



**SHRM**<sup>®</sup>  
NORTHERN  
CALIFORNIA

# **SHRM NORCAL 2025 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES**

# | ABOUT US

SHRM Northern California (NorCal) is the local presence for SHRM members and the local HR community in the Greater San Francisco Bay Area. SHRM NorCal is dedicated to growing the expertise and knowledge of HR professionals, developing business acumen and leadership capacity in our members, and leading in the development of the best workforce and workplaces.

SHRM NorCal consists of over 7,500 members, including HR professionals and HR-related resource partners, representing more than 3,500 large and small organizations. They range in experience from entry to executive level and vary in practice from specialist to generalist roles.

## Meet The SHRM NorCal Community Team!



**Gina Ayllon, CAE,**  
**SHRM - SCP**  
Executive Director,  
Northern CA



**Anne Gamino, CMP**  
Sr. Membership  
Engagement Specialist



**Stefany Wilson**  
Membership Engagement  
Specialist

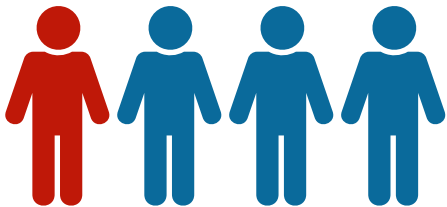
To learn more about sponsorships, contact Stefany Wilson, at [stefany.wilson@shrm.org](mailto:stefany.wilson@shrm.org)



