



THE **HR**SOUTHWEST
CONFERENCE™

10.25.15 – 10.28.15
(EXHIBIT DATES 10.26 – 10.27)

FORT WORTH CONVENTION CENTER



SPONSOR & EXHIBITOR
PROSPECTUS



2015 SPONSORS

Thank you to our 2015 sponsors* for your generous support and partnership. Along with our many volunteers and staff who work all year to ensure the success of The HRSouthwest Conference, we are appreciative of your valuable contributions.

**Sponsors as of 05.01.15*

Titanium



Platinum



Gold

Frosch Rewards & Incentives
Halo Branded Solutions
(formerly Commotion Promotions)

Silver

Challenger, Gray & Christmas, Inc.
Frontline Source Group, Inc.

Bronze

ADP
Choice Screening
CRG emPerform
CS3 Technology
Executive Medicine of Texas, Inc.
Nationwide Insurance
(formerly VPI Pet Insurance)
Star Wellness
Uniquely Kneaded



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ABOUT THE CONFERENCE

The HRSouthwest Conference (HRSWC) invites you to be part of the premier regional educational and networking event for HR professionals in the United States. As the official State of Texas SHRM Conference, HRSWC hosts more than 2,500 attendees, speakers, sponsors and exhibitors annually.

The Marketplace at HRSWC is a dynamic tradeshow environment dedicated to making new business connections and showcasing the newest innovations in HR solutions and services. With more than 200 participating sponsors and exhibitors, the Marketplace is also home to some of the most popular Conference activities, including lunches and breaks, the silent auction, massage station, puppy cuddling, prize drawings and more!

MARKETPLACE AT HRSWC

- 2 full days of exhibits
(18.5 total exhibit hours; 7.75 non-conflicting hours)
- More than 1,000 employers represented
- 73% review, recommend or make final buying decisions
- 72% manager/director level or above

MARKETPLACE ACTIVITIES

- Welcome Reception
- Prize Drawings
- Lunches & Breaks
- Relaxation Station
- Silent Auction
- Puppy Cuddling
- SHRM Shack

WHO SPONSORS & EXHIBITS

The Marketplace at HRSWC is a dynamic environment dedicated to making new connections and getting business done. Participating companies represent a wide variety of HR solution and service providers, including, but not limited to:

COMPENSATION & BENEFITS

Child Care, Elder Care, Dependent Care
 Financial
 Food Service
 Health Care Cost Containment
 Insurance: Health, Life, Dental, Vision, etc.
 Pensions/Retirement Benefits
 Retirement/Pre-Retirement Planning
 Surveys
 Third Party Administrators
 Voluntary Benefits
 Wage & Salary Administration
 Workers' Compensation

EMPLOYEE RELATIONS, LABOR RELATIONS

Affirmative Action/EEO
 Arbitration, Mediation, Dispute Resolution
 Communications, Employee Newsletters
 Diversity Services
 Employee Engagement
 Labor Relations
 Performance Management, Appraisals

GLOBAL HR

Cultural Awareness, Cultural Competence
 Eligibility Verification (I-9), Immigration and Visas
 Global Assignment Management
 Global Employment Law
 Global Relocation
 Outsourcing

HEALTH, WELLNESS & SAFETY

Counseling, Employee Assistance Programs (EAPs)
 Drug/Alcohol Treatment & Testing
 Emergency Response
 Health Promotion, Recreation, Wellness Benefits
 On-site Medical Care
 Personal Fitness & Health Programs
 Risk Management
 Safety
 Security
 Workplace Ergonomics

HRM PROGRAMS & SERVICES

Business Continuity & Recovery
 Legal Services
 Management Consulting
 Organizational Planning & Development
 Outsourcing
 Personnel Research, Survey Results
 Professional Books, Magazines, Manuals
 Recognition Awards, Incentives
 Relocation Services
 Travel, Airline, Hotel, etc.

PROFESSIONAL DEVELOPMENT

Assessment, Assessment Tools
 Business Education, Accounting, Marketing, etc.
 Certification, Certificate Programs
 Coaching, Mentoring
 Distance Learning
 HR Professional Development
 Leadership
 Management/Executive Development
 Seminars, Educational Programs
 Training Materials & Methods
 Universities, Colleges, etc.

