

MD SHRM STATE CONFERENCE



MDSHRM
New Faces • New Places

October 7 - 9, 2018



AFFILIATE OF
SHRM[®]
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

MARRIOTT HOTEL & CONFERENCE CENTER

5701 Marinelli Road, North Bethesda, MD 20852

LEADERSHIP | DEVELOPMENT | NETWORKING | HR RESOURCES

WELCOME

Dear Potential Sponsor / Exhibitor:

We are very excited to be announcing the 2018 Maryland SHRM State Conference, which is an ideal marketing opportunity to reach many of the Mid-Atlantic Region's human resource professionals. This year's conference theme is **MDSHRM: NEW FACES • NEW PLACES**. We want to thank all of our past and future sponsors for your continued support, which allows us to deliver highly successful and innovative programming at the Maryland SHRM State Conference.

This year's conference is being held in a new location, the Bethesda North Marriott Hotel and Convention Center, in North Bethesda, Maryland. The conference will be October 7th – 9th and we are expecting more than 300 participants. The conference is a great value to human resource professionals from Maryland and the Region!

We invite your organization to join us as a Sponsor and/or Exhibitor of this event. The Sponsorship opportunities available this year provide a wide range of access to the region's top HR professionals. As a **"PARTNER,"** your donation and support of this event will allow us to provide the quality programs to attendees. There are three (3) distinct levels of sponsorship. Each level has been carefully considered to meet the budgetary constraints of the diverse partners we serve. Sponsorships are offered on a first -come, first-served basis. We also welcome donations other than financial such as a gift of your service or product to award as a door prize to our attendees.

Details regarding the 2018 Maryland SHRM State Conference are attached. The Exhibit Hall will be open Sunday evening from 5pm – 7pm, Monday from 7am – 5pm, Tuesday from 7am – 12:30pm. Don't miss your opportunity to build name recognition, establish future customers, meet face-to-face with key decision makers, network with hundreds of HR professionals, reach your target audience, and strengthen relationships with current customers.

We look forward to your participation in the 2018 MD SHRM State Conference. For additional information, please visit our conference website at <http://md.shrm.org/maryland-state-conference>

Sincerely,

Brian Sands

Recognition Concepts

Co-Chair, Sponsors/Exhibitors

410-974-1235 x14

sands@recognitionconcepts.com

Beth Rudy

Beth Rudy Consulting

Co-Chair, Sponsors/Exhibitors

717- 615-3646

beth@bethrudyconsulting.com



MDSHRM Conference 2018 #MDSHRM18

October 7th through October 9th, 2018

Bethesda North Marriott Hotel & Conference Center

5701 Marinelli Rd, Rockville, MD 20852

More information to come: <https://md.shrm.org/maryland-state-conference>



Daniel Pink

When-The Scientific Secrets of Perfect Timing

Daniel H. Pink is the author of six provocative books — including his newest, *When: The Scientific Secrets of Perfect Timing*. His other books include the long-running *New York Times* bestseller *A Whole New Mind* and the #1 *New York Times* bestsellers *Drive* and *To Sell is Human*. His books have won multiple awards and have been translated into 37 languages. He lives in Washington, DC, with his wife and their three children.

Jill Christensen
Employee Engagement

Employee Engagement Expert, Best-Selling Author,
International Keynote Speaker and Top 100 Global Employee
Engagement Influencer of 2017



Jody Urquhart

This would be Funny.... if it wasn't Happening to Me! How to Navigate the Future with Enthusiasm and Vigor

A highly sought- after motivational speaker, Jody is passionate about spreading the message of the importance of fun and meaningful work. A motivational speaker for over 16 years, Jody speaks at over 60 organizations and associations every year, and is a top keynote speaker with humorous speeches.

CONFERENCE AGENDA



MDSHRM: NEW FACES • NEW PLACES

2018 MD SHRM State Conference October 7th – 9th
AGENDA

Sunday, October 7th

12pm: Registration Opens
3:30pm – 5pm: **OPENING KEYNOTE SPEAKER**
5pm – 7pm: Exhibit Hall Open
Opening Reception



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Monday, October 8th

7am: Registration
Exhibit Hall Open
Breakfast (Exhibit Hall)

8:30am – 9:45am – **CONCURRENT SESSIONS (4 separate breakouts)**

9:45am – 10am – Exhibit Hall / Break

10am – 11:15am – **CONCURRENT SESSIONS (4 separate breakouts- 1.25 credits each)**

11:15am – 1pm – Lunch served Grand Ballroom

1pm – 2:15pm - **CONCURRENT SESSIONS (4 separate breakouts - 1.25 credits each)**

2:15pm – 2:30pm – Break / Exhibit Hall

2:30pm – 4pm – **AFTERNOON KEYNOTE SPEAKER**
4pm – 5pm – Exhibit Hall / Happy Hour / Social

5:30pm – Opportunities for Sponsored Events/Dinner

Tuesday, October 9th

7am – 8am: Exhibit Hall Open
Breakfast (Exhibit Hall)

8am – 9:15am – **CONCURRENT SESSIONS (4 separate breakouts - 1.25 credits each)**

9:15am – 9:30am – Break / Snacks / Exhibitors May Break Down

9:30am – 10:45am – **CONCURRENT SESSIONS (4 separate breakouts - 1.25 credits each)**

10:45am – 12:15pm – **CLOSING KEYNOTE**

12:15PM – Exhibitor Door Prize Drawings /
CONFERENCE CLOSE

HOTEL



MARRIOTT HOTEL & CONFERENCE CENTER

Address: 5701 Marinelli Road
North Bethesda, MD 20852

Telephone: (301) 822-9200

Pricing:

Room Types:
Standard Room

Saturday 10/6 – Monday 10/8 rate for Single Room: \$169.00/night**

**Room Reservations must be completed by using the MD SHRM conference link, which will be sent to you upon your participation and payment confirmation.

