



HR That Works

GRANITE STATE CONFERENCE
2027 SPONSORSHIP OPPORTUNITIES

APRIL 6 - 7, 2027

GRAPPONE CONFERENCE CENTER | CONCORD, NH

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OVERVIEW

More Opportunities. More Connections. More Impact.

The Granite State HR Conference is entering an exciting new chapter.

In 2027, we're moving to the Grappone Conference Center in Concord, giving us the space to welcome 400 HR professionals and create an even more engaging conference experience.

This year, we're introducing exciting new opportunities for both attendees and sponsors, including:

- **Sponsor Case Studies** – Educational, 25-minute sessions where sponsors share real-world HR solutions and practical takeaways.
- **Discovery Breaks** – Dedicated times for attendees to talk with sponsors, attend case studies, connect with peers, and engage with industry experts.
- **The HR Solutions Lab** – An interactive, collaborative experience where attendees work together to solve real workplace challenges.
- **Career Growth Journeys** – Learning paths designed around where HR professionals are in their careers.

The 2027 Granite State HR Conference is designed to create meaningful conversations, lasting relationships, and practical learning that extends far beyond two days. We invite you to be more than a sponsor—we invite you to be part of the experience, share your expertise, and help shape the future of HR in New Hampshire.

TO RESERVE YOUR SPONSORSHIP:

Visit www.GSHRConference.org or contact Gregg Shapiro, Green Tree Event Consultants:
Gregg@GreenTreeEvents.com | 207-781-2982 x130

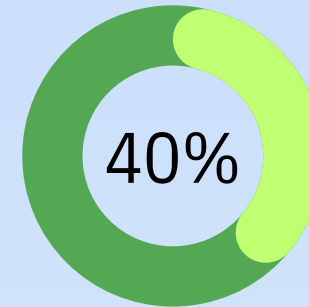


WHO'S AT THE GSHRC

THE ATTENDEES AT THE GSHRC ARE TODAY AND TOMORROW'S LEADERS.

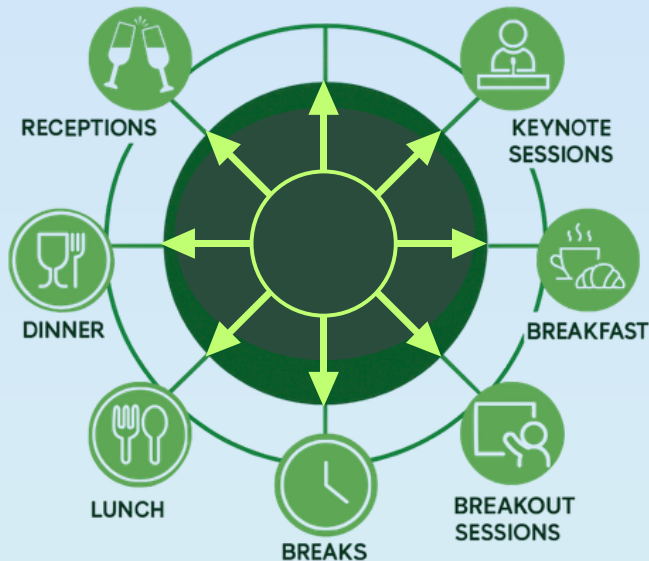


THE AUDIENCE IS NEVER STALE!



of 2026 attendees were attending for the first time

NUMEROUS NETWORKING OPPORTUNITIES



RETURN ON INVESTMENT



We have significant marketing power within the HR professional community and market.

SCHEDULE (SUBJECT TO CHANGE)

TUESDAY, APRIL 6, 2027

8:30a	Breakfast & Welcome
9:30a	HR Hero Award Ceremony
9:45a	Keynote Speaker
10:45a	General Session: HR Solutions Lab
12:15p	Lunch
1:00p	Discovery Break & Case Studies
1:30p	Breakout Session 1
2:45p	Breakout Session 2
3:45p	Discovery Break & Case Studies
4:15p	General Session
5:00p	HR Happy Hour/Golden Ticket
6:30p	Dinner & Entertainment
9:00p	HR Late Night