TALENT MANAGEMENT

Applicant Tracking
 Background Investigations
 Contingent Staffing, Employment Agencies
 Executive Search
 Outplacement
 Pre-Employment & Employee Testing
 Recruitment
 Recruitment Advertising

TECHNOLOGY

External (Software as a Service - SaaS) Hosted Applications
 HR Information Systems (HRIS) & Self-Service Intranets
 Databases, Analytics, Metrics & Dashboards
 Electronic Document Management





ATTENDEE PROFILE

TOP INDUSTRIES

Health Care, Manufacturing, Gov't/Public Admin/
 State/Local , Finance, Utilities/Energy, Services
 (Prof'l, Scientific, Technical), Services
 (Non-Profit), Education, Insurance, Hospitality

65% from Dallas-Fort Worth area

87%
 from Texas

73%
 review, recommend
 or make final budget
 decisions

72%
 manager/
 director
 level or
 above

# of EES	10,000 up	13%
	5,000-9,999	8%
	2,500-4,999	8%
	1,000-2,499	12%
	500-999	14%
	100-499	30%
	Less than 100	15%

WHAT'S NEW IN 2015

HRSWC strives to deliver a fresh, interesting and rewarding experience every year. Here are some of the exciting new opportunities exhibitors and sponsors can look forward to in 2015.

NEW BENEFITS FOR EXHIBITORS & SPONSORS

- Welcome Reception moved to the Marketplace to expand and optimize networking time.
- Access to educational sessions so you can learn along with your colleagues.
- Redesigned floorplan to enhance traffic flow and visibility.
- Marketplace times extended by at least two additional hours per day to allow for more opportunity to make new connections.

SCHEDULE OF EVENTS

Sunday, 10.25.15

9:00 AM – 7:30 PM

Exhibitor registration and move-in

All booths must be set by 7 p.m. on Sunday, Oct. 25

Monday, 10.26.15

9:30 AM – 7:30 PM

New extended hours!

Marketplace open

Dedicated non-conflicting hours:

9:30 AM – 10:15 AM – Grand opening and networking break

12:00 PM – 1:30 PM – Networking lunch

2:30 PM – 3:15 PM – Networking break

NEW! 5:45 PM – 7:30 PM – Welcome Reception in the Marketplace (exhibits open)

Tuesday, 10.27.15

9:00 AM – 5:30 PM

New extended hours!

Marketplace open

Dedicated non-conflicting hours

9:30 AM – 10:15 AM – Networking break

12:00 PM – 1:30 PM – Networking lunch

2:30 PM – 3:15 PM – Networking break

5:30 PM – 7:00 PM

5:45 PM – 7:00 PM

Exhibitor move-out

Closing Reception in ballroom (Level 2)

Registered sponsors & exhibitors are invited to join



EXHIBITOR RATES

Booth Type On or after 06.02.15

10'x10' corner prime	\$1,995
10'x10' corner standard	\$1,900
10'x10' inline prime	\$1,850
10'x10' inline standard	\$1,750
20' x 20' Island	\$6,000

WHAT'S INCLUDED?

- **NEW** – 70% discount on up to six (6) Marketplace Only passes to offer clients and potential clients (\$50 each)
- **NEW** – booth staff access to educational sessions (restrictions and guidelines apply, see Rules & Regulations)
- 9'x10' carpet (padding, upgrades, color change or daily cleaning additional)
- One 6-ft. skirted table, two chairs, one 7"x44" company sign and one wastebasket (furnished for 20'x20' islands upon request)
- 8-ft. high draped back wall, 3-ft. high draped side walls
- Four booth staff registrations per 10'x10' space. Limit three staff in booth at any one time. Additional booth staff registrations available at \$50 each
- Networking opportunities, including lunches, receptions and beverage breaks
- Complimentary company listing in preprinted Marketplace Directory (deadline 08.01.15)
- Complimentary company listing to include contact information, product/service categories, description and a link to company website in the online exhibitor directory/mobile app (deadlines apply)
- Complimentary admission to the Welcome and Closing Receptions
- Complimentary admission to the keynote sessions
- Lunch for registered booth staff in the Marketplace on Monday and Tuesday
- Conference bag with related materials (one per exhibiting company)
- 24-hour Marketplace perimeter security (Although all reasonable measures are taken to secure the exhibit hall, individual booths and materials contained within exhibit booths are the responsibility of the exhibitor.)

MARKETING OPTIONS

Marketplace Directory Ads – full color. Artwork deadline 08.01.15

1/4 page ad	\$295
1/2 page ad	\$495
Full-page ad	\$795
Inside Back Cover	\$995
Back Cover	\$1,195

Other Options

Pre AND Post Attendee List*	\$549 for both
Pre OR Post Attendee List*	\$350 each
Game Card Spot	\$249 (limited availability)

Sponsor a Student \$200

Each year, nearly 100 students apply for sponsorships to attend The Conference, which for most is the only way they are able to participate. Your company can have a direct impact on these future HR leaders and enable them to expand their learning opportunities, build their professional network and make lasting connections. Student sponsors are acknowledged with onsite signage and on a flyer in every attendee bag.

