



Welcome to the beginning stages of our 2012 Conference! Once again, I am honored to be the Exhibitor Committee Chair for this event. We are continually improving our planning process, and those of you who have been exhibitors or sponsors in the past know that we are ahead of the schedule of previous years in our planning and communication process.

The theme for this year's conference is "**HR: Driving Change, Innovation & Strategy.**" In the continuous improvement mode, we have again made some changes to some of the sponsorship opportunity levels, and as always, are very appreciative of your support of our conference and strive to provide as much value for your investment as possible.

Reasons to spend your money on exhibiting or sponsoring the Granite State Human Resources Conference

On May 1, 2012 at the Center of New Hampshire-Radisson Hotel, downtown Manchester, NH include:

- As always we make every effort to provide opportunities for more face time with the decision makers to whom you want to talk! Here is your chance to renew relationships you have and create new ones.
- Once again in 2012 all nine human resource chapters and affiliates across New Hampshire, as well as other top-level HR leaders, will be involved, which means you can expect access to hundreds of HR professionals in one area at one time*
- The day-long program will feature timely speakers and informative break-out sessions as well as great networking opportunities and lots of fun!

For the 2012 Conference

- We will offer previous exhibitors and sponsors a 30-day "right of first refusal" to lock in their previous booth location or sponsorship level.
- We will again offer an upgraded booth option for exhibitors to have the next best premium locations (sponsors are assigned the most premium locations).
- We will continue to strive to find the delicate balance of appropriate "face time" for vendors and attendees while providing valuable training to attendees.
- All Vendors will be in the Expo Center, at the hub of the activity (the exclusive area for the Keynote speech, meals and snacks including lunch, additional breaks between seminars and a fabulous networking reception at the end of the day).
- Registration and continental breakfast will start at 7:00 AM on May 1st. This means that you will have even more face-time with the attendees. Please note that booths must be ready no later than 7:00 AM. We will again offer a block of time the night before for those who wish to set up booths early.

con't on next page



HR: Driving Change, Innovation and Strategy

14th Annual GSHR Conference • Tuesday, May 1, 2012



page 2

Please note that the GSHRC booths and sponsorships tend to go quickly so please register soon! Once again this year, sponsors and exhibitors can register online via a secure form and pay with a credit card. Please visit the conference web site www.gshrconference.org for more details. **All sponsors will have the right of first refusal for their prior sponsorship until Friday, November 11th. Exhibitor booths will be sold on a first-pay, first-assigned basis. (Attendee registration will open after the new year.)

The conference thanks everyone who participated in 2011!

Once more this year we have the pleasure of working with our Events Manager, Green Tree Event Consultants from Maine (contact info at bottom of email), who will be focusing on filling our sponsorship opportunities and can help coordinate your registration and set-up. Exhibitor inquiries and questions should be directed to me at 603-672-8900 x 160, or one of my committee members: Yola DeDominicis 603-964-9495 or Gordon Woodfall 877-OPS-9250.

See you on May 1st and thank you! Register at www.regonline.com/gshrc2012 and we will follow up with more details as we get closer to our event.

Shari Marston
Exhibitor Chair

P.S. *Last year the Granite State HRC attracted more than 500 people, more than half of which were HR Professionals! As usual, the committee is taking steps to insure another great turnout.

14th Annual GSHR Conference Tuesday, May 1, 2012
The Expo at the Radisson Manchester, New Hampshire
7:00am - 4:15pm Conference, 4:30pm - 6:00pm Reception



MISSION

By planning, organizing, and delivering a high standard, timely, and industry relevant conference to human resource professionals and their colleagues, the Granite State Human Resources Conference is committed to providing a venue that stimulates the acquisition, transfer, and enhancement of knowledge, professional development, increased social capital, and enhanced networks. This is accomplished through securing high quality program and seminar presenters; providing access to industry specific vendors; and engaging in support activities.

Why Participate

RESERVE YOUR SPACE TODAY

The continued growth and success of the Granite State HR Conference means the hub of the event will once again be The Expo Center at the Radisson Manchester. The day-long program features timely speakers and informative break-out sessions as well as great networking opportunities and lots of fun. Please note that the GSHRC booths and sponsorships tend to go quickly so please register soon! Once again this year, exhibitors can register online via a secure form and pay with a credit card.

In today's difficult and ever changing times, organizations are aware that they need HR to step up and step out of business as usual and be the consultative business partners, focused on building teams, improving morale and driving change.

NEED MORE INFORMATION?

GSHRConference.org

Major Sponsors
\$3,500

Key supporters of the top level speakers & presenters and underwriters of all phases of the 2011 GSHRC. Only four available!

