

36th Annual Conference

KYSHRM

Presented by **Kentucky Career Center**
Career Training Employer

Aug. 24-26, 2020 | KICC/Louisville Marriott Downtown | Louisville



Exhibitor & Sponsor PROSPECTUS



HR Marketplace

the KYSHRM exhibit hall



I will say it again and again, The staff does a great job of getting people to come by our booths!! This is the best conference we attend!

2019 Exhibitor

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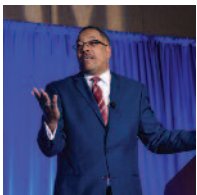
The **Kentucky SHRM Conference** is not your typical trade show. To guarantee great exposure and traffic, HR Marketplace (aka the exhibit hall) is the focal point of the conference. The Monday Welcome Reception as well as Tuesday meals, breaks and drink stations are located here, so attendee traffic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

KYSHRM Conference Overview

- The **Largest** gathering of HR professionals in Kentucky!
- Over **700** Attendees
- Over half are **Director or Manager** level
- Approximately **100** exhibitors and sponsors

Exhibit Hall Activities Designed with YOU in Mind

- Welcome Reception with lively and interactive entertainment held inside exhibit hall on Monday
- Exhibitor prize drawings
- Passport to \$2,500 (a prize card game) that encourages networking
- Mobile App
- Approximately 100 exhibitors and sponsors with time- and money-saving products and services
- Tuesday meals and breaks located inside the exhibit hall
- Six hours of dedicated exhibit hall time over the course of two days
- Keynote and all breakout sessions located in close proximity to exhibit hall



Conference Host & Headquarters



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 over 700 attendees.

Conference Host

Kentucky International Convention Center will host all exhibitors, all break out sessions, all meals and breaks, in addition to the popular Welcome Reception held on Monday evening.

Kentucky International Convention Center (KICC)
221 S. Fourth Street
Louisville, KY 40202
Phone: 502-595-4381

Hotel Headquarters

Louisville Marriott Downtown will host all general sessions (accessible by pedway) and all overnight sleeping rooms.

Louisville Marriott Downtown
280 West Jefferson Street
Louisville, KY 40202
Phone: 502-627-5045 Toll Free: 1-800-533-0127
Guest room rate: \$174
Guest room cutoff date: August 2, 2020

[CLICK HERE TO REGISTER ONLINE](#)

Contact

Andrea Flanders – Sponsorship Development Manager | 502-848-8723 | aflanders@kychamber.com

www.kyshrmconference.com

Exhibitor Schedule 2020

Monday, August 24, 2020



11 a.m. - 2 p.m.

Exhibitor registration, move in and setup



2:30 - 3:30 p.m.

Afternoon Break



5 p.m.

Welcome Reception w/ Sponsors & Exhibitors

6:30 p.m.

36th Annual Kentucky SHRM Conference day one adjourns

Tuesday, August 25, 2020

7 a.m.

Attendee registration



8 a.m.

Exhibit Hall opens

Traffic can be light during this time.

7:30 a.m.

Concurrent 1-hour workshops



8:30 a.m.

Morning break

8:45 a.m.

Opening Keynote



9:45

Morning break

10:45 a.m.

Concurrent 1-hour and 1.5-hour workshops



11:45 a.m. - 1 p.m.

Buffet lunch

1 p.m.

Concurrent 1.5-hour workshops

1:30 p.m.

Concurrent 1-hour workshops



2:30 p.m.

Afternoon dessert break

3:30 p.m.

Concurrent 1.25-hour workshops



3:30 - 5:30 p.m.

Exhibit tear down and move out**

5:30 p.m.

Networking Reception (held offsite, location TBD)

Join us after you move out!

7 p.m.

36th Annual Kentucky SHRM Conference day two adjourns



Move in and move out times.



Designated exhibit hall times for attendees – expect traffic.



I love this conference! I always return to my place of work with so many new ideas.