*Pre-Conference list contains names, titles, company names, business addresses and opt-in email addresses of registered attendees effective on the date of delivery; list is delivered by email approximately 30 days prior to Conference; updated lists are not available after initial delivery. The post-Conference list contains names, titles, company names, business addresses and opt-in email addresses of all registered Conference attendees and is delivered by email approximately 10 days after The Conference. Approximately 60% of attendees provide opt-in emails. See guidelines of use in Exhibitor Rules & Regulations.

NEW SPONSORSHIP OPPORTUNITIES

TITANIUM

Opening and Closing Keynote Addresses \$15,000 each

Keynote speakers are promoted throughout the year, appearing in nearly every marketing communication. The keynote address sponsor(s) will be acknowledged whenever the keynote is referenced. Sponsor receives logo recognition in the opening/closing general session and all promotional material. Includes 2-3 minutes of brief podium time in the opening/closing general session.

SILVER

Legal Exchange \$5,000

One of the most popular educational activities of the last three years, now presented in an extended three-hour format. Attendees receive the latest legal compliance updates in a small-group, roundtable format. Discussions are led by leading employment law attorneys, around pre-determined areas of interest, such as workplace investigations, NLRB, EEOC, immigration, wage & hour law, FLSA and more. Sponsor receives recognition in pre-Conference marketing, onsite signage and more.

BRONZE

Practitioners Exchange \$3,500

This hands-on, roundtable activity is HRSWC's newest innovation in educational offerings. Participants will take part in guided discussions about case studies of real-world HR scenarios and be challenged to develop their own solutions to the issues presented. Cases will be centered around areas of practice and hot topics. **Sponsored by CRG emPerform.**

To register, visit
hrsouthwest.com/marketplace





SPONSORSHIPS

TITANIUM LEVEL

The premier sponsorship status, providing maximum branding, awareness and recognition. Top benefits of TITANIUM sponsorship include:

- ✓ Complimentary 20x20 prime location island booth
- ✓ All items included in standard exhibitor package plus...
- ✓ NEW – 70% discount on up to six (6) Marketplace Only passes to offer clients and potential clients (\$50 each)
- ✓ NEW – booth staff access to educational sessions (restrictions and guidelines apply, see Rules & Regulations)
- ✓ Full-page complimentary ad in Conference Program (deadlines apply)
- ✓ Full-page complimentary advertisement in Marketplace Directory
- ✓ Company logo with link on home page of hrsouthwest.com
- ✓ Company logo with link on sponsors page of hrsouthwest.com
- ✓ 6-12 month banner ad on hrsouthwest.com
- ✓ Recognition in general sessions
- ✓ Two (2) dedicated HTML email messages delivered to attendees on your behalf prior to release of pre-Conference attendee list
- ✓ Two (2) complimentary full-Conference registrations
- ✓ One-piece insert in Conference bag
- ✓ Complimentary pre- & post-Conference attendee lists
- ✓ Complimentary HRSWC Game Card spot
- ✓ Complimentary room & tax for two nights at Conference headquarter hotel
- ✓ Access to VIP Sponsor Lounge

See pages 18-19 for complete list of benefits

Conference Bag \$15,000

All attendees receive a Conference bag to utilize during and after The Conference, featuring the Sponsor's logo on the front of the bag (HRSWC selects and provides bags). Sponsor will be recognized in Conference materials and communications and on large banner displayed in opening and closing general sessions. **Sponsored by MHB, Inc.**

SOLD

Opening and Closing Keynote Addresses \$15,000 each

Keynote speakers are promoted throughout the year, appearing in nearly every marketing communication. The keynote session sponsor(s) will be acknowledged whenever the keynote is referenced. Sponsor receives logo recognition in the keynote session and all promotional material. Includes 2-3 minutes of brief podium time in the keynote session. Ask about exclusive sponsorship of both keynote sessions.

Badge Holders \$13,000

Conference badge holders are worn by more than 2,500 attendees, exhibitors and speakers throughout the Conference, featuring sponsor's logo (HRSWC selects and provides badge holders). Sponsor will be recognized in Conference materials and communications and in opening and closing general sessions. **Sponsored by Holmes Murphy & Associates.**

SOLD

Water Bottle \$10,000

Help HRSWC keep more than 20,000 plastic bottles out of the environment. All Conference attendees receive a customized refillable water bottle which serves as a collectible keepsake. Sponsor's logo will appear on the water bottle and on water refilling stations throughout the convention center. (HRSWC selects and provides water bottles.)

