

SPONSOR AND EXHIBITOR PROSPECTUS

2017 Minnesota HR Tech EXPO

THE REGION'S **LARGEST SHOWCASE** OF KNOWLEDGE
AND PRODUCT **FOR HUMAN CAPITAL MANAGEMENT**

APRIL 12, 2017 | RIVERCENTRE, ST. PAUL, MINNESOTA | **LEHRN.ORG**
THEME: **TRANSFORMING HR FROM THE INSIDE OUT.**

Leave with an edge.



REGISTER AT
WWW.REGONLINE.COM/2017LEHRNSPONSORS

LEHRN
LEADING EDGE HR NETWORK

LEHRN SPONSORSHIP OPPORTUNITIES AT A GLANCE

Sponsor Benefits	Innovator Sponsor \$8,000	Leading Edge Sponsor \$5,000	Fast Follower Sponsor \$2,500	Expo Exhibitor Package \$1,250	Incubator / Startup Package \$625
Opportunity to introduce keynote speaker	*				
Exclusive branding as Premier sponsor on banner at Expo	*				
Prime location for your Expo booth	*				
Recognition as a LEHRN organizational sponsor at all 2017 LEHRN meetings (6 events) and at the MN HR Tech Expo	*	*	*		
Recognition including logo, on LEHRN website home page for one year	*	*	*		
Free admittance for Sponsor staff to all LEHRN meetings & socials for one year	*	*	*		
Opportunity to present on ShopperTrack stage at no additional charge	*	*	*		
Discounted pricing on additional sponsorship & promotional opportunities at Expo (see inside for details)	*	*	*		
Ad in program	Full page, back cover	Full page	Half page		
Special "Incubator Section" setting in Expo Hall					* Includes table top signage with logo
Booth at Expo and 6-foot draped table	Double-wide booth	Double-wide booth	Standard booth	Standard booth	High top table and two chairs
Passes to the Expo for booth staff and guests	10	8	4	2	
Company logo and sales info in Expo program guide	*	*	*	*	* No logo included. Company listing only
Company logo on LEHRN website advertising event	*	*	*	*	
Access to Expo opt-in attendee list after the event	*	*	*	*	

See additional branding and participation offerings and pricing inside.

WHY INVEST IN A SPONSORSHIP OR EXHIBIT BOOTH?

You'll leave with...

- **an edge on your competition**
- **new knowledge on what HR professionals are looking for**
- **new insight on what is out there in the industry**
- **new prospects and clients**
- **renewed energy**

INNOVATOR SPONSOR – BRAND NEW! – \$8,000

Now you can be THE premier sponsor of the LEHRN Tech Expo.

- Opportunity to introduce the keynote speaker
- Exclusive branding as Premier sponsor on banner at Expo
- Prime location for your Expo booth
- Recognition as a LEHRN organization sponsor at all 2017 LEHRN meetings (6 events) and at the Minnesota HR Tech Expo
- Recognition as Premier sponsor including corporate logo on LEHRN web site home page for the year
- Free admittance for Sponsor staff to all LEHRN meeting and socials for one year
- Opportunity to present on ShopperTrack stage at no charge
- Discounted pricing on additional sponsorship & promotional opportunities at Expo
- Full page ad or infographic on back cover of the program guide
- Double-wide booth at EXPO and 6-foot draped table
- Ten (10) passes to the EXPO (includes breakfast, lunch, snacks and reception) for booth staff and guests
- Company logo and sales information in EXPO program guide
- Company logo on LEHRN website advertising the event
- Access to EXPO Opt-in attendee list after the event

LEADING EDGE SPONSOR – \$5,000

- Recognition as a LEHRN organization sponsor at all 2017 LEHRN meetings (6 events) and at the Minnesota HR Tech Expo
- Recognition as Premier sponsor including corporate logo on LEHRN web site home page for the year
- Free admittance for Sponsor staff to all LEHRN meeting and socials for one year
- Opportunity to present on ShopperTrack stage at no charge
- Discounted pricing on additional sponsorship & promotional opportunities at Expo
- Full page ad or infographic in the program guide
- Double-wide booth at EXPO and 6-foot draped table
- Eight (8) passes to the EXPO (includes breakfast, lunch, snacks and reception) for booth staff and guests
- Company logo and sales information in EXPO program guide
- Company logo on LEHRN website advertising the event
- Access to EXPO Opt-in attendee list after the event

