



Make a strong impact and stand out from your competition!



33<sup>rd</sup> Annual Conference

# KYSHRM

Aug. 29-31, 2017 | Galt House Hotel | Louisville

KENTUCKY  
**SHRM**  
Empowering People • Leading Organizations • Advancing Kentucky

AFFILIATE OF  
**SHRM**  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT

presented by




## 2017 Sponsorship Opportunities

Aug. 29-31, 2017  
Galt House Hotel • Louisville



[kyshrmconference.com](http://kyshrmconference.com)

# Why Participate in the 2017 Kentucky SHRM Conference

Join us at the  **HR Marketplace** – the one HR trade show you can't afford to miss!

The **Kentucky SHRM Conference** is not your typical trade show. To guarantee great exposure and traffic, HR Marketplace (formerly the exhibit hall) is the focal point of the conference. All meals, breaks and drink stations are located here, so attendee traffic throughout the day is guaranteed.

## LAST YEAR'S CONFERENCE BY NUMBERS

**19** SPONSORS      **604** ATTENDEES      **115** BOOTHS

## 100% OF EXHIBITORS

PLAN TO RETURN IN 2017  
RECOMMEND THE EVENT TO OTHERS



## 2016 Sponsors and Exhibitors

### Presenting Sponsor

Kentucky Career Center and  
UISIDES State Information  
Data Exchange System

### Titanium Sponsor

Kentucky Community and  
Technical College System

### Platinum Sponsors

Anthem Blue Cross and Blue  
Shield of Kentucky  
Fisher & Phillips  
Foundations Human Resources  
Consulting  
KentuckyONE Health  
Kentucky Underground Storage,  
Inc. (KUSI)

### Associate Sponsors

ARGI Financial Group LLC  
Dental Health Options  
Incipio Workforce Solutions  
Kightlinger & Gray, LLP  
Littler Mendelson, P.C.  
Lockton Dunning Benefits  
MCM CPA's & Advisors  
Stoll Keenon Ogden PLLC  
Sturgill, Turner, Barker &  
Moloney, PLLC  
The Sullivan University System  
Ultimate Software

### Exhibitors

10th Planet  
Adecco  
Advanced Payroll Systems, Inc.  
Advantage Resourcing  
AHI Corporate Housing  
AILIM Global Consulting  
Ajilon Executive Search  
Assured Partners NL  
Automatic Payroll Systems  
Balanced Wellness LLC

Baptist Health Occupational  
Medicine  
Barada Associates  
Benefit Marketing Solutions, LLC  
Best Companies Group  
Brown & Brown of Kentucky, Inc.  
Campbellsville University  
Career Transitions, LLC  
Centre College  
Commonwealth Credit Union  
Cornerstone Recruitment Group  
CorporateMassageInc.com  
CORT Furniture Rental  
DC2 Entertains LLC dba  
TAPSNAP 1136  
Delta Dental of Kentucky, Inc.

Deming, Malone, Livesay &  
Ostroff CPAs  
Dinsmore & Shohl LLP  
Evens Time  
Global Cash Card  
Global HR Research  
HealthEquity  
Healthstat, Inc.  
Help Build Hope  
High Ground Solutions, Inc.:  
RapidCast  
Holiday World & Splashing Safari  
HR Affiliates  
HR Alliance, LLC  
Human Development Company,  
Inc.  
Insider Louisville  
Integrity HR  
iSolved  
JA Benefits, LLC  
Kelly Services  
Kentucky Education Savings Plan  
Trust  
Kentucky Employer Support of  
the Guard & Reserve (ESGR)  
Kentucky Employers' Mutual  
Insurance (KEMI)  
Kings Island

