

EXHIBITOR/SPONSOR  
PROSPECTUS

**HR WEST<sup>®</sup>**

San Francisco  
Bay Area

**2019**

**March 11-13**



[www.hrwest.org](http://www.hrwest.org)

Where you go to find out  
**What's Next...**

**NEXT  
CONCEPT<sup>SM</sup>**  
HR ASSOCIATION

## About HR West®

Produced by NCHRA, the HR West® conference is where senior HR professionals go to find out “What’s Next.” Convening annually for over three decades, the event takes place in the most innovative place on earth—home to the world’s leading-edge companies. Practicing HR here requires skills beyond the ordinary. Attendees enjoy three phenomenal days of learning, networking and inspiration. More than 80 concurrent sessions (most for HR recertification credit or ATD points) are offered to address specific company needs of attendees. For more information visit [HRWest.org](http://HRWest.org).

## Who is NCHRA®?

Next Concept HR Association (NCHRA) is the second-largest HR association in the country and has been advancing organizations through human resources since 1960. Delivering over 100 programs annually, the association is dedicated to connecting human resources professionals with practice resources, leading-edge training, legal and legislative developments, quality service providers, and each other—forming career-long networks and partnerships.

Headquartered in San Francisco, NCHRA serves a community of more than 30,000 professionals. NCHRA members work in the most innovative and challenging areas of the country (and world) in which to practice HR. As such, our membership demands a level of sophistication unparalleled by others. Nationally recognized for quality and breadth of service, this focus on excellence has earned NCHRA members in 23 states and several foreign countries.