PRE-CONFERENCE ADVERTISING

- Logo on all printed PR related to GSHRC
- Logo on all GSHRC print ads
- Logo & link on GSHRC website
- Logo & link in all promotional materials

AT THE CONFERENCE

- **Sponsor Booth** (Prime Location, Camps of Power)
- Logo on event signage
- Logo on banner displayed at registration
- Company banner in prime location of Expo Hall
- Special Thanks during PA announcements at opening of conference and throughout the day

CONFERENCE GUIDE

- Full page ad in Conference Guide
- 100 word Special Thanks in Conference Guide
- Logo on Conference Guide cover
- Logo in directory

ADDITIONAL ITEMS

- 4 Full Day Conference Passes
- Opportunity to place an item in conference tote
- Special sponsor gift

Keynote Sponsor
\$3,000

Among other features, the Keynote Sponsor has the opportunity to introduce the keynote speaker to 400+ attendees. Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website
- Logo & link on GSHRC website, keynote presentation information page

AT THE CONFERENCE

- **Sponsor Booth** (Prime Location, Camps of Power)
- Introduce Keynote Speaker
- Banner and signage at Keynote presentation
- Special Thanks at start of Keynote presentation
- Logo on event signage

CONFERENCE GUIDE

- Full page ad in Conference Guide
- 75 word Special Thanks in Conference Guide
- Logo in directory

ADDITIONAL ITEMS

- 4 Full Day Conference Passes
- Opportunity to place an item in conference tote

Networking Reception Sponsor
\$3,000

While the event is in "relax" mode we'll introduce this sponsor and provide a few minutes of podium time! Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

AT THE CONFERENCE

- **Sponsor Booth** (Prime Location, Camps of Power)
- Signage and banner at reception
- Special Thanks at start of reception
- 2 minutes of podium time during reception
- Logo on event signage

CONFERENCE GUIDE

- Full page ad in Conference Guide
- 75 word Special Thanks in Conference Guide
- Logo in directory

ADDITIONAL ITEMS

- 4 Full Day Conference Passes
- Opportunity to place an item in conference tote

Tote Bag Sponsor
\$2,750

Every attendee gets a reusable tote bag with your logo prominently featured on one side of the bag. Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

AT THE CONFERENCE

- **Sponsor Booth (Prime Location, 5amps of Power)**
- Exclusive logo, in prime position on quality tote bag given to 400 attendees
- Logo on event signage
- Special Thanks during PA announcements

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50 word Special Thanks in Conference Guide
- Logo in directory

ADDITIONAL ITEMS

- 3 Full Day Conference Passes

Hero Award Sponsor
\$2,750

Introduce the annual HR Hero Award recipient! Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

AT THE CONFERENCE

- **Sponsor Booth (Prime Location, 5amps of Power)**
- Introduction of Hero Award Winner
- Logo on event signage

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide
- Logo in directory

ADDITIONAL ITEMS

- 3 Full Day Conference Passes

Breakfast & Coffee Sponsor
\$2,750

Your company featured throughout the day while attendees are "refueling"! Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

AT THE CONFERENCE

- **Sponsor Booth (Prime Location, 5amps of Power)**
- Tentcards on tables & banner at breakfast/coffee break areas
- Special Thanks at breakfast and coffee breaks
- Logo on event signage

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50 word Special Thanks in Conference Guide
- Logo in directory

ADDITIONAL ITEMS

- 3 Full Day Conference Passes

Workshop Webinar Sponsor
\$2,750

Be part of this ground breaking tool designed to help deliver additional HR Credits beyond the event! Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website
- Logo & link on GSHRC website workshop listings

AT THE CONFERENCE

- **Sponsor Booth (Prime Location, 5amps of Power)**
- Logo on all workshop session signage
- Special Thanks at start of each workshop
- Logo on event signage
- Special Thanks during PA announcements

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide
- Logo in directory

ADDITIONAL ITEMS

- 3 Full Day Conference Passes
- Logo on all post-event webinars

Lunch Table Sponsor
\$2,750

Features include tent cards on every table, a special thanks during Lunch and display banner during the lunch segment. Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

AT THE CONFERENCE

- Sponsor Booth (Prime Location, 5amps of Power)
- Centerpiece arrangements with exclusive company tent cards on tables during lunch
- Special Thanks during lunch
- Logo on event signage

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide

ADDITIONAL ITEMS

- 3 Full Day Conference Passes

Office Lounge & Book Store Sponsor
\$2,750

Your company receives all the credit when exhibitors and attendees take a break to check in with their office, see what the bookstore has to offer or just gather to network over a cup of coffee or latte from the espresso stand. Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

AT THE CONFERENCE

- Sponsor Booth (Prime Location, 5amps of Power)
- Exclusive signage and banner at the Internet Office Lounge & Book Store
- Logo on event signage

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide
- Logo in directory

ADDITIONAL ITEMS

- 3 Full Day Conference Passes

Registration Sponsor
\$2,750

Your company's name, logo and weblink is prominently displayed throughout the attendee registration website and you also get a dedicated screen within the process to pitch your company or a special offer! Only one available!

