



THE HRSOUTHWEST CONFERENCE™

Fort Worth Convention Center

Fort Worth, Texas

October 25-28, 2015

Exhibit Dates: October 26-27, 2015

Apply online at hrsouthwest.com/marketplace

Deadline 08.01.15 or until sold out

2015 SPONSORSHIP APPLICATION

The HRSouthwest Conference

5001 LBJ Frwy Ste 800, Dallas, TX 75244

Office (214) 631-7476 x 222

Fax (214) 631-4533

sponsors@hrsouthwest.com

PLEASE TYPE OR PRINT CLEARLY - This information will appear in the online and onsite Exhibitor Directory

Company/Organization: _____

Address: _____

City, State, Zip: _____

Contact Name (for directory only): _____ Contact Email (for directory only): _____

Phone: _____ Fax: _____ Website: _____

This information is for show management contact purposes only. All Conference-related communications will be sent to this person.

Contact Name: _____ Title: _____

Phone: _____ Fax: _____

Email: _____ # of years exhibiting at The HRSouthwest Conference? _____

How did you hear about The HRSouthwest Conference? Past Exhibitor Prospectus Email Promotion Friend/Co-worker Texas State Council SHRM HRSWC website Other

Please select your Sponsorship Package(s). To check availability, please confirm with Sponsorship Director or check hrsouthwest.com

Select	Level	Package	Rate	Select	Level	Package	Rate
<input type="checkbox"/>	Titanium	Conference Bag	\$ 15,000	<input type="checkbox"/>	Silver	Legal Exchange - NEW!	\$5,000
<input type="checkbox"/>	Titanium	Badge Holders	\$ 13,000	<input type="checkbox"/>	Silver	Website Sponsor	\$6,000
<input type="checkbox"/>	Titanium	Opening Keynote Address - NEW!	\$ 15,000	<input type="checkbox"/>	Silver	Conference Pen	\$6,000
<input type="checkbox"/>	Titanium	Closing Keynote Address - NEW!	\$ 15,000	<input type="checkbox"/>	Silver	Excellence in Education Student Scholarships	\$6,000
<input type="checkbox"/>	Titanium	Conference Water Bottle & Notepads	\$ 15,000	<input type="checkbox"/>	Silver	Silent Auction	\$6,000
<input type="checkbox"/>	Platinum	Conference Sessions - Monday	\$ 9,500	<input type="checkbox"/>	Silver	Speaker Lounge and Appreciation Gifts	\$5,000
<input type="checkbox"/>	Platinum	Conference Sessions - Tuesday	\$ 9,500	<input type="checkbox"/>	Bronze	Practitioner Exchange - NEW!	\$3,500
<input type="checkbox"/>	Platinum	Texas Volunteer Leader of the Year Award	\$ 10,000	<input type="checkbox"/>	Bronze	Productivity/Charging Stations	\$4,500
<input type="checkbox"/>	Platinum	Conference Program Sponsor	\$ 10,000	<input type="checkbox"/>	Bronze	Pre-Conference Workshops Sponsor	\$3,500
<input type="checkbox"/>	Platinum	Lunches and Breaks - both days	\$ 12,000	<input type="checkbox"/>	Bronze	Bookstore	\$4,500
<input type="checkbox"/>	Platinum	Welcome Reception	\$ 10,000	<input type="checkbox"/>	Bronze	Business Center	\$3,500
<input type="checkbox"/>	Gold	Volunteer Appreciation Gifts	\$8,000 or trade	<input type="checkbox"/>	Bronze	Welcome Center	\$4,000
<input type="checkbox"/>	Gold	Conference Volunteer Shirts	\$7,000 or trade	<input type="checkbox"/>	Bronze	Puppy Cuddling	\$4,000
<input type="checkbox"/>	Gold	Mobile App	\$ 7,500	<input type="checkbox"/>	Bronze	Relaxation Station	\$4,000
<input type="checkbox"/>	Gold	Masters Series	\$ 7,000	<input type="checkbox"/>	Bronze	Conference Sessions - Wednesday	\$3,500
<input type="checkbox"/>	Gold	Hotel Keycard	\$ 7,500	<input type="checkbox"/>	Bronze	Super Prizes Sponsor(s)	\$4,500
<input type="checkbox"/>	Gold	Closing Reception	\$ 8,000	<input type="checkbox"/>	Bronze	HRSWC Wellness Club	\$4,000
<input type="checkbox"/>	Gold	Grand Prize Sponsor	\$ 7,500				

PLEASE INDICATE YOUR BOOTH # PREFERENCE

Booth # Preference*: _____ 1st _____ 2nd _____ 3rd _____ 4th We wish to avoid having our exhibit located next to, or opposite, the following company(ies):

Show Management will make every effort to meet this request: _____

*Booth assignment must be confirmed by Show Mgmt. Show Mgmt reserves the option to revise Marketplace floorplan or reassign booth space.

