Kentucky Chamber

39TH ANNUAL KENTUCKY

Human Resource Update

presented by HANNA RESOURCE GROUP

HYBRID EVENT
You have options!

Exhibit in person and you'll also receive a virtual booth!

Can't attend in person? Exhibit virtually!

April 21-22, 2027 | Embassy Suites by Hilton Lexington/UK Coldstream

Sponsorship Opportunities



39th Annual Kentucky Human Resource Update

Why Attendees Will Come

This conference offers HR professionals the latest information on a wide variety of key human resource topics, including FMLA, ADA, GINA, COBRA, HIPAA, immigration, workers' compensation, unemployment insurance, the Affordable Care Act and more. They are updated on the latest legal developments and will gain a greater understanding of their effects on day-to-day issues in the workplace. This two-day course is consistently rated by attendees as one of our top training seminars.

Who Attends?

- managers and supervisors
- administration directors
- business owners and CEOs
- human resources personnel
- employee relations specialists
- personnel directors and managers
- senior HR professionals
- HR consultants

Why Participate?

With an expected attendance of over 100, your company will have the opportunity to connect with your target audience during various dedicated times for sponsors — both breakfasts and all breaks are held with you in the exhibit booth area. Join us for lunch and continue the connections and conversations.

Sponsors enjoy prime exhibit booth placement with ample time for interaction with attendees. Sponsors are key to the overall success of the conference. We welcome your organization's participation and look forward to displaying your logo on the promotional materials and providing your company with added recognition and visibility.

Learn More About Sponsorship Opportunities

Andrea Flanders
Director, Sponsor Relations
Kentucky Chamber of Commerce
502-848-8786
aflanders@kychamber.com

HYBRID EVENT
You have options!

Exhibit in person and you'll also receive a virtual booth!
Can't attend in person? Exhibit virtually!

Kentucky Chamber

JOIN US

*To join the Kentucky Chamber, contact our membership sales team at 502-695-4700 or membership@kychamber.com.

39th Annual Kentucky Human Resource Update

Presenting Sponsorship Exclusive Offer

SOLD

SOLD – Hanna Resource Group

$10,000 Kentucky Chamber member*

SPONSOR BENEFITS

EXCLUSIVE BRANDING OPPORTUNITIES

- Exclusive recognition as presenting sponsor
- Opportunity to serve as program emcee/moderator
- Company name or logo (only one logo per sponsorship permitted) included on:
  - event page on kychamber.com
  - marketing communications
  - rotating sponsor display and signage during event

HIGH IMPACT OPPORTUNITIES

- Exhibit space – In-person 8' x 10' exhibit booth (includes one 8' skirted table and two chairs) and/or Virtual exhibit space
- Opportunity to kick off the conference, introduce opening speaker and speak about your company
  - In-person option – three minute max
  - Virtual option – you provide a three-minute, pre-recorded video (video guidelines will be provided)
- Recognition from the podium during opening and closing remarks
- Opportunity to provide a giveaway item to all in-person attendees during opening session
- Logo and listing in printed materials

ACCESS

- Complete list of conference attendees provided after the conference
- Networking opportunities during breakfasts, breaks, lunches
- Five complimentary, full-conference registrations for your booth attendants, staff or clients ($3,475 value) – your attendees choose virtual or in-person

ADVERTISING OPPORTUNITIES

- Full-page, full-color ad included in conference materials

VIRTUAL APP BENEFITS

- Banner ad (your company logo) in conference app, powered by Whova
- Recognition in sponsorship section of conference app, powered by Whova
- Virtual exhibit booth on the Whova app, with the following features:
  - Logo, description, website, and contact information
  - Livestream showcase space (via Zoom, Google Hangouts, etc.)
  - Ability to add your video highlighting your services and products
  - The ability to post photos and flyers (pdf)
  - Ability to live chat with attendees through your booth
  - The option to add promotional offers, giveaways, or coupons directly in the app
  - Unlimited booth staff to help manage your booth and interact with attendees
  - Attendees eligible for prizes based on their interactions with sponsors during the event
  - Dedicated Ky Chamber staff available to assist you with your virtual booth setup

Click Here to Register

HYBRID EVENT
You have options!

Exhibit in person and you'll also receive a virtual booth!
Can't attend in person? Exhibit virtually!

Kentucky Chamber

JOIN US

*To join the Kentucky Chamber, contact our membership sales team at 502-695-4700 or membership@kychamber.com.



39th Annual Kentucky Human Resource Update

Gold Sponsorship Two Opportunities

$5,000 Kentucky Chamber member*

Lunch – Day One
Lunch – Day Two

SPONSOR BENEFITS

EXCLUSIVE BRANDING OPPORTUNITIES

- Recognition as gold sponsor
- Company name or logo (only one logo per sponsorship permitted) included on:
  - event page on kychamber.com
  - rotating sponsor display and signage during event

HIGH IMPACT OPPORTUNITIES

- Exhibit space – In-person 8' x 10' exhibit booth (includes one 8' skirted table and two chairs) and/or Virtual exhibit space
- Opportunity to introduce speaker (day one or day two – choose one) and speak about your company
  - In-person option – three minute max
  - Virtual option – you provide a three-minute, pre-recorded video (video guidelines will be provided)
- Recognition from the podium during opening and closing remarks
- Opportunity to provide a giveaway item to all in-person attendees
- Logo and listing in printed materials