# HR WEST® 2019

**EXHIBIT SPACE SELLS OUT QUICKLY!** **RESERVE YOUR SPOT TODAY**

268 Bush Street, #3731, San Francisco, CA 94104

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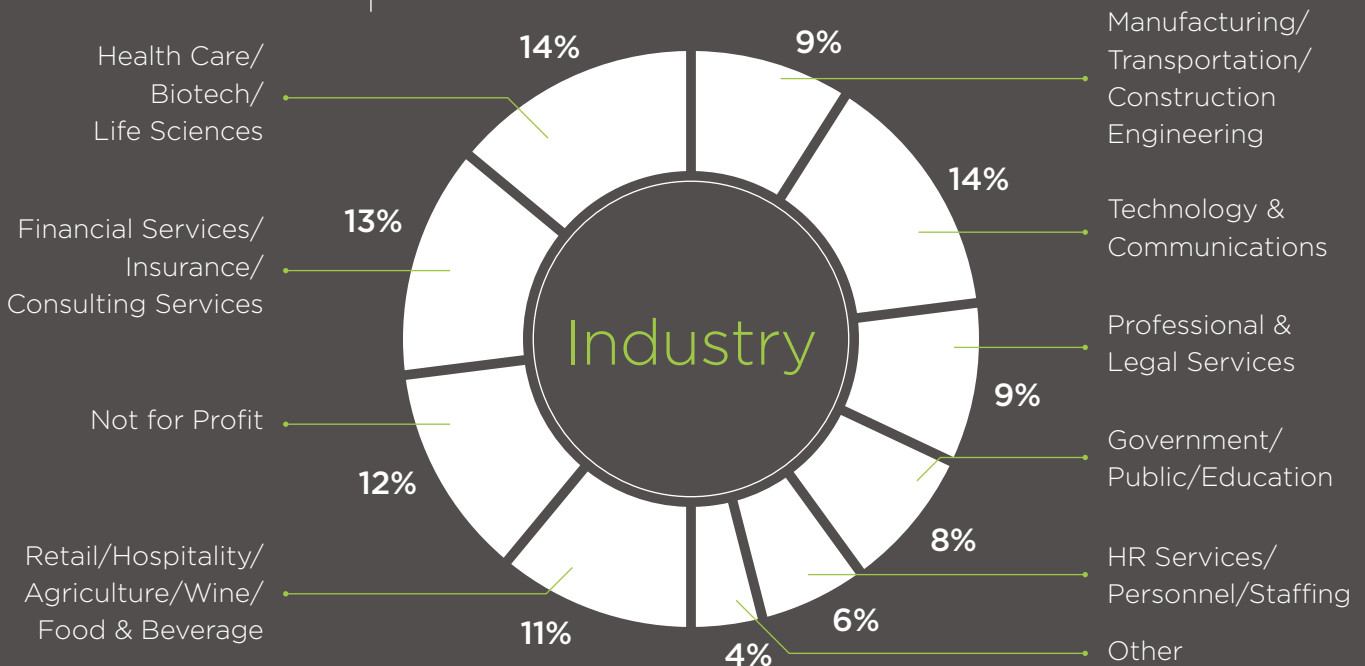
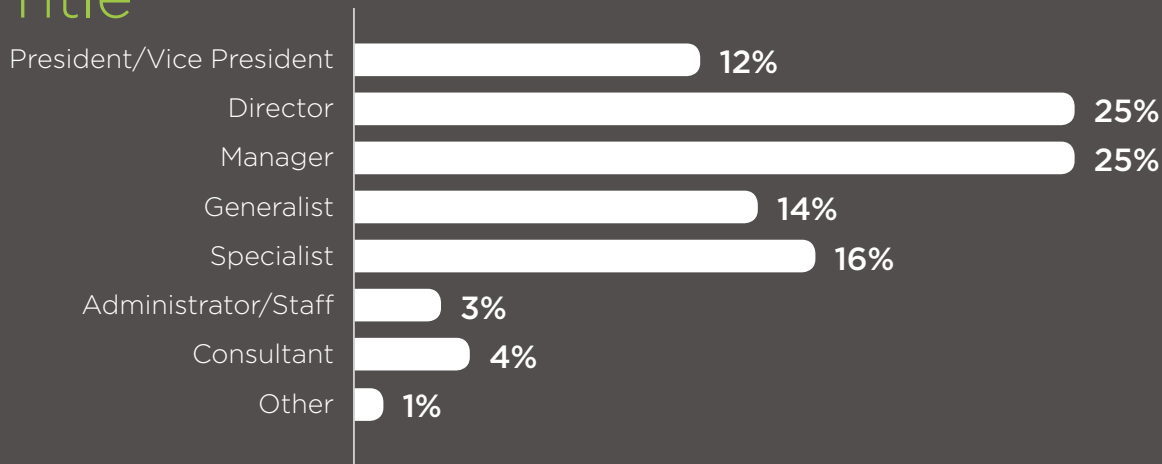
# WHO ATTENDS

The average attendee at HR West® is a Director or Manager with 16+ years of experience. Of the 2,000 attendees of the past few years, we've seen representation from both small, medium and large companies. Our membership is comprised of forward-thinking professionals who create thriving organizations through personal commitment to excellence. As a community, they practice the art of HR in one of the most dynamic markets in the world — the greater San Francisco Bay Area. Your participation in HR West® makes you part of this dynamic community.

## Years in HR



## Title



# Sponsorship Opportunities

WITH EXHIBIT SPACE

## BENEFITS INCLUDE:

- » Two representatives at HR West
- » Company logo on hrwest.org homepage
- » Company listing on HR West website with live link
- » Listing in select print and electronic preconference marketing materials
- » Listing in onsite conference guide
- » Wi-Fi at booth
- » Automatic Participation in Exhibitor Bingo
- » Logo listed on sponsor signage in General Session Room
- » Copy of event attendee list (excluding email and phone number)

## Title Sponsor

SOLD OUT ~~\$25,000~~



“HR West was a great conference to showcase our customers. HighGround was impressed with the great location and detailed sponsorship guidance. The HR West staff was attentive from start to finish. We are looking forward to exhibiting again!”



