



## **“Super Heroes of HR’ Real Heroes don’t wear capes”**

**8<sup>th</sup> Annual Southeast Idaho  
SHRM Conference**

Vendor Opportunities  
October 20th, 2011  
Red Lion Convention Center  
Idaho Falls, ID

### **OVERVIEW**

Annually the Southeast Idaho Chapter of SHRM hosts a conference for business leaders and human resources professionals statewide. Attendees include business leaders and human resources professionals from all over the state of Idaho including our membership base that runs from the Montana and Wyoming state lines all the way down to the Pocatello region. This conference is organized to provide information in all areas of human resources, including areas of recent changes and concerns, for business leaders and human resources professionals through presentations from break-out and keynote speakers. Attendees are given break and meal periods to network and view the services that participating vendors have to offer. Vendors have the exclusive opportunity to showcase their products and services directly to the area’s most influential business and human resources leaders.

## **2011 CONFERENCE**

Southeast Idaho SHRM Chapter is pleased to announce our 8<sup>th</sup> Annual Conference to be held on Thursday, October 20<sup>th</sup>, 2011 at the Red Lion Inn Convention Center in Idaho Falls, Idaho. On Wednesday, October 19<sup>th</sup>, 2011 Southeast Idaho SHRM will be hosting a social mixer/pre registration event for all conference attendees, vendors, and sponsors to network and mingle in a relaxed social setting. It will begin at 6:00pm and go until 8:00pm. The conference will officially begin at 7:30 a.m. on Thursday, October 20<sup>th</sup>, 2011 and will run until 5:00 p.m. Breakfast, lunch, and snack periods will be held to give vendors and sponsors the opportunity to showcase their latest products, services, and technologies to attendees, enhancing their relationship amongst influential business leaders and human resources professionals. What better way to exclusively reach influential business leaders and human resources professionals?

## **EXPOSURE ATTENDANCE (THROUGH CONFERENCE PROMOTIONS)**

Thousands.

## **ESTIMATED ATTENDANCE**

Hundreds.

## **SPONSORSHIP OPPORTUNITIES**

**\$500** (*5 Available*)

Unlike many other professional organizations in the area, Southeast Idaho SHRM limits the number of conference sponsors. Limiting the number of sponsorships available combined with industry exclusivity optimizes your marketing dollars while maximizing your exposure.

As a sponsor of the 8<sup>th</sup> Annual Southeast Idaho SHRM Conference, you will receive the following for your investment:

- Company recognized as exclusive sponsor with everything event related (i.e. signage, advertising, press releases, etc.).
- Company name and/or logo recognition on Internet, print, radio and television advertising.
- Company name and logo recognition on Greater Idaho Falls Chamber of Commerce correspondence (promotional emails, Chamber Today Newsletter, verbal announcements at Chamber related events).
- Company logo, with link to your company website on Southeast Idaho SHRM website
- Company logo, with link to your company website, on ALL email campaigns promoting the conference (email promotions are sent out to ALL members for the conference.
- 8ft vendor booth at a discounted rate of \$50.00 (electricity available upon request)
- Required to bring door prizes to be given out and announced to conference attendees.
- 2 conference breakfast passes.
- 2 conference lunch passes.
- Additional meal pass (breakfast and lunch) available for \$50.00 each.
- Company logo and information in the official 2011 Conference Program for attendees via a full page advertisement. (Ad proof due by September 15<sup>th</sup>).

**2011 SOUTHEAST IDAHO SHRM CONFERENCE  
SPONSORSHIP AGREEMENT**

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

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

Interested in attending the Social Mixer/pre-registration event on Wednesday, October 19<sup>th</sup> (Free event for all attendees, sponsors, and vendors – sponsored by the Red Lion Hotel). It will begin at 6:00 pm and goes until 8:00 pm.

**Payment Information**

- Check Enclosed (Please make payable to Southeast Idaho SHRM)
- Credit Card (A pay pal Invoice will be sent to your email)

**ALL PAYMENTS MUST BE RECEIVED NO LATER THAN SEPTEMBER 5, 2011  
TO SECURE SPONSORSHIP AND ADVERTISEMENT RECOGNITION.**

Fax this form to (208) 522.3565 Attn: Sandi Landon

Or

Mail to Southeast Idaho SHRM

Attn: Sandi Landon

PO Box 2248

Idaho Falls, ID 83401

For more information please call (208) 542-5024 or email [sandi.landon@bbsihq.com](mailto:sandi.landon@bbsihq.com)  
or visit our website at [www.shrmi.org](http://www.shrmi.org)