PAYMENT INFORMATION

- Check payable to The HRSouthwest Conference (Tax ID #: 75-2499356)
- AMEX MasterCard Visa

IMPORTANT: Please complete the product/service category selections on Page 2 as they should appear in the directories.

Cardholder Name

Exp. Date. Amount

Card Number

Cardholder Signature

Authorized Representative:

Signature

Printed Name

Date

By signing this agreement, Sponsor agrees to abide by The HRSouthwest Conference Exhibit Rules & Regulations (see Pages 3-4) and as outlined in the Exhibitor Prospectus, which are made part of the contract as reference, and are fully incorporated herein.



Please select **up to three (3)** product/service categories to be included in the mobile app and preprinted Marketplace Directories.
IMPORTANT: Please return Pages 1 AND 2 of this document. Your exhibitor application is not complete without your category selections.

Company Name: _____

COMPENSATION AND BENEFITS

- Child/Elder/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 and 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 Mgmt, 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 AND SAFETY

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

HRM PROGRAMS and SERVICES

- Business Continuity and Recovery
- Legal Services
- Management Consulting
- Organizational Planning & Dev.
- 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 and Methods
- Universities, Colleges, etc.

TALENT MANAGEMENT

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

TECHNOLOGY

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

All exhibitor packages include the following benefits:

- NEW - 50% 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
- Use of Exhibitor Lounge(s) in Marketplace
- Complimentary company listing in preprinted Marketplace Directory (deadline August 1)
- Complimentary company listing to include contact information, product/service categories, description and link to company website in the online exhibitor directory/mobile app (deadlines apply)
- Complimentary admission to the Opening 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 Exhibit Hall 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.)

It is the responsibility of the exhibitor's primary contact person to share the rules and regulations with the onsite booth personnel.

1. Acceptance of Application – The HRSouthwest Conference, a division of Dallas Human Resource Management Association, Inc. (DHRMA), is a professional show dedicated to human resource management. DHRMA reserves the right to determine the eligibility of any company, product or service, and the right to restrict, prohibit or evict any exhibitor or product that, in sole discretion of DHRMA, detracts from the character of the Exposition or violates any of the following Rules and Regulations. In the event of such restriction or eviction, DHRMA is not liable for refunding exhibit fees or any other costs incurred by the exhibitor. In particular, and without limitation, excessive audio or visual attention-getting devices or effects or offensive odors are prohibited.

2. Terms of Payment – All other applications received on or before June 1, 2015, must be accompanied by a minimum 50% non-refundable deposit of the total contracted amount (sponsorship/booth + promotional options). After June 1, 2015, full payment must accompany all applications. The remainder of all balances is due on or before August 1, 2015. **Exhibitors with unpaid balances will not be permitted to set-up on move-in day, October 25, 2015, until payment is collected.**

Cancellations – Cancellations must be submitted in writing to the Show Management at exhibitors@hrsouthwest.com or faxed to (214) 631-4533. If booth space is cancelled on or before August 1, 2015, The HRSouthwest Conference retains all funds received equal to 50% of the total contracted amount. Refunds will not be issued for cancellations made after August 1, 2015. Funds are not transferrable to future conference dates. *Sponsorship cancellations may incur an additional cancellation fee to cover costs and damages based upon sponsorship recognition prior to Conference and are handled on a case-by-case basis.*

3. Exhibit Booth Standards and Display Regulations

Standard 10' x10' Booth [In-line (linear) or Corner]

- Each exhibit booth has an 8' high draped back wall and 36" high draped side rails.

- Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

- The maximum height of 8' is allowed only in the rear half of the booth space with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more inline booths are used as a single exhibit space, the 4' height limitation is applied only to that portion which is within 10' of an adjoining booth.)

Island Booth - The entire cubic content of the space may be used up to the maximum allowable height of 16'.

Freeman will install carpet clean, free of debris in all 10'x10' booths. Any trash or debris scattered into the booth from the installation of any exhibit is the exhibitor's responsibility to clean. The official service contractor will provide cleaning services. The cleaning arrangements are the responsibility of and at the expense of the Exhibitor.

4. Subletting and Sharing of Exhibit Space is Prohibited. All signs, logos, displays and products in a booth must be those of the Exhibitor.

5. Booth Assignments - Exhibitor space is assigned after receipt of required booth fees and a completed Exhibitor Application. All exhibitor spaces are assigned on a first-come, first-paid basis and with due consideration to each exhibitor's proximity to competitive displays and all other matters relating to the successful conduct of the trade show. Show Management reserves the right to assign the best available space.

6. Sales of Products or Samples for cash, check or credit card are prohibited on the exhibit hall floor. Contracts and orders may be written for future delivery of products or services, but financial information or payment cannot be collected onsite.