- Prominent company name or logo placement on all marketing materials. (ex: HR West 2019 Title Sponsor Acme Company (with logo) including two mailings reaching more than 10,000 HR practitioners each
- Dedicated tab and page on hrwest.org
- Recognition on NCHRA homepage, nchra.org
- One e-blast to membership preconference
- Speaking Session at HR West on approved topic
- Full page ad in HR West preconference brochure, mails to more than 10,000
- **Premium Booth # 3** at HR West
- Approved collateral or promotional item in conference bags
- Approved collateral or promotional item distributed at Tuesday general session
- Award presented from stage and opportunity to address attendees (2 mins) at Tuesday general session
- Additional two representatives @ HR West (four total)
- One hotel room at the adjoining Oakland Marriott City Center for 3 nights, 3/10 - 3/13
- Two NCHRA Annual Memberships
- Attendee List including email address

## Onsite Conference Guide Sponsor

SOLD OUT ~~\$12,500~~

- **Choice Booth** in West Hall General Session Room
- Exclusive sponsor for the onsite guide
- Logo on cover of onsite guide
- Full page ad in Onsite Guide
- Attendees will pick up guide from your booth location in the West Hall Limited to 500 attendees
- Approved collateral or promotional item in conference bags
- Sign to locate where to pick up onsite guide with company logo

## Name Badge Sponsor

SOLD OUT ~~\$12,500~~

- **Choice Booth** in West Hall General Session Room
- Company logo imprinted on all attendee, speaker, and sponsor name badges or lanyard
- Approved collateral or promotional item in conference bags

## Conference App Sponsor

\$10,000

- **Choice Booth #51** in West Hall General Session Room
- Company logo on main app splash screen and rotating banner
- Listing as sponsor on instructions for app to all participants
- Listing as sponsor on app signage
- Approved collateral or promotional item in conference bags

## Reception Sponsor

SOLD OUT ~~\$9,500~~

- **Choice Booth** in West Hall General Session Room
- Listing as sponsor on reception signage
- Approved collateral or promotional item in conference bags
- Opportunity to distribute approved collateral or promotional item at reception

## Wi-Fi Sponsor

SOLD OUT ~~\$9,000~~

- **Choice Booth #49** in West Hall General Session Room
- Company or abbreviation of company name used as Wi-Fi password
- Listing as sponsor on Wi-Fi signage in each room
- Approved collateral or promotional item in conference bags



“Our sponsorship has consistently led to great sales conversations and closed deals. We appreciate the depth of the HR titles at the conferences, and how seamless it is to work with the NCHRA staff to execute on our marketing plans.”

**Namely**  HR for Humans



## General Session Sponsor

**\$8,500**

Two available

- **Choice Booth #48** or **#47** in West Hall General Session Room
- Opportunity to introduce self and organization (2 minutes) at general session
- Listing as sponsor on general session signage
- Approved collateral or promotional item in conference bags
- Approved collateral or promotional item distributed at sponsored general session

## Lunch Sponsor

**\$8,500**

One ~~Two~~ available

- **Choice Booth #46** in West Hall General Session Room
- Opportunity to introduce self and organization (2 minutes) at lunch
- Listing as sponsor on lunch signage
- Approved collateral or promotional item in conference bags and distributed at sponsored lunch



“Impressive gathering of HR professionals! The conference was top notch, the sponsorship included so much value, and the conference team was great to work with.”

**SAP SuccessFactors** 

## Conference Bag Sponsor

SOLD OUT ~~\$8,000~~

- **Choice Booth** in West Hall General Session Room
- Company logo imprinted on conference bags provided to all attendees
- Approved collateral or promotional item in conference bags

## Conference Grand Prize Sponsor

SOLD OUT ~~\$8,000~~

- **Choice Booth** in West Hall General Session Room
- Company logo on Grand Prize Tickets distributed to all full-conference attendees
- MC reads company bio from stage
- Attendees will pick up Grand Prize ticket from your booth

## Track Sponsor

**\$7,700**

Four available

- **Choice Booth #55, #56, #57 or #58** in West Hall General Session Room
- Listing as sponsor of a specific track
- Listing as sponsor on hrwest.org session page
- Approved collateral or promotional item in conference bags
- A 100-word company bio would be read during one of the concurrent sessions.



