship, Exhibition and Marketing

*Be part of an exceptional marketing opportunity at this premier annual gathering of 400+ human resource professionals.*



### Highlights

- Sponsor headline activities such as AM or PM WiFi, keynote speaker, breakfasts, breaks & more!
- Exhibitor display opportunities to broaden exposure.
- Recognition online and in-print before, during and after the annual conference.
- Sponsors will be personally introduced and thanked at the event.
- Appropriate opportunities are available for both organizations in attendance and those who wish to be represented without sending staff.



### Benefits

- Build relationships by connecting with your clients and meet promising new prospects.
- Showcase your information, programs, products and services to those with purchasing power.
- Garner goodwill amongst your target audience by supporting their personal growth and the advancement of their profession.
- Increase brand awareness and stand out from your competition.
- Maximize your marketing dollars.



# Symposium Exhibitor

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**2017 exhibitors committing before August 1: \$900**

**New or returning exhibitors after August 1: \$1,000**



## **What's included:**

- One 10 x 10 foot exhibit booth (table & two chairs included)
- One Symposium registration, includes full access to conference sessions and reception (\$140 for additional booth representatives – does not include access to conference sessions)
- Organization name and link to website on Symposium webpage
- Organization logo on screen during Welcome & Opening Remarks, and during Lunch & Announcements
- Organization name listed in conference program
- Access to participant list including mailing and email addresses pre- and post-conference for up to two mailings (email or hard copy)
- **NEW:** Attend our “How to Get the Most out of the Annual Symposium” webinar in December 2017!

*Exhibitor kits for the conference will be emailed in November 2017. This will include information on shipping materials, special requirements such as internet connectivity or electricity and other details.*

# Symposium Premium Exhibitor

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**2017 exhibitors committing before August 1: \$1,200**

**New or returning exhibitors after August 1: \$1,350**



## What's included:

Includes all exhibitor benefits plus the following:

- Priority booth placement
- Opportunity to place materials on tables in plenary ballroom
- Reserved priority seats in plenary ballroom for all company representatives
- Recognition as Premium Exhibitor with organization logo on screen during Welcome & Opening Remarks, and during Lunch & Announcements
- Recognition as Premium Exhibitor with organization logo and link to website on Symposium webpage
- **NEW:** Attend our "How to Get the Most out of the Annual Symposium" Webinar in December 2017!



# Symposium Sponsor

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~~2018: \$5,000~~  
(Limit One)

**SOLD!**



## What's included:

Exhibitor benefits, plus **Exclusive Sponsorship** including the following:

- Prominently identified with organization name and logo as Symposium Sponsor on all material published for the event, including conference registration brochure, conference program, Symposium webpage and event signage
- Organization name identified on all event advertising
- Named in chapter newsletter articles written about the event
- Thanked as part of the presentation at the Symposium breakfast and luncheon
- 5 minutes at lunch to represent company value proposition to audience
- First choice of exhibit table in prime location
- One additional Symposium registration
- Recognition in pre-conference emails and other communications

# Symposium Breakfast or Lunch Sponsor

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*(One each)*



**2017 sponsor committing before August 1: \$1,500**  
**New or returning sponsor after August 1: \$1,650**



## **What's included:**

Exhibitor benefits, plus:

- Organization name and logo on printed event program
- Organization name and logo on meal signage
- Organization name and link to website on Symposium webpage, with recognition as meal sponsor
- Sponsor acknowledgement by LWHRA leadership during sponsored event
- **NEW:** Attend our "How to Get the Most out of the Annual Symposium" Webinar in December 2017!

# Symposium Morning or Afternoon Refreshment Break Sponsor

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(One Each)



**2017 sponsor committing before August 1: \$500**  
**New or returning sponsor after August 1: \$650**



## What's included:

- Organization name and logo on printed event program
- Organization name and logo on refreshment break signage
- Organization name and link to website on Symposium webpage, with recognition as Refreshment Break Sponsor
- Organization logo on screens during Welcome & Opening Remarks, and during Lunch & Announcements

*NOTE: Refreshment Break Sponsorships do not include an exhibitor booth. Add a booth for only \$750!*

# Symposium Wifi Sponsor

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**Morning or Afternoon: \$1,000 each**  
**Full Day: \$2,000**



## **What's included:**

- Organization name and logo on printed event program
- Organization name and logo on signage
- Organization name and link to website on Symposium webpage, with recognition as WiFi Sponsor
- Organization logo on screens during Welcome & Opening Remarks, and during Lunch & Announcements
- Includes custom branding on the landing page. Redirects to website of your choice!
- Opportunity to select the WiFi password – you could use your company name!

*NOTE: WiFi Sponsorships do not include an exhibitor booth. Add a booth for only \$750!*

# Symposium Coffee Cart & Popcorn Sponsors

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## Coffee Cart Sponsor (limit 3)

**2017 sponsor committing before August 1: \$750**

**New or returning sponsor after August 1: \$875**



## Popcorn Sponsor (limit 1)

**2017 sponsor committing before August 1: \$450**

**New or returning sponsor after August 1: \$550**



### What's included:

- Organization name and logo on printed event program
- Organization name and link to website on Symposium webpage, with recognition as Coffee/Popcorn Cart Sponsor
- Organization logo on coffee/popcorn cart signage
- Organization logo on screens during Welcome & Opening Remarks, and during Lunch & Announcements
- 3-hour service
- Coffee Cart: Opportunity to provide branded cups/sleeves (to be provided by sponsor)
- Popcorn Cart: Opportunity to provide branded bags (to be provided by sponsor)

*NOTE: Coffee Cart & Popcorn Cart Sponsorship does not include an exhibitor booth. Add a booth for only \$750!*

# Symposium Product Sponsorships

(Limit one per sponsorship)



## Registration Bag Sponsor\*

**2017 sponsor committing before August 1: \$2,000**

**Sponsor after August 1: \$2,500**

Organization name and logo on conference bags.



## Name Badge Lanyard Sponsor\*

**2017 sponsor committing before August 1: \$1,000**

**Sponsor after August 1: \$1,500**

Organization name and logo on conference lanyards.



### What's included:

- All product sponsorships are recognized with organization name and logo on printed event program, Symposium webpage, screen during Welcome & Opening Remarks and during Lunch. All product sponsorships are recognized with organization name and logo on printed event program, Symposium webpage, screen during Welcome & Opening Remarks and during Lunch.

*NOTE: Product sponsorships do not include an exhibitor booth. Add a booth for only \$750!*

*\*All items must include the LWHRA logo in addition to the sponsor logo. Artwork must be approved by LWHRA. If preferred, the LWHRA office will coordinate ordering of the sponsored item with your organization.*



# Symposium Program Advertising

## Conference Program Advertising Rates

### Deadlines:

Artwork due date: **January 5, 2018**

Color Rates	By Aug. 1	After Aug. 1
Full-page	\$450	\$500
Half-page	\$275	\$325
Quarter-page	\$150	\$200

Black & White Rates	By Aug. 1	After Aug. 1
Full-page	\$275	\$325
Half-page	\$175	\$225
Quarter-page	\$100	\$150

### Ad Dimensions:

- **Full-page (no bleed):** 7.75" w x 9.875" h
- **Half-page (no bleed):** 7.75" w x 4.875" h
- **Quarter-page (no bleed):** 3.875" w x 4.875" h



Learn more at [www.lwhra.org](http://www.lwhra.org)

Complete the online sponsor/exhibitor/  
advertiser application today!