SPONSORSHIPS

PLATINUM LEVEL

Top benefits of PLATINUM sponsorship include:

- ✓ Complimentary 10'x20' prime location booth
- ✓ All items included in standard exhibitor package plus...
- ✓ NEW – 70% discount on up to six (6) Marketplace Only passes to offer clients and potential clients (\$50 each)
- ✓ NEW – booth staff access to educational sessions (restrictions and guidelines apply, see Rules & Regulations)
- ✓ Full-page complimentary advertisement in Conference Program
- ✓ Full-page complimentary advertisement in Marketplace Directory
- ✓ Company logo with link on home page of hrsouthwest.com
- ✓ Company logo with link on Conference sponsors page of hrsouthwest.com
- ✓ 3-6 month banner ad on hrsouthwest.com
- ✓ Recognition in general sessions
- ✓ Two (2) dedicated HTML email messages delivered to attendees on your behalf prior to release of pre-Conference attendee list
- ✓ Two (2) complimentary full-Conference registrations
- ✓ One-piece insert in Conference bag
- ✓ Complimentary pre- and post-Conference attendee lists
- ✓ Complimentary HRSWC Game Card spot
- ✓ Access to VIP Sponsor Lounge

See pages 18-19 for complete list of benefits





Lunches & Breaks \$10,000

Reach Conference participants during their “down time.” Lunch breaks and morning and afternoon refreshments are served in the Marketplace on Monday and Tuesday. Sponsor logo is featured on signage at each food service station and on table tents throughout the seating areas. Option to distribute materials on each table in the seating areas (sponsor provides materials). Sponsor will be recognized in Conference materials and communications and with onsite signage. **Sponsored by United Concordia Dental.**

SOLD

Texas Volunteer Leader of the Year Award \$10,000

This peer-nominated award recognizes outstanding volunteer service in the Texas SHRM chapter community. Sponsor will be recognized in Conference Program and in Conference communications, including the call for nominations distributed to more than 34 SHRM-affiliated chapters throughout the state of Texas (6,000-7,000 chapter members). Company representative will be onstage and acknowledged during the award presentation.

Educational Sessions Monday or Tuesday \$9,500 per day

Over 100 educational sessions are offered throughout the two and a half-day Conference. The sponsor logo will appear on all breakout session signs displayed outside the session rooms and featured in the Conference Program agenda. Ask about exclusive sponsorship for full Conference. **Monday educational sessions sponsored by Interactive Health.**

MONDAY SOLD

Conference Program \$10,000

As the official guide to all educational sessions, Conference events, keynotes and other critical information, the Conference Program is provided to every attendee and is one of the most frequently retained and referenced resources throughout the year. Sponsorship includes full-color ad on back cover of the program.

Welcome Reception \$10,000

NEW THIS YEAR! The Welcome Reception will be hosted in the Marketplace on Monday evening and is open to all attendees, speakers, volunteers and exhibitors (approximately 1,200 guests anticipated). The sponsor’s logo appears on marketing material and signage during the event. Option to provide door prize drawing(s) during the reception (sponsor’s choice at additional cost). Sponsor will be recognized in Conference materials and communications and with onsite signage.



SPONSORSHIPS

GOLD LEVEL

Top benefits of GOLD sponsorship include:

- ✓ Complimentary 10x10 prime location booth
- ✓ All items included in standard exhibitor package plus...
- ✓ NEW – 70% discount on up to six (6) Marketplace Only passes to offer clients and potential clients (\$50 each)
- ✓ NEW – booth staff access to educational sessions (restrictions and guidelines apply, see Rules & Regulations)
- ✓ Half-page complimentary advertisement in Conference Program
- ✓ Half-page complimentary advertisement in Marketplace Directory
- ✓ Company name listed on Conference sponsors page of hrsouthwest.com
- ✓ 2-4 month banner ad on hrsouthwest.com
- ✓ One (1) complimentary full-Conference registration
- ✓ Complimentary pre- and post-Conference attendee lists
- ✓ Complimentary basic electricity at booth (upon request)
- ✓ Complimentary HRSWC Game Card spot
- ✓ Access to VIP Sponsor Lounge

See pages 18-19 for complete list of benefits



To register, visit
hrsouthwest.com/marketplace



Volunteer Appreciation Gifts \$8,000 or trade

A gift of appreciation is given to the 50-60 Conference volunteers, each of whom are full-time HR professionals who generously give their time and talents to help make The Conference a success. **Sponsored by Frosch Rewards & Incentives.**

Conference Volunteer Shirts \$7,000 or trade

Official Conference shirts are worn by 50-60 staff and volunteers throughout The Conference. The sponsor's logo is printed on the sleeve of the shirts (HRSWC selects and provides shirts). **Sponsored by Halo Branded Solutions (formerly Commotion Promotions).**

Evaluations \$8,000 or trade

Highlight your company's profile and stand out from the rest by sponsoring the evaluation survey. Feedback is gathered from more than 2,300 attendees, speakers and exhibitors through electronic surveys delivered immediately after The Conference. The sponsor's name and logo appear on all overall surveys and related communications.