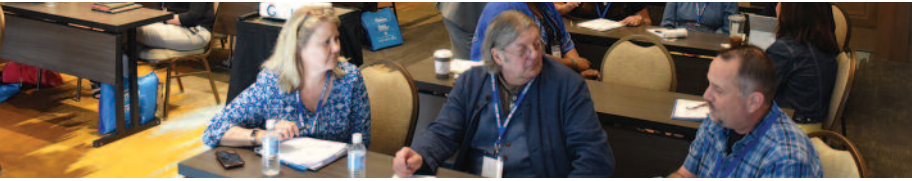
2019 Attendee



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Great networking opportunity for our organization.
2019 Exhibitor

2019 CONFERENCE BY NUMBERS



656 ATTENDEES

22

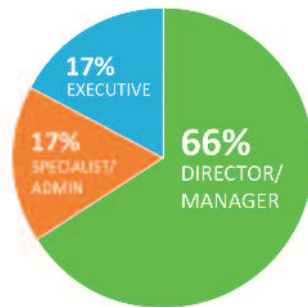
SPONSORS



74

EXHIBITORS

DEMOGRAPHICS BY TITLE



DEMOGRAPHICS BY COMPANY SIZE



< 100

29%



251 - 500

18%



101 - 250

31%



501 - 1000+

22%

INDUSTRIES REPRESENTED

- General Services
- Manufacturing
- Transportation
- Communications
- Electric, Gas and Sanitary Services
- Finance, Insurance and Real Estate

*Ranked by volume of representation.



CLICK HERE
to view
2019 Exhibitors

Meet the 2020 Sponsors & Exhibitors

Our exhibitors and sponsors are a diverse group, providing a wide variety solutions and services to HR professionals. Take a peek at the companies that were with us last year!

CLICK HERE
to view
2019 Sponsors

CLICK HERE TO REGISTER ONLINE

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Exhibitor Investment Options

Booth Options

Booth Options	Prior to 2/28/20	After 2/28/20
10'X10' BOOTH	\$1,149	\$1,249
10'X10' PREMIUM BOOTH preferred location near food, beverages and conference sponsors	\$1,549	\$1,649

Exhibitor Upgrades – Added Recognition and Visibility!

POPULAR OPTIONS AMONG EXHIBITORS

Color ad and logo in the conference directory

Ad + Logo Options	Prior to 2/28/20	After 2/28/20
Quarter page	\$500	\$600
Half page	\$700	\$800
Full page	\$900	\$1,000

Sponsored Push Notifications on the Conference App during the conference. We provide guidelines and you provide content. \$300 each (limited amount)

Electronic Banner Ad on Mobile App \$500 (only four available)

*675 app downloads with 38,138 page views in 2019 *Average of 22,432 impressions in 2019 for similar ad

Your Exhibitor Fee Includes the Following

- 10 x 10 Exhibit Space with Pipe & Drape (facility is NOT carpeted)
- 7"x44" ID Sign
- One 8' black skirted table with two chairs and wastebasket
- All meals, breaks and receptions for TWO booth staff* (includes offsite Networking Reception on Tuesday)
- If balance is paid in full**, the pre-conference list of attendees will be provided via email before conference (mailing address with phone number).
- Post-conference complete list of attendees emailed after the conference concludes (includes email) if balance is paid.
- Activities designed to draw attendees into the exhibit area
- Exhibitor lanyard is a different color to distinguish between vendors and attendees
- Listing and weblink on exhibitor page at www.kyshrmconference.com
- Listing & booth # in printed conference directory (distr. to all)

NOTE:

- Additional sample fees: Wi-Fi \$14.95 | Basic electric \$120
- Your contact information will be given to George Fern Co., the conference management services provider, who will provide you with information on shipping services, furniture, equipment etc. to ensure successful conference exhibition.

**Does not include KYSHRM Conference educational sessions. Registration required.*

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Sponsorship Opportunities

VIEW
Sponsor
Opportunities
HERE

Our sponsorship opportunities are unique, just like the companies that sponsor the **Kentucky SHRM Conference!** We have created various sponsorship packages tailored to meet your needs and budget to help you reach your target audience.

If you don't see one that meets your needs, contact Andrea Flanders to discuss a custom sponsorship!

The conference just keeps getting better and better!