“2018 was the first year we sponsored and exhibited at HR West. The conference was informative, well-organized and it provided our team with the perfect venue in which to build valuable relationships. Canopy Health will definitely return to HR West in 2019. Thank you for the opportunity!”



**CONTACT** [dgranados@nchra.org](mailto:dgranados@nchra.org)  
Denise Granados P. (800) 339-4481  
C. (707) 972-1473



## AV Sponsor

**\$7,700**

- **Choice Booth #45** in West Hall General Session Room
- Company logo on speaker podium in every concurrent session room for the entire conference

## Charging Station Sponsor

**\$7,500**

- **Choice Booth #44** in West Hall General Session Room
- Logo listed on Charging Station Signage (3 stations total)
- Approved collateral or promotional item displayed at charging stations

## Morning Coffee Sponsor

**\$7,000**

- **Choice Booth #43** in West Hall General Session Room
- Company logo on signage at Coffee Stations
- Approved collateral or promotional item displayed at Coffee Breaks

## Bingo Card Sponsor

**SOLD OUT ~~\$7,000~~**

- **Choice Booth** in West Hall General Session Room
- Listed as sponsor of the Bingo Card in marketing materials
- Drop off box for Bingo Cards will be located next to booth
- Featured company logo on all Bingo Cards

## Hotel Key and Room Gift Sponsor

**SOLD OUT ~~\$6,500~~**

- **Choice Booth** in West Hall General Session Room
- Company logo on Hotel Room Key
- Approved company collateral and gift distributed to HR West hotel guests staying in the NCHRA block at the adjoining Oakland Marriott City Center

## Conference Pen Sponsor

**SOLD OUT ~~\$6,500~~**

- **Choice Booth** in West Hall General Session Room
- Company logo imprinted on pen distributed to all attendees, sponsors and speakers
- Pens distributed year-round at NCHRA programs

## Conference Volunteer Sponsor

**\$6,000**

- **Choice Booth #42** in West Hall General Session Room
- Company logo imprinted on sleeve of Official Conference shirts worn by all volunteers throughout the conference



## Speaker Lounge & Appreciation Gift Sponsor

\$6,000

- **Choice Booth #41** in West Hall General Session Room
- Company logo on speaker gift distributed to over 100 industry leaders
- Company logo on speaker Lounge signage
- Recognition in conference communications with speakers

## Handout Sponsor

\$6,000

- **Choice Booth #40** in West Hall General Session Room
- Company logo listed on Handout Page
- Listing as sponsor on instructions for handouts to all participants

## Stage Décor Sponsor

\$6,000

- **Choice Booth #39** in West Hall General Session Room
- Your logo displayed on signage near the main stage

## Professional Headshot Sponsor

SOLD OUT ~~\$5,500~~

- **Choice Booth** in West Hall General Session Room
- Company logo and name on signage at professional photo booth
- Approved collateral or promotional item displayed in photo area



“I was really impressed with the HR West event organized by NCHRA. The HR audience who came to this event were very engaged with the sponsors and we were able to make great connections. The leads generated definitely paid for the sponsorship of the event.”



CONTACT  
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# Exhibit Opportunities

## BENEFITS INCLUDE:

- » Two representatives at HR West
- » Company listing on HR West website with live link
- » Listing in select print and electronic preconference marketing materials
- » Wi-Fi at booth
- » Automatic Participation in Exhibitor Bingo
- » Copy of event attendee list (excluding email and phone number)

### Premium Booth

**\$7,500**

**SOLD OUT** ~~7 available~~

- Located in main entry foyer of Convention Center
- 8' table with two chairs or pop-up booth that fits same dimensions (10ft x 10ft)
- Listing in preconference eblast recognizing all Premium Exhibitors