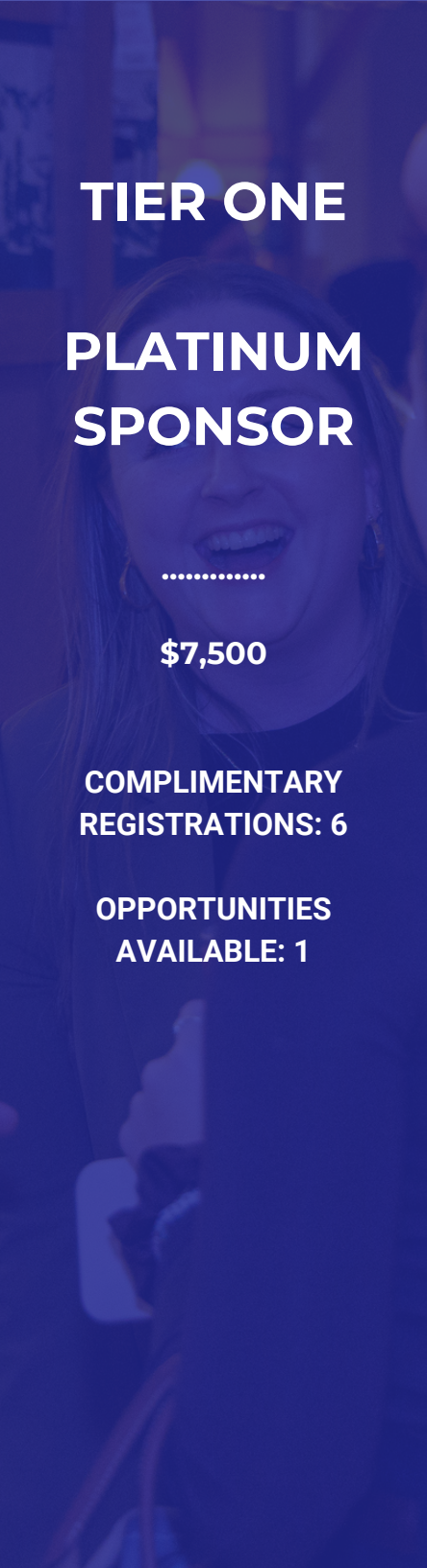
WEDNESDAY, APRIL 7, 2027

8:00a	Early Bird Sessions
7:45a	Breakfast
9:15a	Welcome & SHRM Update
9:45a	Keynote Session
10:30a	Discovery Break & Case Studies
11:00a	Breakout Session 3
12:00p	Box Lunch Pick-Up
12:30p	Breakout Session 4/Working Lunch
2:00p	Discovery Break & Case Studies
2:30p	General Session: Legislative Update
3:30p	Closing Comments & Prizes
4:00p	Adjourn

WE APPRECIATE YOUR
CONSIDERATION IN
SPONSORING THE
2027 GRANITE STATE
HR CONFERENCE.



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TIER ONE

PLATINUM SPONSOR

.....

\$7,500

**COMPLIMENTARY
REGISTRATIONS: 6**

**OPPORTUNITIES
AVAILABLE: 1**

PLATINUM SPONSOR

At the highest level of support, the Platinum Sponsor is the true partner to the event and receives top billing on the conference website and onsite.

PRE-EVENT

- *1st tier logo and link on conference website*
- *1st tier logo & link in registration brochure*
- *(4) shout-outs on social media*
- *(2) features in pre-conference newsletters*
- *Pre-conference attendee list*

ONSITE

- *Display table (6') (optional)*
- *(6) complimentary conference registrations*
- *Podium recognition*
- *1st tier placement on conference signage*
- *Dedicated mainstage slide w/ logo*
- *Sponsor badge*

POST-EVENT

- *Right of first refusal for 2028*
- *Next year rate hold*
- *Logo on thank you email*
- *Post-conference attendee list*

EXCLUSIVE OPPORTUNITY - Only one available!

TIER TWO

GOLD SPONSOR

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\$5,000

COMPLIMENTARY
REGISTRATIONS: 4

OPPORTUNITIES
AVAILABLE: 6

GOLD SPONSOR

PRE-EVENT

- 2nd tier logo and link on conference website
- 2nd tier logo & link in registration brochure
- (3) shout-outs on social media
- (1) feature in pre-conference newsletters
- Pre-conference attendee list