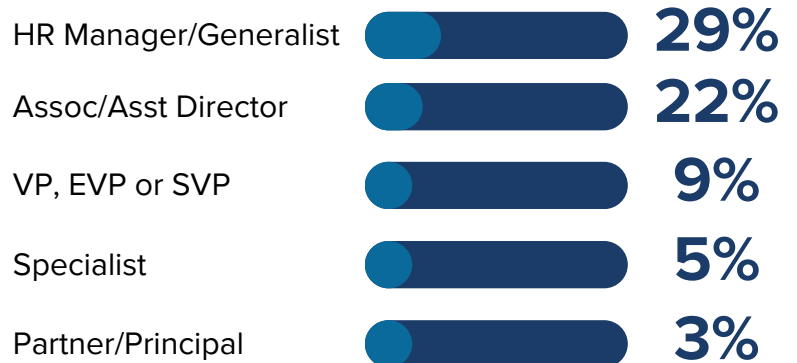


# OUR MEMBERS

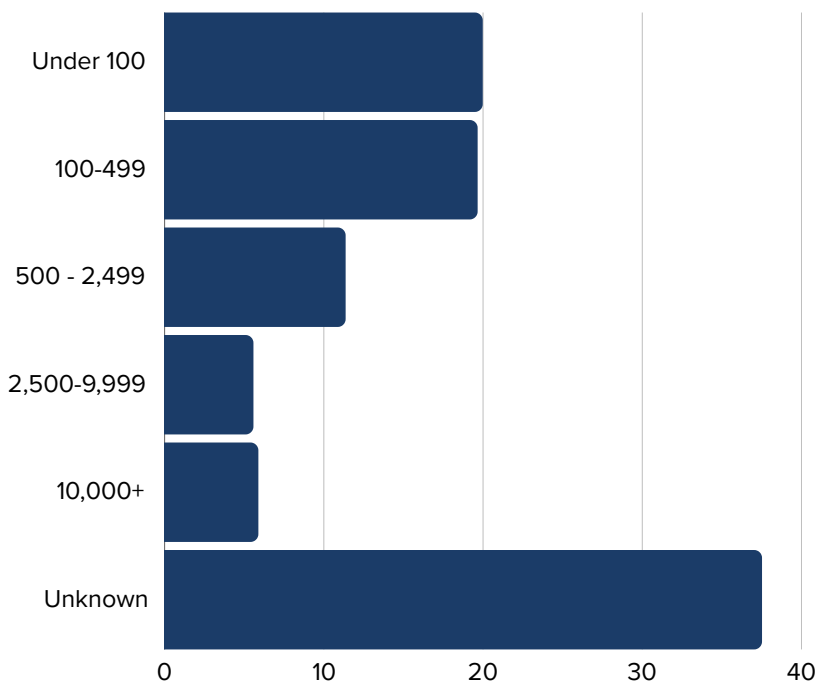
Over **7,500** Members



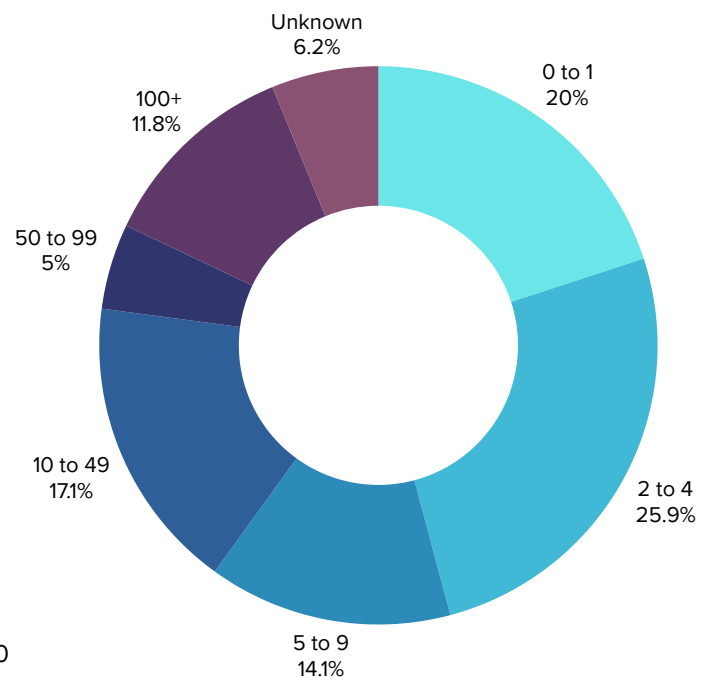
## Types of Roles



## Company Size



## HR Department Size



# SHRM NORCAL ANNUAL CONFERENCE 2025

## EXHIBIT OPPORTUNITIES

### Premium Exhibitor \$4,000

- Selection of booth location
- Provide conference bag insert
- Inclusion in conference Exhibitor Passport to Prizes Game
- 6x6 tabletop booth space
- 3 conference registration, includes meals at the conference
- Listing in the mobile app, which includes contact information and a 50-word description
- Enter a prize to be showcased and won in a prize drawing at the end of conference

### Basic Exhibitor \$3,000

- Inclusion in conference Exhibitor Passport to Prizes Game
- 6x6 tabletop booth space
- 2 conference registration, includes meals at the conference
- Listing in the mobile app, which includes contact information and a 50-word description
- Enter a prize to be showcased and won in a prize drawing at the end of conference

# SHRM NORCAL ANNUAL CONFERENCE 2025

## SPONSORSHIP OPPORTUNITIES

### Premiere Sponsorship - \$15,000 (Exclusive Opportunity)

#### At Conference

- Recognized as the event sponsor at all general sessions
- Opportunity to address conference attendees for 3-5 minutes during the Opening General Session
- Option to host a concurrent session and present on an HR topic of your expertise
- Premium Exhibitor Booth
- Five conference registrations, including meals at the conference
- Complimentary lead retrieval system for easy scanning of leads at conferences (\$758 value)
- Inclusion in conference Exhibitor Passport to Prizes Game
- Company logo at the registration area
- Bag Insert (provided by sponsor)
- Logo placement on all conference bags given to attendees
- Custom push notification to all attendees (120 characters or less)
- Logo placement with link to company website on the conference app

#### Marketing and Brand Recognition Pre-Conference

- Recognized as Premier Sponsor with logo on conference promotional materials and emails
- Recognized as Premier Sponsor with logo on the conference website
- Recognized as Premier Sponsor with a tag of your company on all SHRM NorCal social media channels

#### Benefits Post-Conference

- Follow up sponsor email to all attendees with logo and link, two to three sentences about your company and contact information



# Platinum Sponsorship - \$10,000 (Only 4 available)

## At Conference

- Recognized as the event sponsor at all general sessions
- Premium Exhibitor Booth
- Four conference registrations, including meals at the conference
- Complimentary lead retrieval system for easy scanning of leads at conferences (\$758 value)
- Inclusion in conference Exhibitor Passport to Prizes Game
- Company logo at the registration area
- Bag Insert (provided by sponsor)
- Custom push notifications at all attendees (120 characters or less)