FAST FOLLOWER SPONSOR – \$2,500

- Recognition as a LEHRN organization sponsor at all 2017 LEHRN meetings (6 events) and at the Minnesota HR Tech Expo
- Recognition as Premier sponsor including corporate logo on LEHRN web site home page for the year
- Free admittance for Sponsor staff to all LEHRN meeting and socials for one year
- Opportunity to present on ShopperTrack stage at no charge
- Discounted pricing on additional sponsorship & promotional opportunities at Expo
- Half page ad or infographic in the program guide
- Standard booth at EXPO and 6-foot draped table
- Four (4) passes to the EXPO (includes breakfast, lunch, snacks and reception) for booth staff and guests
- Company logo and sales information in EXPO program guide
- Company logo on LEHRN website advertising the event
- Access to EXPO Opt-in attendee list after the event

EXPO EXHIBITOR PACKAGE – \$1,250

- Standard booth at EXPO and 6-foot draped table
- Two (2) passes to the EXPO (includes breakfast, lunch, snacks and reception) for booth staff and guests (Extra passes can be purchased for an additional \$125 each)
- Company logo and sales information in EXPO program guide
- Company logo on LEHRN website advertising the event
- Access to EXPO Opt-in attendee list after the event

INCUBATOR/STARTUP COMPANIES PACKAGE – \$625*

Exclusively for small, start-up companies

- Special “Incubator Section” setting in Expo Hall
- High top table and two chairs
- Table Top signage with logo
- Company listing in Program guide

**Availability limited by Expo Hall space allocations*

2017 HR TECH EXPO EVENT SPONSORSHIP OPPORTUNITIES

Add these awesome opportunities to your current sponsor or exhibitor package

ShopperTrack Demos – Back by popular demand! FREE for sponsors; \$500 exhibitors (*as available*) *Calling all shoppers!* Take advantage of this unique opportunity to “sell” in a live format with a product demo and interactive conversation with small group in theatre style format. Only 24 sessions available (8 stages at each of 3 times during exhibit hours).

Cocktail Reception Sponsor – \$2,000 sponsors; \$2,500 exhibitors (1 available)

I’ll drink to that! Sponsor the after EXPO reception to be held in the exhibit area. Appetizers served and cash bar for attendees. Includes name on promotional materials, in program where reception is listed, and sign at the reception.

Lunch Buffet Sponsor – \$2,000 sponsors; \$2,500 exhibitors (1 available)

Stand in line for this sponsorship. Includes sponsor credit in program guide and table tent advertising on buffet and on lunch tables.

Breakfast Sponsor – \$1,000 sponsors; \$1,500 exhibitors (2 available)

Don't skip breakfast. Includes sponsor credit in program guide, table tent advertising at each food station, and signage on participant tables.

Break Sponsors (morning or afternoon) – \$1,000 sponsors; \$1,500 exhibitors (2 available)

Share a cup of Joe! Includes table tent advertising at each coffee, beverage and food station and on participant tables.

Lanyard Sponsor – \$1,000 sponsors; \$1,500 exhibitors (1 available)

Have your name on the neck of every participant. Lanyards and printing provided by LEHRN.

Bag Sponsor – \$1,000 sponsors; \$1,500 exhibitors (1 available)

This sponsorship is in the bag! Have your name or logo displayed on conference bags. Bags and printing provided by LEHRN.

Advertising Opportunities

- Advertising in expo program guide*
- Premier position full page, color ad or an infographic (8.5" X 11" inside front cover or inside back cover of program) \$300 additional for Leading Edge sponsors; \$600 for other sponsors or exhibitors. Available on first-come, first-served basis.
- Full page color ad \$500
- Quarter page ad \$250

*One ad per company. Expo Program Guide will print about 500 copies.

To Register as a sponsor or exhibitor, visit: www.regonline.com/2017LEHRNSponsors

To discuss Sponsor or Exhibitor opportunities, contact: Terri Swanson at tswanson@mngts.org or call 952-885-4323

A confirmation email will be sent upon registering which can be used as an invoice. An exhibitor packet will be sent closer to the event. Credit cards, checks and purchase orders accepted.

LIABILITY

Sponsors choosing to exhibit assume responsibility and agree to indemnify and defend LEHRN, the Saint Paul RiverCentre, and their respective employees and agents against any cost or expenses arising for the exhibitor's action at the exhibition premises.

CANCELLATION POLICY

Once booth space has been applied for and assigned, any cancellation of a booth or sponsorship will result in forfeiture of payments as follows:

- 50% of total cost of booth or sponsorship if cancellation occurs before March 1, 2017.
- 100% of total cost of booth or sponsorship if cancellation occurs on or after March 1, 2017