Mobile App \$7,500

Position your company's brand in the hands of Conference attendees before, during and after the event. The HRSWC mobile app includes session schedules, exhibitor/sponsor directory, speaker profiles, city information and more. Sponsor's name will appear on Conference materials promoting the app (print and online) and with in-app banner advertising.

Hotel Keycard \$7,500

Reach attendees with your message as soon as they check in to their hotel. Sponsor logo and message to appear on hotel keycards for every guest staying in all Conference hotels (approximately 800 cards).

Masters Series \$7,000

The Masters Series is comprised of invitation-only sessions led by senior HR executives who provide an inside look at their career paths and share successful best practices. The Masters Series will be delivered in three sessions throughout The Conference and open by invitation only to certified HR professionals who have earned HRCI or SHRM credentials – experienced leaders who hold influential positions within their organizations. Sponsor receives recognition in special invitations sent to certified attendees, pre-Conference marketing (subject to deadlines), social media channels, onsite material and more.

Grand Prize \$7,500

Each year, The Conference Grand Prize is awarded at the Closing Reception. Sponsorship includes recognition in Conference communications, on prize information page of hrsouthwest.com, in the Conference Program and with onsite signage. Includes opportunity to have company representative participate in prize drawing and presentation.

Closing Reception \$8,000

Conference participants are invited to relax and have fun at this entertaining and dynamic closing event. Approximately 700+ attendees enjoy entertainment, prize drawings, delicious food and refreshments. Sponsor's logo appears on signage at the reception and in Conference marketing material.

SPONSORSHIPS

SILVER LEVEL

Top benefits of SILVER sponsorship include:

- ✓ Complimentary 10x10 prime location booth
- ✓ All items included in standard exhibitor package plus...
- ✓ Quarter-page complimentary ad in Conference Program
- ✓ Quarter-page complimentary ad in Marketplace Directory
- ✓ Company name listed on Conference sponsors page of hrsouthwest.com
- ✓ One (1) complimentary full-Conference registration
- ✓ Complimentary pre- and post-Conference attendee lists
- ✓ Complimentary HRSWC Game Card spot
- ✓ Complimentary basic electricity at booth (upon request)
- ✓ Access to VIP Sponsor Lounge

See pages 18-19 for complete list of benefits

Website Sponsor \$6,000

The official HRSWC website, hrsouthwest.com, receives more than 5,000 unique visitors each month seeking information about registration, sessions, speakers, travel and hotel, and more. Website sponsorship includes premier ad placement on hrsouthwest.com home page and recognition in Conference communications, Conference Program and with onsite signage.

Conference Pen \$6,000

Each attendee receives a pen in The Conference bag. Pens are also distributed at various industry events throughout the year to promote the following year's Conference. The sponsor's logo and next year's booth registration number appear on the pen. Sponsor will be recognized in Conference materials and communications and with onsite signage. (HRSWC selects and provides pens.)

Sponsored by Challenger, Gray & Christman, Inc.

Excellence in Education Student Scholarships \$6,000

The sponsoring company is associated with the marketing and announcing of the student scholarships. Sponsor is recognized in Conference materials and communications and with on-site signage. A company representative will be onstage to recognize these winners during the award presentation prior to the opening keynote.

Legal Exchange \$5,000

One of the most popular educational activities for the past three years. Attendees receive the latest legal compliance updates in a small-group, roundtable format. Discussions are led by leading employment law attorneys around pre-determined areas of interest, such as Workplace Investigations, NLRB, EEOC, Immigration, Wage & Hour Law, FLSA and more. Sponsor receives recognition in pre-Conference marketing, onsite signage and more.

Speaker Lounge & Appreciation Gifts \$5,000

High visibility with exclusive group of more than 100 thought-leading industry experts. Sponsorship includes recognition in Conference communications, exclusive speaker communications, Conference Program, onsite signage and speaker gift featuring sponsor logo. (HRSWC selects and provides gift.)