Customize Your Sponsorship by Selecting One of the Following:

- Professional Headshot Studio
- Grand Prize
- Official After Party
- Attendee Wi-Fi

## Marketing and Brand Recognition Pre-Conference

- Recognized as Platinum Sponsor with logo on conference promotional materials and emails
- Recognized as Platinum Sponsor with a tag of your company on all SHRM NorCal social media channels

## Benefits Post-Conference

- Follow up sponsor email to all attendees with logo and link, two to three sentences about your company and contact information



# Gold Sponsorship - \$8,500 (Only 4 available)

## At Conference

- Recognized as the event sponsor at all general sessions
- Premium Exhibitor Booth
- Complimentary lead retrieval system for easy scanning of leads at conferences (\$758 value)
- Inclusion in conference Exhibitor Passport to Prizes Game
- Company logo at the registration area
- Bag Insert (provided by sponsor)
- Advertisement in the mobile app

Customize Your Sponsorship by Selecting One of the Following:

- Breakfast Sponsor
- Lunch Sponsor
- Reception Sponsor
- Zen Den Sponsor

## Marketing and Brand Recognition Pre-Conference

- Recognized as Gold Sponsor with logo on conference promotional materials and emails
- Recognized as Gold Sponsor on all SHRM NorCal social media channels

## Benefits Post-Conference

- Follow up sponsor email to all attendees with logo and link, two to three sentences about your company and contact information



# Silver Sponsorship - \$7,500 (Only 3 available)

## At Conference

- Recognized as the event sponsor at all general sessions
- Premium Exhibitor Booth
- Complimentary lead retrieval system for easy scanning of leads at conferences (\$758 value)
- Inclusion in conference Exhibitor Passport to Prizes Game
- Company logo at the registration area
- Bag Insert (provided by sponsor)
- Advertisement in the mobile app

Customize Your Sponsorship by Selecting One of the Following:

- Lanyard
- Main Mobile App
- Branded Promotional Item

## Marketing and Brand Recognition Pre-Conference

- Recognized as Silver Sponsor with logo on conference promotional materials and emails
- Recognized as Silver Sponsor on all SHRM NorCal social media channels

## Benefits Post-Conference

- Follow up sponsor email to all attendees with logo and link, two to three sentences about your company and contact information





# Bronze Sponsorship - \$5,000

## At Conference

- Recognized as the event sponsor at all general sessions
- Standard Exhibitor Booth
- Inclusion in conference Exhibitor Passport to Prizes Game
- Company logo at the registration area
- Bag Insert (provided by sponsor)
- Advertisement in the mobile app

## Marketing and Brand Recognition Pre-Conference

- Recognized as Bronze Sponsor with logo on conference promotional materials and emails
- Recognized as Bronze Sponsor on all SHRM NorCal social media channels

## Benefits Post-Conference

- Follow up sponsor email to all attendees with logo and link, two to three sentences about your company and contact information



# SHRM NORCAL ANNUAL CONFERENCE 2025

## ADD ON OPPORTUNITITES

### Day of Email Banner - \$2,000

Includes a banner ad with a link to the sponsor's website or link of your choice. E-mail will be sent to attendees the DAY OF the conference. E-mail will be sent to all registered participants with details on how to access the virtual format and event details. One sponsor per day.

### HR Solutions Stage Presentation - \$1,500

Gain additional exposure and share information about your products and services in educational session setting inside the SHRM NorCal Marketplace. Our HR Solutions Stage presentations are 15-20 minutes in length and provide a Ted Talk-style format that is quickly consumable for attendees.

### Mobile App Banner Ads - \$1,000

Promote your company's brand with a rotating banner seen on the SHRM NorCal Mobile App. When tapped, the user is taken to a full-screen landing page of your choice highlighting your product, service, or solution.

### Push Notifications - \$700

Get your message in front of attendees by taking advantage of the conference app's push notifications. Sponsors will receive a custom message (45 characters or less) to be sent to all attendees at the specific time of their choice each day (based on available time slots).

### Sponsor A Student - \$470

To help further the career of future HR professionals and sponsor an HR student to attend the SHRM NorCal Annual Conference and SHRM National Membership (\$75)