### Select Booth

**\$6,500**

**SOLD OUT** ~~14 available~~

- Located on the first floor of Convention Center, outside three concurrent session rooms
- 6' table with two chairs or pop-up booth that fits same dimensions (6ft x 3ft)

### Select II Booth

**\$5,600**

**SOLD OUT** ~~8 available~~

- Located in main entry foyer of Convention Center
- 6' table with two chairs or pop-up booth that fits same dimensions (6ft x 3ft)

### Choice Booth

**\$4,700**

**1** ~~6 available~~

- Located on the first floor of Convention Center, outside or within West Hall General Session Room
- 6' table with two chairs or pop-up booth that fits same dimensions (6ft x 3ft)

## Choice II Booth

**\$3,600**

8 available

- Located on second floor of Convention Center, outside two concurrent session rooms & restaurant
- 6' table with two chairs or pop-up booth that fits same dimensions (6ft x 3ft)

## Standard Booth

**\$3,100**

3 ~~10~~ available

- Located on second floor of Convention Center, outside five concurrent session rooms
- 6' table with two chairs or pop-up booth that fits same dimensions (6ft x 3ft)



# Additional Opportunities

## Wellness Room Sponsor

**\$4,000**

- Company logo on all marketing for the Wellness Room
- Provide one approved service in the room each day of the conference for the room all 3 days
- Approved collateral or promotional item in the Wellness Room
- Company logo on hrwest.org homepage
- Company Listing on HR West website with live link
- Listing in select print and electronic preconference marketing materials
- Logo listed on sponsor signage in General Session Room
- Copy of event attendee list (excluding email and phone number)

## Marketing Partner

- Want to get more out of your participation? Past marketing partners have proposed email co-marketing and other effective efforts. Contact Jenna Watson at [jwatson@nchra.org](mailto:jwatson@nchra.org).

## Pass for Potential Client or Current Clients?

We have packages for our sponsors and exhibitors.

**6 Passes**  
**\$3,000**

**4 Passes**  
**\$2,200**

**2 Passes**  
**\$1,200**

Must be for an HR Practitioner

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# Sample of Past Exhibitors

15Five	Gallagher	Ogletree, Deakins, Nash, Smoak & Stewart, P.C.
AcceptU	Glassdoor	OneDigital Health and Benefits
Accurate Background, Inc.	Glint	Onepoint - Human Capital Management
Achievers	Globoforce	Oracle Human Capital Management
Aetna, Inc.	Golden Gate University	Paycor
Aon Risk Solutions	Halogen Software	Payroll Systems
Appcast, Inc.	Headspace	Progressive Benefit Group
Asure Software	Heffernan Insurance Brokers	Radius
BambooHR	HighGround	Reflektive
Benefit Resources, Inc.	Hixme	Robert Half
Benefitfocus	HR Certificate Institute	Rocket Lawyer
Blue Marble Payroll	HR Cloud	SAP
Blue Shield of California	HUB International Insurance Services, Inc.	Sapling
Blueboard	iCIMS	ScholarSHARE
California Payroll	Insperty	Simplr
Canopy Health	Jobvite	Snappy Gifts
CarDash	Kloves, Inc.	Spark Hire
Cartelligent	Lattice	Spoke
Castlight Health	Mango Languages	Talent Assessments, MHS, Inc.
Ceridian	Mercer	TalentWise
ClearCompany	Merit Resource Group	Talla
Donahue Fitzgerald	Meyers Nave	TargetCW
EaseCentral	Morgan Stanley	The University of San Francisco
Eat Club	Namely	The Vita Companies
Emtrain	National Purchasing Partners	Timyo
Envoy	Nationwide (Pet Insurance)	Ultimate Software
Epic	Nelson Staffing	WageWorks
Equifax	nettime solutions	Waggl
EyeMed	NFP	Zenefits
Fisher & Phillips LLP	Noble Hour	ZeroCater



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