7. Booth Installation and Dismantle - Booth installation and dismantle must take place in the time allotted below in an effort to not incur additional labor charges or facility fees. Access to the exhibit hall will be granted on Sunday, October 25, 2015, from 9:00 am until 7:00 pm for installation. Show Management reserves the right to order labor, at exhibitor's expense, to install any exhibit that is not already in the process by 3:00 pm on this day or can reassign space to another exhibitor without refund of the rental paid.

The official closing time for the exhibits is 3:15 pm, Tuesday, October 27, 2015 (as of 09/24/14 - subject to change pending publication of official Conference schedule).

EXHIBITORS SHALL NOT INITIATE TEAR DOWN OR ABANDON THEIR EXHIBITS PRIOR TO THIS TIME. Violation of this clause will automatically result in an additional charge to the Exhibitor of \$250 and exhibitor will not be able to register for a booth the following year until after June 1.

Children in the Exhibit Hall – For safety reasons, **NO** children under the age of 14 are allowed in the Exhibit Hall during move-in on Sunday or move-out on Tuesday.

8. Contractor Services - Show Management will designate contractors to provide various services to the exhibitor. Such contractors will provide all show services other than supervision. The exhibitor shall provide only the material and equipment, which is owned by Exhibitor and is to be used in his exhibit space.

A. Use of Independent Service Companies - Exceptions to the foregoing to allow the use of an independent service company will be considered by Show Management only in cases where permission has been requested in writing by the exhibitor and received by Show Management prior to August 15, 2015. An independent service company is any company other than the designated "official" contractors listed in the service kit, which provides a service (installation/display and tear down, florists, audio/visual, etc.) and needs access to an exhibit any time during the installation, show dates or dismantling. An exception will not be granted if doing so will prejudice or interfere with the orderly setup, interim services or dismantling of the exhibit, or if it is inconsistent with the commitments made and obligations assumed by The HRSouthwest Conference in any contract with service contractors, or in its lease with the Fort Worth Convention Center. For services such as electrical, plumbing, drayage and rigging, no exception will be made and the contractor designated by The HRSouthwest Conference must be used.

If approval for the independent service company is given, the exhibiting company is responsible for advising Show Management in writing of the name, address and contact name of those independent service companies not later than August 15, 2015. No independent service company personnel will have access to the exhibit area unless proper authorization has been obtained. Approved independent service companies will be required to meet the following criteria:

i) All authorized and official suppliers will be required to submit certificates of insurance for both Worker's Compensation Insurance and comprehensive General Liability Insurance. The worker's compensation and employers' liability insurance must provide a minimum limit of \$100,000 and meet the requirements established by the State of Texas. Comprehensive general liability coverage must provide \$200,000/\$500,000 personal injury limits and \$100,000 property damage coverage. The HRSouthwest Conference and Dallas Human Resource Management Association must be named as additional insureds.

ii) All employees of any independent service company must wear uniforms or an article of clothing, (i.e. hat, T-shirt, jacket) displaying the independent service company name.

9. Exhibitor Registration is limited to sales, marketing, management and special booth personnel. Exhibitors agree to provide at least one representative to staff their exhibit space during all exhibit hall hours of operation. Exhibitors agree that a **maximum of three persons** per 10'x10' exhibit space purchased will be allowed in the booth at any one time. Exhibitors agree to be responsible for wearing badges and having proper identification at all times while inside the Convention Center. Exhibitors agree that they will authorize at least one representative to enter into any contracts necessary to install, remove or modify the exhibit as may be required by this contract and the rules and regulations of Fort Worth Convention Center, Freeman Companies, and any other provider of exposition services.

The exposition of products and services at The HRSouthwest Conference does not constitute an endorsement by The HRSouthwest Conference of any product or service exhibited. An exhibitor is not permitted to represent in any manner that The HRSouthwest Conference has endorsed its goods or services.

10. Cancellation of Exposition – If The HRSouthwest Conference should be prevented from holding the Conference for any reason beyond The HRSouthwest Conference's control (such as, but not limited to, damage to building, riots, strikes, breached by exposition location, acts of government, threats or acts of terrorism, or acts of God), then The HRSouthwest Conference has the right to cancel the exposition or any part thereof, with no further liability to the exhibitor other than a refund of exhibit fees less a proportionate share of the exposition cost incurred.

11. Promotional Activities, Contests and Giveaways – Show Management reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways, or similar promotions. All promotional activity must be within the confines of the exhibitor's booth. **Distribution of products, promotional materials or brochures outside contracted booth space is strictly prohibited.** No announcements are made of exhibitor's contests, drawings or winners during the exposition. Prize forms will be furnished to all exhibiting companies at registration and a prize board is available to post prize giveaways. **All printed promotional activities featuring The HRSouthwest Conference name or logo in any format must meet the branding and logo guidelines.** These guidelines can be requested by Show Management at exhibitors@hrsouthwest.com.