Silent Auction \$6,000

The silent auction, located in the Marketplace, is visited by attendees and exhibitors repeatedly throughout the Conference for prize-giveaways and bidding opportunities. Recognition includes logo on large overhead banner. **Sponsored by Frontline Source Group, Inc.**



SPONSORSHIPS

BRONZE LEVEL

Top benefits of BRONZE sponsorship include:

- ✓ Complimentary 10x10 prime location booth
- ✓ All items included in standard exhibitor package plus...
- ✓ Quarter-page complimentary ad in Marketplace Directory
- ✓ Company listed on Conference sponsors page of hrsouthwest.com
- ✓ Complimentary HRSWC Game Card spot
- ✓ Complimentary basic electricity at booth (upon request)
- ✓ Access to VIP Sponsor Lounge

See pages 18-19 for complete list of benefits

Practitioners Exchange **\$3,500**

This hands-on, roundtable activity is HRSWC's newest innovation in educational offerings. Participants will take part in guided discussions about case studies of real-world HR scenarios and be challenged to develop their own solutions to the issues presented. Cases will be centered around areas of practice and not topics. **Sponsored by CRG emPerform.**

SOLD

Business Center **\$4,500**

The Business Center provides attendees, exhibitors and speakers with access to a copier, printer, fax machine and internet for the duration of the Conference. The sponsor's logo will appear on computer screens and sponsor will be recognized in Conference materials and communications and with onsite signage. **Sponsored by Choice Screening.**

SOLD

Productivity & Power Stations **\$4,500**

Keep your brand in front of more than 2,500 Conference delegates who need to stay powered up and in touch with the office. Customized workstations will be located throughout the Marketplace to provide convenient and comfortable places for Conference attendees to plug in, charge up and stay connected. Sponsor will be recognized in Conference materials and communications and with onsite signage.

Welcome Center **\$3,500**

Conference delegates visit the Welcome Center for frequently asked questions, area information, and the luggage check tag check. Sponsor will be recognized in Conference materials and communications and with onsite signage. Option to provide branded luggage check tags (sponsor provides tags). **Sponsored by ADP.**

SOLD

Pre-Conference Workshops **\$3,500**

Approximately 200+ HR professionals participate in Pre-Conference Workshops the weekend before HRSWC to earn additional HRCI recertification credit hours and SHRM PDCs and to kickstart their Conference experience. Be the first sponsor they connect with as the Pre-Conference Workshop sponsor. Sponsorship includes recognition in communications exclusively promoting the Pre-Conference Workshops and on a dedicated information page on hrsouthwest.com and more. **Sponsored by Brinson Benefits, Inc.**

SOLD

Puppy Cuddling **\$4,000**

The HRSouthwest Conference is proud to partner with Patriot PAWS of Rockwall, Texas, as part of the "HRSWC Gives Back" program. Conference participants are invited to spend time with service dogs-in-training at a specially designated area in the Marketplace. This "puppy cuddling" helps socialize the dogs as they learn to become invaluable canine companions. Patriot PAWS is a local 501(c)(3) organization dedicated to training and providing service dogs of the highest quality at no cost to disabled American veterans and others with physical and emotional disabilities in order to help restore their physical and emotional independence. **Sponsored by Nationwide Insurance (formerly VPI Pet Insurance).**

SOLD

SPONSORSHIPS

BRONZE LEVEL

Top benefits of BRONZE sponsorship include:

- ✓ Complimentary 10x10 prime location booth
- ✓ All items included in standard exhibitor package plus...
- ✓ Quarter-page complimentary ad in Marketplace Directory
- ✓ Company listed on Conference sponsors page of hrsouthwest.com
- ✓ Complimentary HRSWC Game Card spot
- ✓ Complimentary basic electricity at booth (upon request)
- ✓ Access to VIP Sponsor Lounge

See pages 18-19 for complete list of benefits

Bookstore **\$4,500**

A wide variety of titles by speakers and other industry leaders are featured in this very popular resource area, visited by attendees, exhibitors and speakers throughout The Conference. Sponsor's logo will appear on book displays and on retail bags with every purchase. Sponsor will be recognized in Conference materials and communications.

Relaxation Station **\$4,000**

This popular spot, located in the Marketplace, is visited by delegates, staff and volunteers throughout the Conference. The sponsor will be acknowledged in Conference materials, with onsite signage and on large overhead banner. **Sponsored by Star Wellness.**

Conference Sessions – Wednesday **\$3,500**

Over 100 educational sessions are offered throughout the two-and-a-half-day Conference. The sponsor's logo will appear on all educational session signs displayed outside the session rooms on Wednesday (9-12 concurrent sessions). Sponsor will be recognized in Conference materials and communications and with onsite signage.