Kroger / Kroger Prescription  
Plans  
L&N Federal Credit Union  
Leadership Louisville Center  
LegalShield  
Liberty Mutual  
Lockton Companies  
Los Monitos Language Company  
MaxWell EAP  
McGregor & Associates, Inc.  
Morales Group  
MTM Recognition  
Nationwide Insurance  
Nimlok Kentucky  
Park Community Credit Union  
Paychex, Inc.  
Paycor  
Peoplelink Staffing Solutions  
Preferred Case Management,  
LLC  
Reference Services, Inc.  
Riskaware  
Selection.com  
Simply Silver Jewelry By Alycea,  
LLC  
Stuecker & Associates, Inc.  
Superior Dental Care  
The Dental Care Plus Group  
The Institute for Soft Skills  
The Orsus Group, Inc.  
The Thompson HR Firm, LLC/HR  
Pros Magazine  
Underground Vaults & Storage  
Inc.  
United Healthcare  
University of Louisville  
VSP Vision Care  
Wayne Corporation  
WeCare TLC  
WORK Initiative  
Wyatt, Tarrant & Combs, LLP

## 2016 ATTENDEE PROFILES

### BY TITLE

43% Director/Manager  
22% Consultant or Specialist  
16% Executive  
10% Administrative  
9% Unknown


### BY COMPANY SIZE

43% 1-100  
24% 101-250  
11% 251-500  
8% 501-1,000  
7% 1,001-5,000  
7% 5,001+

# Tentative Schedule of Events

Tentative and subject to change.

## Tuesday, August 29, 2017

8 a.m.	Preconference Workshop attendee registration
8:30 - 11:30 a.m.	Preconference Workshop
10 a.m. - 4:30 p.m.	Exhibitor registration and setup 
12 p.m.	Attendee registration
12:30 p.m.	Concurrent 1.5-hour workshops
2 p.m.	Afternoon break
2:15 p.m.	Concurrent 1.5-hour workshops
3:45 p.m.	Afternoon break
4 p.m.	Closing Keynote
5 p.m.	 Welcome Reception w/ Sponsors & Exhibitors  HR Marketplace opens
7 p.m.	33rd Annual Kentucky SHRM Conference day one adjourns

## Wednesday, August 30, 2017

7 a.m.	Attendee registration
7 a.m.	HR Marketplace opens  Continental breakfast
7:30 a.m.	Concurrent 1-hour workshops
8:30 a.m.	Morning break 
8:45 a.m.	Opening Keynote
10 a.m.	Morning break 
11 a.m.	Concurrent 1-hour and 1.5-hour workshops
Noon - 1:45 p.m.	Buffet lunch 
1:15 p.m.	Concurrent 1.5-hour workshops
1:45 p.m.	Concurrent 1-hour workshops
2:45 p.m.	Afternoon dessert break 
3:45 p.m.	Concurrent 1.25-hour workshops
4-6 p.m.	Exhibit tear down and move out 
5:30 p.m.	Boarding begins on Belle of Louisville
6 p.m.	Networking Reception on the Belle of Louisville begins
8 p.m.	33rd Annual Kentucky SHRM Conference day two adjourns

## Thursday, August 31, 2017

7 a.m.	Attendee registration Continental breakfast
7:30 a.m.	Concurrent 1-hour workshops
8:30 a.m.	Morning break
8:45 a.m.	Concurrent 1.25-hour workshops
10 a.m.	Morning break
10:30 a.m.	Concurrent 1.25-hour workshops
12 p.m.	Closing Keynote Luncheon
2:30 p.m.	\$2,500 cash giveaway <i>must be present to win</i> 33rd Annual Kentucky SHRM Conference adjourns

### NOTE

All events take place at the Galt House Hotel except the Networking Reception on the Belle of Louisville



**HR Marketplace** Takes place in conference exhibit hall.



## CONFERENCE HOST

The **Galt House Hotel** will host all exhibitors, break out sessions, meals and breaks, in addition to the popular Networking Reception held on Wednesday evening.

Galt House Hotel  
140 North Fourth Street  
Louisville, KY 40202  
Phone: 502-589-5200  
Toll Free: 1-800-843-4258

## HOTEL HEADQUARTERS

The **Galt House Hotel** will host all general sessions and overnight sleeping rooms.