The special discounted rates will be provided for Saturday – Monday nights. **All reservations must be made by 5:00PM, Friday, September 7, 2018 to obtain the discounted rate.**

Important Notice – Guaranteed Reservations:

All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Hotel will not hold any reservations unless secured by the above method.

SPONSORSHIP



PLATINUM EVENT SPONSORSHIP (1 available) – \$10,000

- Overall Event and headlining keynote sponsor
- Sponsorship includes New Dan Pink Book, *When: The Scientific Secrets of Perfect Timing*, for each attendee
- Prime booth exhibit space
- Prime full-page advertisement in the conference program
- Promotional insert in conference registration packet
- Your company logo and link on Conference website
- Announcements and signage with organization name and acknowledgement of sponsorship
- Two minutes of microphone time and Introduce Dan Pink
- Two full conference registrations
- Meals for two additional exhibit staff members
- Electricity / Internet / 6' table, 2 chairs

DIAMOND KEYNOTE SPONSORSHIP (2 available) – \$5,000

- Sponsor for one of our 2 additional keynote speakers
- Prime booth exhibit space
- Full-page advertisement in the conference program
- Promotional insert in conference registration packet
- Your company logo and link on Conference website
- Announcements and signage with organization name and acknowledgement of sponsorship
- Two minutes of microphone time prior to keynote
- One full conference registration
- Meals for two additional exhibit staff members
- Electricity / Internet / 6' table, 2 chairs

GOLD SPONSORSHIP (5 available) – \$3,500

- *Sponsoring Options:*
 - *Sunday Night Opening Reception*
 - *Lunch sponsor (1) – Monday*
 - *Breakfast sponsors (2) – one for each day*
 - *Monday Social in Exhibit Hall*
- One booth in the Exhibit Hall
- Quarter-page advertisement in the conference program
- Promotional insert in conference registration packet
- Your company logo and link on Conference website
- Announcements and signage with organization name and acknowledgement of sponsorship
- Recognition from the podium during general session
- Opportunity to introduce presenters in breakout sessions
- Meals for two exhibit staff members

EXHIBITOR (25 available)

Early Bird \$1,000 until 5/31/17. After: \$1,250

- One booth (10' x 8' space) in the Exhibit Hall
- Company listing on this Conference website
- First-come, first-serve choice of booth location
- Meals for one exhibit staff member only
- Meals and events for additional staff must be purchased separately (Sunday Reception, breakfasts, lunch)

ADDITIONAL SPONSOR OPPORTUNITIES

(No Booth Included) \$1,000 Each

- *Breaks*
- *Volunteers*
- *Bags*
- *Name Badges*

Please Note:

EXHIBITOR SERVICE ORDER FORM will be sent upon confirmation of participation and payment.

SPONSORSHIP AGREEMENT



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North Bethesda, Maryland

CONTACT INFORMATION

Company _____

Contact _____

Company Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Company Website (to be used for hyperlink) _____

Need to confirm extra booth staff & guests who will participate (check all that apply):

<input type="checkbox"/> Opening Night Reception	Number of attendees (\$30.00 each*) _____	Total _____
<input type="checkbox"/> Monday Breakfast	Number of attendees (\$30.00 each*) _____	Total _____
<input type="checkbox"/> Monday Lunch	Number of attendees (\$50.00 each*) _____	Total _____
<input type="checkbox"/> Tuesday Breakfast	Number of attendees (\$30.00 each*) _____	Total _____

*Fee applies Extra Booth Members for Sponsors/Exhibitors and Guests

SPONSORSHIP OPTIONS

Platinum \$10,000

Diamond \$5,000

Gold \$3,500*

Exhibitor:

Add. Sponsor \$1,000

*Committee will follow up for choice associated with sponsorship.

\$1,000 (By 5/31) / \$1,250 (After 5/31)

Agreed and Accepted by: _____

Print Name: _____

Title: _____ Date: _____

CHECKLIST

- Please register online by visiting <http://md.shrm.org/maryland-state-conference> or pay by check. Please make the check payable to MD SHRM State Council and send this form and check to: **586 Bellerive Road, Suite 2D, Annapolis, MD 21409**
- Sponsors Only** - Please email a copy of your logo in .jpeg format to sands@recognitionconcepts.com.
- Sponsors Only** - Please email a 40 word write up of your company to include in the program to sands@recognitionconcepts.com.
- Please email this form to sands@recognitionconcepts.com or send a copy with your payment if paying by check.

Once payment is received, we will post the sponsorship information on our website.

MD SHRM State Conference – Maryland SHRM State Council Federal Tax ID Number: 52-2043453

Sponsorship/ Vendor Cancellation Policy: Once payment has been made in full there will be no refund provided.

- The Conference Committee reserves the right to cancel any sponsorship opportunity at any time upon default by the vendor in payment of bills or event of any other breach of these terms and conditions by the vendor.
- If there are any changes to this contract after submission, a change order must be completed and approved by the Conference Committee prior to the fulfillment of advertising and/or sponsorship opportunity.
- Maryland SHRM State Council will be responsible for planning, production, and on-site supervision of all sponsorship.



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