Super Prizes **\$3,500**

Super Prizes are one of the most popular Conference activities. Valued from \$500 to \$1,000, Super Prizes are awarded throughout The Conference during breaks and lunches. All registered attendees are eligible, but must be present to win, which assures strong turnout during designated prize drawing times. Sponsorship includes option to participate in prize drawings and announce winner(s). **Sponsored by CS3 Technology.**

Wellness Club **\$4,000**

Facilitate early morning run/walks, afternoon activity breaks and other wellness-related activities to help keep attendees energized. Sponsor will be recognized in Conference materials and communications and with onsite signage. **Sponsored by Executive Medicine of Texas, Inc.**





THANK YOU, 2014 EXHIBITORS & SPONSORS

Accurate Background, Inc.
[ADP](#)
 Advanced Plan for Health
 All Relocation Services
 Alliance Work Partners
 Ambassador Services, Inc.
 Amberton University
 American Heart Association
 AmeriFlex Business Solutions
 Angiology Corporation of America
[Apex Retirement Plan Consultants, LLC.](#)
 ApplicantPRO
 Aric Bostick Success Training, Inc.
 ARMOR Financial Solutions Group
 Asset Control, Inc.
 Bellevue University
 Bright Horizons
 Brinson Benefits
 Broadbean
 BullseyeEngagement
 C.A. Short
 CareATC
 Career Transitions, LLC
 Cariloop
 Carlton Staffing
[Catch The Moment](#)
 Ceridian
[Challenger, Gray & Christmas, Inc.](#)
 Champions School of Real Estate
 ChannelScience
 Choice Screening
 Choice Specialists
 CNet Technologies
 Columbia Southern University
[Commotion Promotions, Ltd](#)
 Concentra Medical Center
 ConnectYourCare
 Copeland Insurance Group
 Cornerstone OnDemand
 Corporate CARE Solutions
 CPP, Inc
 CRG emPerform
[CS3 Technology](#)
 CSI International
[Cvent](#)
 Dallas Baptist University
 Dallas Stars Hockey Club
 Dallas Summer Musicals
 Dallas Zoo
 Dave & Buster's
 Dept of Assistive and Rehabilitative Services
 Document Logistix LLC
 Dynamic Health Strategies
 Eagle Recognition
 Elastic
 Electronic Commerce, Inc. (ECI)
 Employee Solutions
 Employer Support of the Guard and Reserve (Texas ESGR)
 Employment Screening Services (ESS)
 Entertainment Properties, LLC
 EPIC Hearing Healthcare
 Epicor Software Corporation
 Execupay
[Executive Medicine of Texas](#)
 Express Employment Professionals
 FGL
 Financial Additions
 FinancialForce.com
 Firefly Business Group
 Flexible Benefit Service Corporation
 Flex-Plan Services, Inc.
 Fort Worth Star-Telegram
 FosterQuan, LLP
[Frontline Source Group](#)
[Frosch Reward & Incentives](#)
 Fujitsu Computer Products of America
 Full Plate Living
 Gerald L. Ray & Associates, Ltd.
 GovDocs, Inc.
 Grand Canyon University
 Harrison Graduate School
 Hawaiian Falls Adventure Parks and Event Center
 Hays Companies
 Health Advocate
 HealthSight
 Higginbotham
 Hogan Assessments
[Holmes Murphy & Associates](#)
 HR Certification Institute
 HR Cloud
 HR Direct
 HRsmart
 HudsonMann, Inc
 Human Resource Certification Preparation, L.C.
 Humana Pharmacy Solutions
 Idea Fountain, Inc.
 iDynamx LLC
[IMA, Inc.](#)
 Imagination Specialties DBA Imagination Branding
 Imperative Information Group
 Imprimis Group, Inc.
 IMWell Health LLC
[Influence Leadership, Inc.](#)
 International Foundation of Employee Benefit Plans
 Job-Link by DallasHR
 Justifacts Credential Verification, Inc
 Kroger Prescription Plans
 Lee Hecht Harrison, Adecco, Adecco Engineering & Technical
 Legal Access Plans, LLC
 Level Four Pension Advisors
 Liberty Mutual Insurance
 Magnum Staffing Services
 MAXIMUS Tax Credit and Employer Services
 MAXOutreach, a MAXIMUS Service
 Medieval Times
[MHBT, Inc.](#)
 Movable
 mPower Development
 MTM Recognition
 Murphy's Corporate Lodging
 My Personal Valet
 My Secure Advantage
[National American University](#)
 Netchex
 O.C.Tanner Company
 P&B Live
 Patriot PAWS Service Dogs
 PayCheck Direct
 PDS
[PeopleFluent](#)
 Personal EDGE®
 Positive Promotions
 Precise Hire, Inc
 Premier Corporate Wellness
 Priority Pass
 Profile by Sanford
[Pursuit of Excellence, Inc.](#)
 Quest Global Benefits
 Quick Search
 reCertify, LLC
[Recruiting.com](#)
 Robertson Marketing
 Rukuku, Inc
 Sage
 Saliva Drug Test Center
 Salmon Sims Thomas Accountants & Consultants
 Shadowmatch USA
 SleepCor
[Society for Human Resource Management \(SHRM\)](#)
 SourceHOV
 Sprint
[Star Wellness](#)
 Streampoint
[TalentWise](#)
 Texas A&M University-Commerce
 Texas Mother-Friendly Worksite Program/
 Texas Department of State Health Services
 Texas SHRM
 Texas Woman's University
 The Noble Group
 The Relocation Center
 The Strategic Solution
 The Strengths Group
 The TharpeRobbins Company
 The University of Texas at Arlington
 The Waller Group LLC
 TMI Leadership Consulting
 Total Training Network
 TPI Staffing, Inc.
 TrainingToday
 Trend Hr / Trend Personnel
 U.S. Bureau of Labor Statistics
 U.S. Immigration & Customs Enforcement
 Ultimate Software
[Uniquely Kneaded](#)
[United Concordia Dental](#)
 University Alliance
 Vault Verify
[Veterinary Pet Insurance](#)
 VetJobs.com, Inc.
 Virgin Pulse
 Viverae
 Walden University
 Walkingspree
 Workforce Solutions for Tarrant County