Galt House Hotel  
140 North Fourth Street  
Louisville, KY 40202  
Phone: 502-589-5200  
Toll Free: 1-800-843-4258  
Guest room rate: \$155/Guest Room  
\$165/Suite  
Guest room cutoff: August 7, 2017



The **Kentucky SHRM Conference** is the premier trade show for Kentucky HR professionals and experts to discuss current events and issues in the human resources field. You, our sponsors and exhibitors, play a vital role in this discussion. Be there to showcase your products and services to nearly 600 attendees.



# Sponsorships Benefits

Sponsorship packages	Presenting \$25,000	Titanium \$15,000	Platinum \$10,000	Associate \$5,000
Exhibit Space <i>(we provide pipe and drape, table(s) and chairs)</i>	7.5 x 20	7.5 x 20	7.5 x 20	7.5 x 10
Opportunity to address attendees/introduce Wed. opening keynote	✓			
Opportunity to provide a giveaway at Wed. opening keynote	✓			
Logo included on name badge neck wallets	✓			
Company name included in all press releases and promotions	✓			
Ad on conference mobile app	✓			
Ad on conference website	✓			
Logo on conference brochure cover	✓	✓		
One insert in conference tote bag <i>(you provide)</i>	✓	✓	✓	
Logo on one side of conference tote bag	✓	✓	✓	
Link to company website on conference website	✓	✓	✓	✓
Listing and logo in promotional brochure	✓	✓	✓	✓
Podium recognition at Wed. opening keynote	✓	✓	✓	✓
Networking at breaks, lunch and two receptions	✓	✓	✓	✓
Non-conflicting exhibit hall hours with extended breaks	✓	✓	✓	✓
Activities designed to draw attendees to sponsors booths	✓	✓	✓	✓
Complete list of attendees emailed before and after conference	✓	✓	✓	✓
Registration bag and conference materials for booth staff	✓	✓	✓	✓
Company profile/logo/website/booth # in conference directory	✓	✓	✓	✓
Post-event report	✓	✓	✓	✓
First right of refusal to sponsor next year's conference	✓	✓	✓	✓
Registrations for booth representatives <i>(additional staff are \$100/per person)</i>	7	6	5	3
Full conference registrations for staff or clients	10 \$4,100 value	6 \$3,600 value	5 \$3,000 value	4 \$2,400 value
Advertisement in conference directory	Full Pg. Color Inside Front	Full Pg. Color	Full Pg. Color	Half Pg. Color

# Available Sponsorships

## PRESENTING

**\$25,000**

**\$20,000** (per year with two year commitment)

Exclusive Opportunity *SOLD*—Foundation for a Healthy Kentucky

As the presenting sponsor, you will receive the highest level of recognition, along with the opportunity to address the audience and introduce the speaker at the opening keynote on Wednesday! You receive abundant pre-event, on-site and post-event recognition throughout the nearly year-long promotion campaign. You also enjoy the best booth location and receive top billing throughout the conference. In addition, your logo is featured on the brochure cover and every marketing e-promotion.



## WHAT DO YOU LOVE ABOUT PARTICIPATING IN THE KYSHRM CONFERENCE? ...

"It reaches our EMPLOYER customers in one space, and the folks that attend are the **decision makers** for their companies."

*H. Neal, Sponsor*

"Getting to meet decision makers in one place...bringing them into a **warm market relationship** versus trying to cold call on companies".

*S. Boley, Exhibitor*

"I think it was a great conference to showcase our companies capabilities to a **vast audience**."

*K. Tudor, Sponsor*

"I was so impressed with the entire process from registering, to exhibiting, to the end of the conference. I've attend many SHRM events, and I have never experienced one so organized and **considerate of the exhibitors time**. I have to say this is one of the first SHRM events that so much value was placed on time with the exhibitors. In one day there was more interaction than I've had with 2-3 day events."

*D. Czarnik, Exhibitor*

### Sponsor and Exhibitor Move In

**Tuesday, Aug. 29, 2017**

10 a.m. - 4:30 p.m. (5 p.m. Welcome Reception in HR Marketplace)

### Sponsor and Exhibitor Move Out

**Wednesday, Aug. 30, 2017**

4-6 p.m.