ACCESS

- Complete list of conference attendees provided after the conference
- Networking opportunities during breakfasts, breaks, lunches
- Three complimentary, full-conference registrations for your booth attendants, staff or clients ($2,085 value) – your attendees choose virtual or in-person

ADVERTISING OPPORTUNITIES

- Half-page, color ad included in conference materials

VIRTUAL APP BENEFITS

- Banner ad (your company logo) in conference app, powered by Whova
- Recognition in sponsorship section of conference app, powered by Whova
- Virtual exhibit booth on the Whova app, with the following features:
  - Logo, description, website, and contact information
  - Livestream showcase space (via Zoom, Google Hangouts, etc.)
  - Ability to add your video highlighting your services and products
  - The ability to post photos and flyers (pdf)
  - Ability to live chat with attendees through your booth
  - The option to add promotional offers, giveaways, or coupons directly in the app
  - Unlimited booth staff to help manage your booth and interact with attendees
  - Attendees eligible for prizes based on their interactions with sponsors during the event
  - Dedicated Ky Chamber staff available to assist you with your virtual booth setup

Click Here to Register

HYBRID EVENT You have options! | Exhibit in person and you'll also receive a virtual booth! Can't attend in person? Exhibit virtually!

Kentucky Chamber **JOIN US**

*To join the Kentucky Chamber, contact our membership sales team at 502-695-4700 or membership@kychamber.com.



39th Annual Kentucky Human Resource Update

Silver Sponsorship Three Opportunities

$2,500 Kentucky Chamber member*

Breakfast/Breaks – Day One
Breakfast/Breaks – Day Two
Dessert Break – Day One

SPONSOR BENEFITS

EXCLUSIVE BRANDING OPPORTUNITIES

- Recognition as a silver sponsor
- Company name or logo (only one logo per sponsorship permitted) included on:
  - event page on kychamber.com
  - rotating sponsor display and signage during event

HIGH IMPACT OPPORTUNITIES

- Exhibit space – In-person 8' x 10' exhibit booth (includes one 8' skirted table and two chairs) and/or Virtual exhibit space
- Recognition from the podium during opening and closing remarks
- Logo and listing in printed materials

ACCESS

- Complete list of conference attendees provided after the conference
- Networking opportunities during breakfasts, breaks, lunches
- Two complimentary, full-conference registrations for your booth attendants, staff or clients ($1,390 value) – your attendees choose virtual or in-person

ADVERTISING OPPORTUNITIES

- Quarter-page, full-color ad included in conference materials

VIRTUAL APP BENEFITS

- Banner ad (your company logo) in conference app, powered by Whova
- Recognition in sponsorship section of conference app, powered by Whova
- Virtual exhibit booth on the Whova app, with the following features:
  - Logo, description, website, and contact information
  - Livestream showcase space (via Zoom, Google Hangouts, etc.)
  - Ability to add your video highlighting your services and products
  - The ability to post photos and flyers (pdf)
  - Ability to live chat with attendees through your booth
  - The option to add promotional offers, giveaways, or coupons directly in the app
  - Unlimited booth staff to help manage your booth and interact with attendees
  - Attendees eligible for prizes based on their interactions with sponsors during the event
  - Dedicated Ky Chamber staff available to assist you with your virtual booth setup

Click Here to Register

HYBRID EVENT You have options!

Exhibit in person and you'll also receive a virtual booth!
Can't attend in person? Exhibit virtually!

Kentucky Chamber

JOIN US

*To join the Kentucky Chamber, contact our membership sales team at 502-695-4700 or membership@kychamber.com.

Sponsorship Investment

39th Annual Kentucky Human Resource Update

April 21-22, 2027
Embassy Suites by Hilton Lexington/UK Coldstream

REGISTRATION INFORMATION Please print:

☐Mr. ☐Ms.

Prefix | Name | Title

Company/Organization

Street address

City | State | Zip

Phone | Fax | E-mail address

PLEASE SELECT ONE OF THE FOLLOWING INVESTMENT OPPORTUNITIES

❑ Presenting Sponsorship – Exclusive SOLD
$10,000 Kentucky Chamber member

❑ Gold Sponsorships
$5,000 Kentucky Chamber member

❑ Silver Sponsorships
$2,500 Kentucky Chamber member

REGISTRATION OPTIONS

Click Here to Register

Phone
Andrea Flanders
502-848-8786

E-mail
aflanders@kychamber.com

Mail
Kentucky Chamber
464 Chenault Road
Frankfort, KY 40601

METHOD OF PAYMENT

❑ Check # _____ enclosed. Payable to: Kentucky Chamber of Commerce

❑ Please bill my company. PO # _____ (not required)

❑ Please charge to my ❍ Visa ❍ Mastercard ❍ Am Express

Cardholder's name | Cardholder's signature (required)

Card number | Expiration date | 3- or 4-Digit security code

*I understand that by providing the phone, fax number and e-mail information above on behalf of the person/company/organization specified above, I am authorized to and hereby consent for the person/company/organization to receive communication by or on behalf of the Kentucky Chamber of Commerce.

The Kentucky Chamber of Commerce reserves the right to, at its sole discretion, refuse any advertising. Due to the fact that sponsorships are limited, upon acceptance of your registration no refunds will be granted.

Kentucky Chamber

JOIN US

*To join the Kentucky Chamber, contact our membership sales team at 502-695-4700 or membership@kychamber.com.