12. Food and Beverage Service – Exhibitors may provide "bite size" food samples of their individual brand name products. Approved sample sizes are three (3) ounces or less. The serving of generic products (i.e. frozen yogurt, ice cream, popcorn, cookies, coffee, bottled water, etc.) by exhibitors for the purpose of drawing attention to your booth is permitted only when the product being served is purchased from the exclusive in-house concessionaire. All requests to provide food and beverage samples are subject to approval and must be submitted in writing to the Assistant Director of Public Events with the Fort Worth Convention Center, 1201 Houston Street, Fort Worth, Texas, 76102. The written request must contain the name of the exhibitor and the product to be served.

13. Helium Balloons and Flying Objects – Helium balloons or flying objects of any kind are not allowed in any part of the Convention Center. For decoration purposes, **air-filled** balloons may be used. Show Management reserves the right to remove any objects found in violation at exhibitor's expense.

14. General Conduct - Exhibits that interfere with the use of other exhibits or impede access to them or impede the free use of the aisle are not permitted. The HRSouthwest Conference prohibits attention-getting devices such as live/mechanical entertainment or amusement. Any booth equipment such as lights or sound equipment that interferes with other exhibits or attendees will be covered or removed at the exhibitor's expense. The HRSouthwest Conference requires that booth personnel confine their activities within the booth space. Apart from the specific display space for which an exhibitor has contracted with the Conference, other entities may not be used in any part of the Exhibit Hall and its grounds for display purposes. Exhibiting companies will modestly attire representatives, models, and employees of exhibitors to maintain the professional and businesslike climate of the Conference. Exhibitors should not paste, tack, screw or otherwise attach to columns, walls, floors or other parts of the building or furniture. Whatever supplies are needed to properly protect the building, equipment or furniture will be at the expense of the exhibitor. Exhibitors are liable for any damage they cause to the convention center property.

15. Insurance - Exhibitors wishing to insure their exhibit materials, goods and/or wares against theft, damage by fire, accident, or loss of any kind must do so at their own expense. The HRSouthwest Conference will furnish security for the exhibit area during the hours deemed necessary. However, the furnishing of security service in no way is to be understood or interpreted as a guarantee against loss or theft of any kind. Neither The HRSouthwest Conference nor DHRMA will accept liability for any loss or damage sustained by Exhibitors.

16. Liability - Exhibitor shall indemnify and hold harmless The HRSouthwest Conference, DHRMA and the Fort Worth Convention Center for all liability in any way related to the exhibitor's exhibit, products, or any act or omission of exhibitor or any of its employees or agents; including, without limitation, infringement of any trademark, copyright or other rights of any third parties, breach of contract, accident or injury to invitees, guests, exhibits, their agents and employees and including loss or damage to personal property.

17. Show Management's Liability Limitations - The failure of The HRSouthwest Conference to any extent to provide any services, or facilities for such services, or the interruption or termination of any services in whole or in part, will not render The HRSouthwest Conference liable in any respect, nor be construed as an eviction of an exhibitor, nor work an abatement of rental payments nor relieve the exhibitor from the obligation to fulfill any covenant or an agreement hereof. Should any of the equipment or machinery used in the provision of such services cease to function properly, the Exhibitor will have no claim for offset of abatement of rental payments or damages because of an interruption in service.

18. Solicitation - Any firm or organization not assigned space in the Exhibit Hall will not be permitted to solicit business within the Fort Worth Convention Center.

19. Fire Prevention Regulations - The Fire Marshall is in charge of the City of Fort Worth Fire Department, Fire Prevention Bureau. The Fire Marshall reserves the right to decide the requirements, ordinances and regulations regarding events and related activities occurring within the Fort Worth Convention Center. You may also contact the Fort Worth Fire Department Fire Prevention Bureau by calling 817.871.6000 for a complete list of fire prevention regulations.

20. Educational Sessions – educational sessions are considered promotion-free activities. All participants, including speakers, are asked to refrain from any promotional activity or solicitation. Seating in educational sessions is on a first come, first served basis. Priority will be given to paid Conference attendees.

21. Violation of Rules and Regulations - Violation of these regulations by the exhibitor, employees, or agents will cause Exhibitor to forfeit the right to occupy space and such exhibitors will forfeit to the Conference all money they have paid. Show Management may re-enter and take possession of the space and remove all persons and goods at the exhibitor's expense. Any damages incurred by Show Management to the exhibit will be the responsibility of the exhibitor. The exhibitor expressly waives the service of written notice to reenter and terminate. Show Management reserves the right to refuse assignment of exhibit space at The HRSouthwest Conference for one year or more following a rule violation. These rules and regulations become a part of the contract between the Exhibitor and The HRSouthwest Conference.