(6 p.m. Networking Reception - on Belle of Louisville)



Great people working hard to put on a great conference. The Galt House is very nice and everyone there made us feel comfortable. This show is the best opportunity to create new connections in this area!

# Available Sponsorships

## TITANIUM

\$15,000

### Tuesday Closing Keynote

End the first day on a great note by educating the audience about your company and introducing the keynote speaker (3 minute max). You can also provide an giveaway. Your logo is prominently displayed on keynote signage and on screen. We'll also provide a skirted display table in the back of the room if desired.



### Thursday Closing Keynote Luncheon *SOLD*—Hanna Resource Group

End the conference on a great note by educating the audience about your company and introducing the keynote speaker (3 minute max) and provide an attendee giveaway. Your logo is prominently displayed on keynote signage, screen and table tents. We'll also provide a skirted display table in the back of the room if desired.



## PLATINUM

\$10,000

### KYSHRM Welcome Reception *SOLD*—Anthem Blue Cross and Blue Shield

We're changing things up this year! Sponsor the event (held inside the exhibit hall on Tuesday) that kicks off the conference. You'll enjoy lots of networking, entertainment and prizes. Your logo will appear on napkins and signage, and you'll have the opportunity to speak. It's your chance to revel in the spotlight!

### Networking Reception *SOLD*—Delta Dental

Held on the Belle of Louisville on Wednesday night after the exhibit hall closes, this reception offers an open bar, heavy appetizers, entertainment and prize giveaways throughout the evening — plenty of opportunities to be noticed. Your logo will appear on napkins and signage, and you'll have the opportunity to speak. We'll also provide a skirted display table if desired.

### Conference Tote Bag *SOLD*—Fisher & Phillips and HR Foundations

Logo is solely featured on one side of the conference tote bag.

### Bottled Water

Logo featured on conference water bottles.

### Conference Directory

Logo appears on the cover of the printed conference directory, and your full-page, color ad appears on the back cover.

### Mobile App Interactive Banner Ad – two available –

EventMobi is the new handy conference app includes schedules, vendors listing and much more. We'll feature your rotating ad during the conference.



# Available Sponsorships

## ASSOCIATE

\$5,000

### Website

Banner ad and weblink on the speaker material download page of the conference website.

### Pens & Highlighters *SOLD—Assured Partners*

Logo included on the conference pens and highlighters.

### Prize Card *SOLD—Mountjoy Chilton Medley LLP*

Logo appears on prize cards required for attendee eligibility in the \$2,500 cash prize drawing. You'll receive additional exposure as attendees drop off the completed forms at your booth. Think outside the box and provide a branded item for attendees that drop off their prize cards to you!

### Tote Bag Insert – three available –

Insert (you provide) in the conference attendee tote bag.



### Notepads *SOLD—Kightlinger & Gray, LLP*

Logo (one color) on conference notepads distributed in tote bags.

### Charging Station

Everyone has a mobile device right? This is a perfect platform to promote brand awareness and highlight your products and services.

### Tuesday Break *SOLD—Steptoe & Johnson*

– held before the exhibit hall even opens! –

Logo on signage and napkins. We'll provide a skirted display table so you can meet and greet during this break if you desire.

### Wednesday Breakfast *SOLD—Dental Health Options*

Logo on signage, napkins and table tents, plus recognition during announcements.



### Wednesday Mid-Morning Break *SOLD—Integrated Corporate Wellness Solutions*

Logo on signage, napkins and table tents, plus recognition during announcements.

### Wednesday Lunch *SOLD—Littler Mendelson, P.C.*

Logo on signage, napkins and table tents, plus recognition during announcements at the busiest exhibit hall traffic of the conference!