SPONSORSHIP BENEFITS BY LEVEL

	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE
RECOGNITION & BENEFITS					
Complimentary booth space	20' x 20' prime location island	10'x20' prime location booth	10'x10' prime location booth	10'x10' prime location booth	10'x10' prime location booth
50% discount on additional booth space	✓	✓	✓	✓	✓
Complimentary advertisement in Conference Program (deadlines apply)	Full-page color ad	Full-page color ad	Half-page color ad	Quarter-page color ad	
Complimentary advertisement in Marketplace Directory (deadlines apply)	Full-page color ad	Full-page color ad	Half-page color ad	Quarter-page color ad	Quarter-page color ad
Complimentary room & tax for two nights at Conference headquarter hotel	✓				
Verbal recognition at all keynote sessions	Recognized by the master of ceremonies	Recognized by the master of ceremonies			
Homepage of hrsouthwest.com	Company logo with link to sponsor website from time of application through Feb. 1 of following year	Company logo with link to sponsor website from time of application through Feb. 1 of following year			
Dedicated HTML email delivered to attendees on your behalf prior to release of pre-Conference attendee list (deadlines and content guidelines apply)	Two	Two			
Complimentary lead retrieval unit (upon request)	✓	✓			
Sponsor logo displayed in keynote sessions	✓	✓			
One-piece insert in Conference bag	✓	✓			
Photo opportunity with keynote speaker(s) (upon request and in accordance with speaker agreement)	✓	✓			
Banner ad on hrsouthwest.com	6-12 month ad	3-6 month ad	2-4 month ad		
Complimentary full-Conference registrations	Two	Two	One	One	
Pre-and post-Conference attendee list	✓	✓	✓	✓	
Conference sponsors' page of hrsouthwest.com	Logo with link to sponsor from time of application through Feb. 1 of following year	Logo with link to sponsor from time of application through Feb. 1 of following year	Company name listed from time of application through Feb. 1 of following year	Company name listed from time of application through Feb. 1 of following year	Company name listed from time of application through Feb. 1 of following year



Recognition in pre-Conference marketing and communications (print and digital; deadlines apply)	Company logo	Company logo	Company name	Company name	Company name
Recognition in Conference Program, Marketplace Directory and onsite signage (logo inclusion for Titanium and Platinum)	Company logo	Company logo	Company name	Company name	Company name
Complimentary booth staff registrations	Ten	Six	Four	Four	Four
Other print recognition (DallasHR member newsletter, Texas SHRM newsletter, etc)	✓	✓	✓	✓	✓
Complimentary basic electricity at booth (upon request)	✓	✓	✓	✓	✓
Complimentary HRSWC Game Card spot	✓	✓	✓	✓	✓
Recognition in video played prior to each keynote session	✓	✓	✓	✓	✓
Access to VIP Sponsor Lounge	✓	✓	✓	✓	✓
Sponsor ribbons	✓	✓	✓	✓	✓
Priority advance booth selection for HRSWC in 2016	✓	✓	✓	✓	✓
First right of renewal for HRSWC in 2016 (until Feb 1, 2016)	✓	✓	✓	✓	✓

To register, visit hrsouthwest.com/marketplace

For regular announcements and updates, visit
hrsouthwest.com



#HRSWC

For sponsorship and exhibitor opportunities,
contact Nann S. Philips, CMP, CMM
Director of Business Development & Conference Strategy
214.631.7476 x222 or exhibitors@hrsouthwest.com

For attendee registration and information,
contact Beth Roach
Member & Attendee Relations Manager
214.631.7476 x225 or attendees@hrsouthwest.com



THE
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CONFERENCE™

5001 LBJ Fwy, Ste 800
Dallas, TX 75244

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