PRE-CONFERENCE ADVERTISING

- Company name, Logo & link on GSHRC website
- Company name, Logo & link on registration website
- Dedicated screen within registration process

AT THE CONFERENCE

- Sponsor Booth (Prime Location, 5amps of Power)
- Exclusive signage and banner at registration desk
- Logo on event signage

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide

ADDITIONAL ITEMS

- 3 Full Day Conference Passes

**Earl Bird
Session/
Coffee Mug
Sponsor
\$2,750**

Sponsor's name and logo featured on a ceramic mug for each attendee as well as all signage relating to the Earl Bird Session. Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

AT THE CONFERENCE

- **Sponsor Booth (Prime Location, 5amps of Power)**
- Exclusive name and logo on 200 ceramic mugs, given to attendees at the Early Bird Session.
- Opportunity to place an item in the conference tote bag.
- Logo on event signage

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide
- Logo in directory

ADDITIONAL ITEMS

- 1 Full Day Conference Passes

**Lanyard
Sponsor
\$2,000**

Sponsor's name and logo featured on the name badge lanyard worn by attendees all day long! Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

AT THE CONFERENCE

- Exclusive name on 500 quality lanyards worn by all attendees

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide

ADDITIONAL ITEMS

- 2 Full Day Conference Passes

**Flash Drive
Sponsor
\$2,000**

Sponsor's name and logo featured on a flash drive for each attendee. They'll think of you everytime they use it! Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

AT THE CONFERENCE

- Exclusive name and logo on 300 flash drives, given to each attendee.
- Opportunity to place an item in the conference tote bag.
- Logo on event signage

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide
- Logo in directory

ADDITIONAL ITEMS

- 2 Full Day Conference Passes

Golden Ticket Drawing Sponsor \$1,500

Sponsor's name and logo featured on the Golden Ticket envelopes - the most exciting moment of the Networking Reception where everyone gets a chance to participate in the fun! Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide

AT THE CONFERENCE

- Exclusive name and logo on 500 prize boxes/envelopes given to every attendee at the Networking Reception.
- Opportunity to place an item in the box/envelope or in the conference tote bag.

ADDITIONAL ITEMS

- 1 Full Day Conference Passes

Notepad Sponsor \$1,500

500 custom printed notepads placed at all the workshop seats featuring your logo! Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide

AT THE CONFERENCE

- Exclusive name and logo on 500 notepads distributed to attendees
- Opportunity to place an item in the box/envelope or in the conference tote bag.

ADDITIONAL ITEMS

- 1 Full Day Conference Passes



Coffee Gift Sponsor \$1,250

Your company's name and logo custom printed on 300 bags of artisan coffee, gifted to attendees at the event. Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide

AT THE CONFERENCE

- Exclusive name and logo on 300 bags of local, artisan coffee, gifted to attendees at the event.

ADDITIONAL ITEMS

- 1 Full Day Conference Passes

Pen Sponsor \$1,000

500 custom printed pens placed at all the workshop seats featuring your logo! Only one available!

PRE-CONFERENCE ADVERTISING

- Logo & link on GSHRC website

CONFERENCE GUIDE

- Half page ad in Conference Guide
- 50-word Special Thanks in Conference Guide

AT THE CONFERENCE

- Exclusive name and logo on 500 quality pens, distributed to attendees at sessions and around event

ADDITIONAL ITEMS

- 1 Full Day Conference Passes

Premium Booth

\$1,250

(17 available)

Here's what our premium package includes:

- Your choice of premium booth location
- 1/4 page ad in Conference Guide
- Company name, logo and listing in Conference Guide
- 5 amps of power to booth
- 6' skirted table
- 2 chairs
- 7" x 40" company ID sign
- Wastebasket
- 4 Staff Passes*
- 2 Conference Passes**

Basic Booth

\$750

(44 available)

Here's what our basic package includes:

- 8' x 10' booth
- 6' skirted table
- 2 chairs
- 7" x 40" company ID sign
- Wastebasket
- Company name in Conference Guide
- 2 Staff Passes*

Need another booth? Buy a second booth package and receive a \$100 discount!

* Staff Pass includes name badge and box lunch

** Conference Pass includes conference, expo hall, name badge and box lunch

CONFERENCE EXTRAS

- Full Page Ad - \$600
- 1/2 Page Ad - \$375
- 1/4 Page Ad - \$225
- Conference Tote Insert (400) - \$350
- Power, 5amps - \$65
- Logo & Weblink for 1 Year - \$195

TICKETS

- Additional Staff Pass* - \$50
- Conference Pass** - \$175 (a savings of \$55!)

Need more information? Visit the website at

www.gshrconference.com

Please Note:

- Show furnishings other than what's provided in your booth package are *special orders*. Upon registration, you will receive a special order form. Special orders may include: additional tables, power, internet capability, extra lighting, additional chairs, easels, customized ID signs, etc. Special Orders must be placed, and paid for, by Thursday, April 28th to receive pre-paid pricing. Special Orders may also be placed on the day of the conference but will be billed at on-site pricing.

2012 Granite State HR Conference
 Expo Center of New Hampshire
 May 1, 2012
Expo Floorplan

- Sponsor
- Premium
- Basic