### Wednesday Afternoon Break *SOLD—Kentucky Community and Technical College System*

Logo on signage, napkins and table tents, plus recognition during announcements

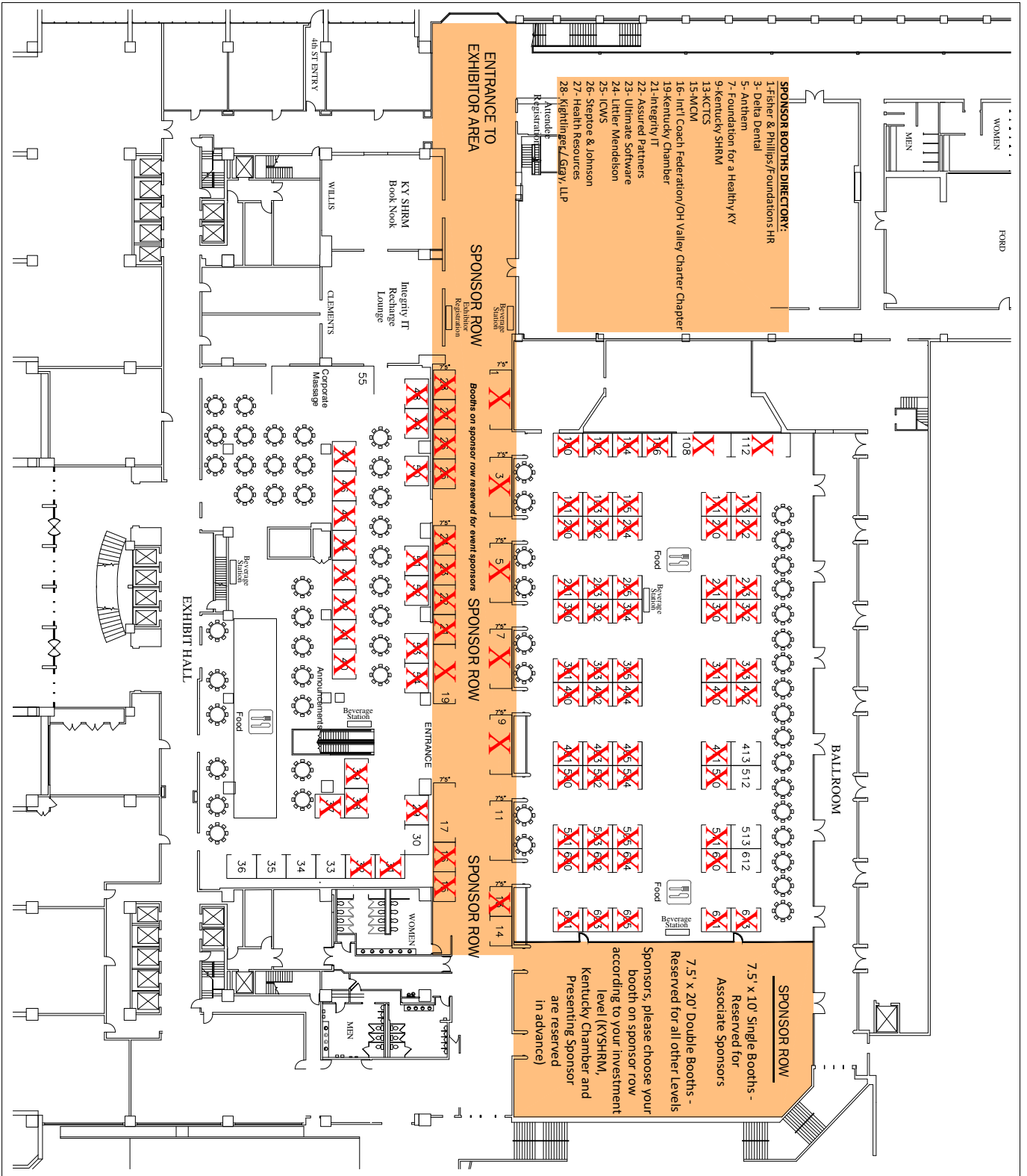
### Track Sponsorship

Logo on signage in the breakout session location; logo on screen; and recognition during the session.