ONSITE

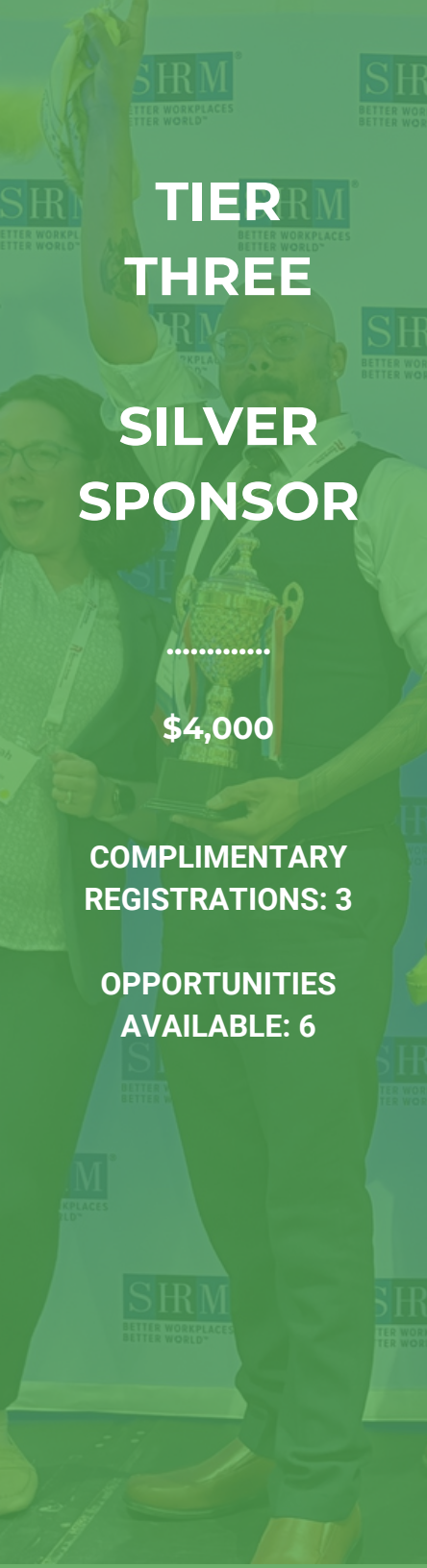
- Display table (6') (optional)
- (4) complimentary conference registrations
- Podium recognition
- 2nd tier placement on conference signage
- Dedicated mainstage slide w/ logo
- Sponsor badge

POST-EVENT

- Right of first refusal for 2028
- Logo on thank you email
- Post-conference attendee list

EXCLUSIVE OPPORTUNITIES

- **Registration:** Company logo on registration site and confirmation emails
- **Dinner & Entertainment:** Company logo on cocktail napkins, selection of specialty cocktail, intro entertainer
- **Lunch:** Opportunity for seat drop and podium time during lunch
- **Lanyard:** Company name and logo on lanyards
- **Attendee Gift Bag:** Company logo on attendee gift bag
- **Elevator Wraps:** Company logo and choice of messaging on elevator decals



TIER THREE SILVER SPONSOR

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\$4,000

COMPLIMENTARY
REGISTRATIONS: 3

OPPORTUNITIES
AVAILABLE: 6

SILVER SPONSOR

PRE-EVENT

- 3rd tier logo and link on conference website
- 3rd tier logo & link in registration brochure
- (2) shout-outs on social media
- Pre-conference attendee list

ONSITE

- Display table (6') (optional)
- (3) complimentary conference registrations
- Podium recognition
- 3rd tier placement on conference signage
- Sponsor badge

POST-EVENT

- Logo on thank you email
- Post-conference attendee list

EXCLUSIVE OPPORTUNITIES

- **Keynote/General Session:** Company logo on signage, intro keynote speaker (3 available)
- **Legal Update:** Company logo on signage, intro panel
- **Ry Perry HR Hero Award:** Company logo on signage, intro HR Hero Award
- **Charging Station:** Company logo on portable phone chargers used by attendees
- **Recharge Lounge:** Opportunity to select recharge lounge features, signage
- **Hotel Key Card:** Company logo on hotel key cards

TIER FOUR

BRONZE SPONSOR

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\$3,000

COMPLIMENTARY
REGISTRATIONS: 2

OPPORTUNITIES
AVAILABLE: 8

BRONZE SPONSOR

PRE-EVENT

- 4th tier logo and link on conference website
- 4th tier logo & link in registration brochure
- Pre-conference attendee list

ONSITE

- Display table (6') (optional)
- (2) complimentary conference registrations
- Podium recognition
- 4th tier placement on conference signage
- Sponsor badge

POST-EVENT

- Logo on thank you email
- Post-conference attendee list

EXCLUSIVE OPPORTUNITIES

- **Breakout Session:** Opportunity for seat drop and intro of session topic (4 available)
- **Credit Certificates:** Company logo on credit certificates
- **Early Bird Sessions:** Opportunity for seat drop and intro of session topics
- **Headshot Studio:** Logo on signage
- **Golden Ticket:** Company logo and messaging on golden ticket flyers
- **\$500 Giveaway:** Company intro and drawing of (5) \$100 winners
- **Breakfast:** Logo on signage (2 available)
- **HR Happy Hour:** Name the specialty cocktail and logo on cocktail napkins

OUR NEW HOME!