2019 Attendee

Sponsor Level Pricing

Presenting	\$25,000
Titanium	\$15,000
Platinum	\$10,000
Associate	\$5,000



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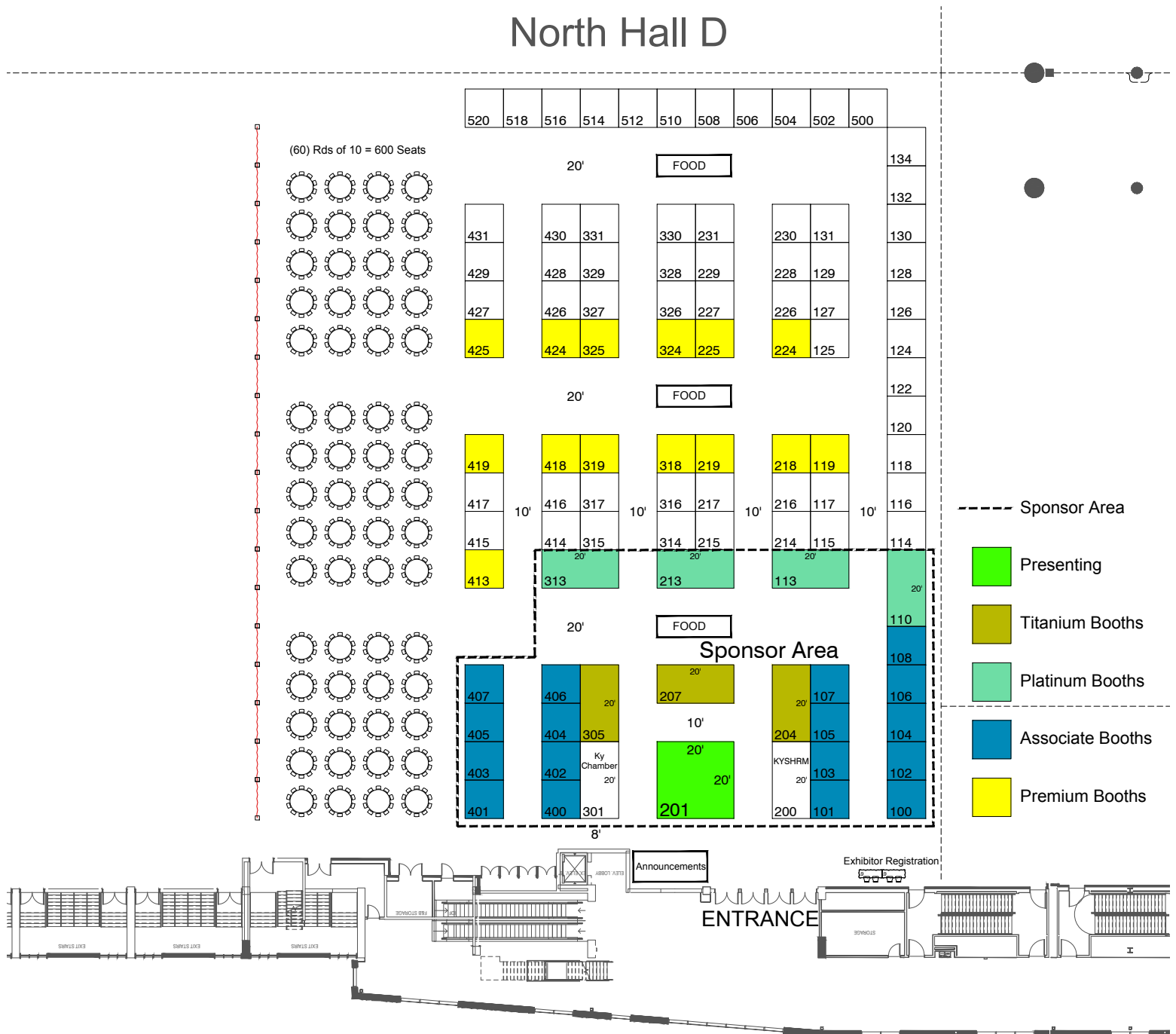
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Floor Plan

North Hall D



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