- Business Management Strategy *SOLD—International Coach Federation and Ohio Valley Charter Chapter*
- Management *SOLD—Stoll Keenon Ogden*
- Motivation
- Human Resource Law
- Benefits & Compensation *SOLD—Ultimate Software*



# Exhibit Hall Floor plan



**KY  
SHRM**

KY SHRM

Aug 2017

Galt East Hotel

Louisville, KY

Ballroom/ Exhibit Hall

Legend:

AE: Jennifer Carol

Show Number: 740-017

Drawn By: M. O'Hara

Revised: 7/27/2017 10:11 AM

File: 4741017 07\_27\_17.dwg

Every effort has been made to ensure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied are made with respect to this information. The user of this information assumes all responsibility for its use. The user of this information acknowledges that the construction of an exhibit is the sole responsibility of the exhibitor and the user of this facility to verify all dimensions and locations.



7372 Crittenden Drive  
Louisville, KY, 40209  
502-367-0254



## Contact Information:

Company Name: \_\_\_\_\_  
List the company name as it should appear on signage, booth, directory and online.  
Please initial here to indicate this is the official company name you'd like listed for all event materials: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact for All Exhibitor Correspondence: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_  
(Confirmation will be sent to this email address)

## Purchase & Payment Details:

■■■ Booth assignment will not be made until payment is received ■■■

Total Amount \_\_\_\_\_  Bill my company  PO# \_\_\_\_\_

Method of Payment:  Check  AMEX  MasterCard  Visa  
*Make checks payable to Kentucky Chamber of Commerce*

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code (3 digit code on back): \_\_\_\_\_

Cardholder's Name (please print): \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

## Application Completion

**Important:** Please initial indicating that you have read and agree to the Exhibitor and Sponsor Terms and Conditions on the next page: \_\_\_\_\_ (initials here)

Please complete, sign and fax this page to 502-848-8768 or 502-695-5051  
OR Scan and email to [aflanders@kychamber.com](mailto:aflanders@kychamber.com)

Signature: \_\_\_\_\_

Company: \_\_\_\_\_

Signed by (print name): \_\_\_\_\_

Date: \_\_\_\_\_

## Select Sponsorship

### Presenting – \$25,000

~~Exclusive~~ SOLD

### Titanium – \$15,000

Tuesday Closing Keynote

~~Thursday Closing Keynote Luncheon~~ SOLD

### Platinum – \$10,000

~~KYSHRM Welcome Reception~~ SOLD

~~Networking Reception~~ SOLD

~~Conference Tote Bag~~ SOLD

Bottled Water

Conference Directory

Mobile App Interactive Banner Ad (2)

Banner Ad #1

Banner Ad #2

### Associate – \$5,000

Website

~~Pens and Highlighters~~ SOLD

~~Prize Card~~ SOLD

Tote Bag Insert

Insert #1

Insert #2

Insert #3

~~Notepad~~ SOLD

~~Charging Station~~ SOLD

~~Tuesday Break~~ SOLD

~~Wednesday Breakfast~~ SOLD

~~Wednesday Mid-Morning Break~~ SOLD

~~Wednesday Lunch~~ SOLD

~~Wednesday Afternoon Break~~ SOLD

Track Sponsor (5)

~~Business Management Strategy~~ SOLD

~~Management~~ SOLD

Motivation

Human Resource Law

~~Benefits and Compensation~~ SOLD

## Mail Payment to:

Attn: Business Education Dept.  
Kentucky Chamber of Commerce  
464 Chenault Rd.  
Frankfort, KY 40601

## Make checks payable to:

Kentucky Chamber of Commerce

Please contact Andrea Flanders at 502-848-8723 or [aflanders@kychamber.com](mailto:aflanders@kychamber.com) with any questions.