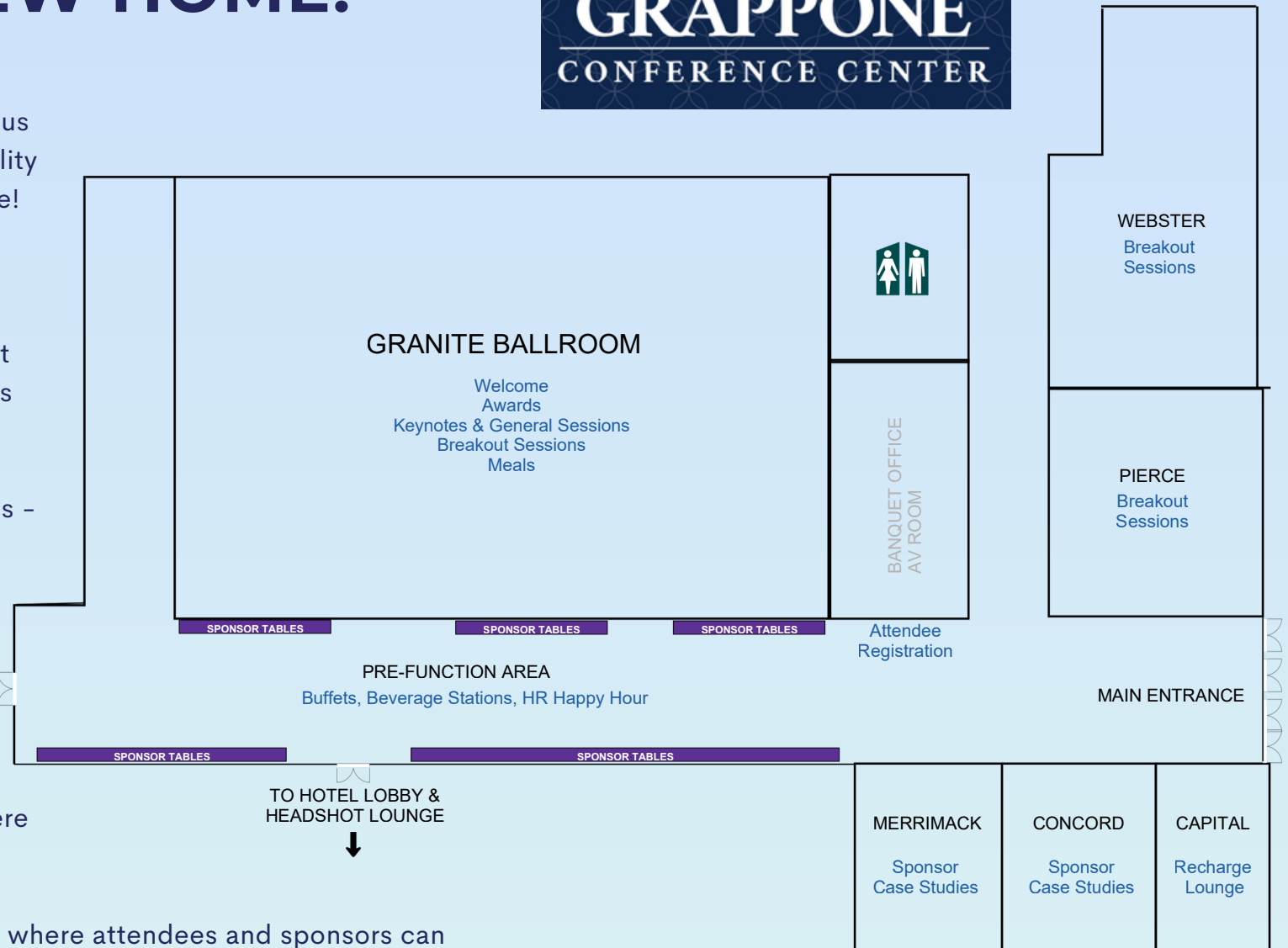
Our new home gives us the space and flexibility to offer so much more!

Recharge Lounge - comfortable seating, massage chairs, quiet space, healthy snacks and refreshments

Sponsor Case Studies - an opportunity for sponsors to be the expert. 25 minute real-life scenarios and solutions

HR Happy Hour and networking right where the sponsors are!

A retreat-like setting where attendees and sponsors can connect in new and more meaningful ways.



A network diagram with nodes and connecting lines, featuring various HR-related icons in circular frames. The icons include: a group of three people, two speech bubbles, a bar chart with an upward arrow, a graduation cap, a shield with a checkmark, a group of three people with a star above them, a lightbulb, an AI chip, and two hands shaking. The background has a dotted pattern in the top right corner.

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