## 2016 KYSHRM EXHIBITOR & SPONSOR TERMS

1. Contract Conditions. These exhibition regulations shall apply to the exhibitor and/or sponsor ("Exhibitor/Sponsor") identified on the Exhibitor/Sponsor Application/Contract, for the 2017 Kentucky Society for Human Resource Management Conference (the "Conference"), which has been received by the Kentucky Chamber of Commerce ("Chamber").
2. Exhibition Space. Exhibition space will be assigned by Chamber on a first-come, first-serve basis to exhibitors who complete and return the Application/Contract with payment; however, Chamber reserves the right to reassign exhibition booth space if necessary. Chamber reserves the right to refuse exhibition booth space to any potential exhibitor.
3. Exhibition Space Rental. Chamber must receive Exhibitor's/Sponsor's payment in full by June 2, 2017 to reserve Exhibitor's/Sponsor's exhibition booth space. Such payment may be mailed to the address set forth on the Application/Contract.
4. Set Up/Tear Down. Exhibitor/Sponsor set up is Tuesday, August 29, 2017 from 10 a.m. to 4:30 p.m. Tear down and move out is Wednesday, August 30, 2017 from 4 p.m. to 6 p.m.
5. Booth Staffing. A representative of Exhibitor/Sponsor must occupy its booth during all scheduled exhibit hours of the Conference.
6. Conference Cancellation. Chamber reserves the right to cancel the Conference if it is deemed necessary. In the event of any such cancellation, Chamber will refund Exhibitor's/Sponsor's payment in full, and Exhibitor/Sponsor shall waive any and all damages and claims for damages in connection with such cancellation.
7. Exhibitor/Sponsor Cancellation. Prior to June 2, 2017, Exhibitor/Sponsor may withdrawal from the Conference and receive a full refund less a Fifty Dollar (\$50.00) administrative fee. Chamber will not provide any refund if Exhibitor/Sponsor withdrawals after June 2, 2017.
8. Fire Prevention/Safety. All display material used in any exhibit must be flame retardant. All electrical wiring must be in good condition, must conform to local fire regulations and must be able to pass inspection by the fire marshal. In addition, Exhibitor/Sponsor shall take precautions for the safety of other exhibitors and all other persons attending the Conference.
9. Shipping. Chamber will forward shipping information to Exhibitor/Sponsor upon receipt of the Application/Contract. All shipments will be at Exhibitor's/Sponsor's own risk and expense, and must be prepaid.
10. Electric. Chamber will forward information regarding electrical needs to Exhibitor/Sponsor upon receipt of the Application/Contract. Exhibitor/Sponsor will be charged for any electrical needs.
11. Insurance. Exhibitor/Sponsor acknowledges that the Chamber, Kentucky Society for Human Resource Management ("SHRM") and the Galt House Hotel do not maintain insurance covering Exhibitor's/Sponsor's property. If Exhibitor/Sponsor desires to insure its exhibit materials, goods, and/or equipment against theft, damage by fire, accident, or loss of any kind, it shall do so at its own expense.
12. Liability. Exhibitor/Sponsor hereby agrees to indemnify, defend and hold harmless the Chamber, SHRM and the Galt House Hotel, and each of their officers, directors, employees and agents from and against any actions, law suits, costs, damages, claims and expenses (including attorneys' fees) arising from any damage to property or bodily injury to Exhibitor/Sponsor, his agents, representatives, employees, or any other persons by reason of the Exhibitor's/Sponsor's occupancy or use of the exhibition facilities.
13. Assignment. Exhibitor/Sponsor shall not assign or sublet any of its assigned exhibition booth space.
14. Enforcement. Exhibitor/Sponsor agrees to comply with the regulations contained herein, and any rules and regulations set forth by the Galt House Hotel. Chamber reserves the right to evict Exhibitor/Sponsor in the event of any violation of these regulations. In addition, Chamber reserves the right to prohibit Exhibitor/Sponsor from displaying all, or any part, of an exhibit that is deemed unsuitable for the Conference by Chamber.
15. Amendments. Chamber reserves the right to amend these regulations at any time, as it deems necessary. Chamber shall have the full power to interpret and enforce all of the regulations contained herein.