



## IPMA-HR TRAINING CONFERENCE

# Birmingham, AL May 20-23, 2018

Dear Colleague and Friend:

On behalf of the IPMA-HR Southern Region, we would like you to participate in the 2018 Southern Region Training Conference. The 2018 Conference will be held in Birmingham, Alabama at the Sheraton Hotel from May 20-23. Don't miss this unique opportunity to showcase your company's products and services with HR professionals who make executive level purchasing decisions for their respective organizations.

Exhibitors and sponsors enhance the Conference experience by introducing attendees to the latest products and services to support them in their business operations. For this, we are extremely grateful. Your participation will allow you to:

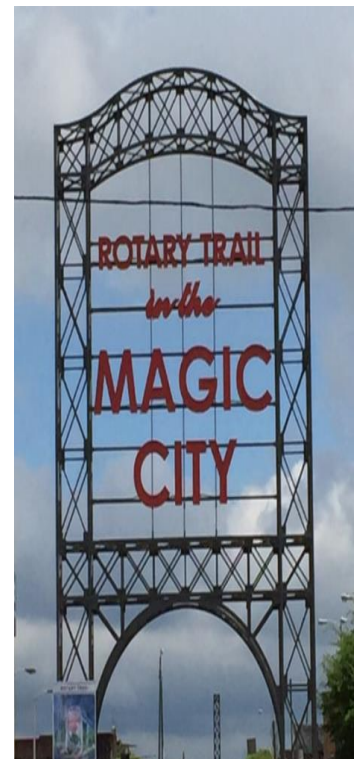
- Reach attendees from multiple states in one venue
- Experience increased networking opportunities
- Increase your organization's visibility in the public sector

The IPMA-HR Southern Region prides itself on providing several economical Exhibitor/Sponsor opportunities to our corporate partners. We recognize your need to maximize your marketing dollars and want to provide the highest possible return on your investment.

If you have questions regarding the 2018 Conference and/or the Exhibitor/Sponsor opportunities available, please do not hesitate to contact us. We look forward to seeing you in the future.

Sincerely,

Delvick J. McKay, Elizabeth Blais, Priscilla Wilson  
Exhibitor/Sponsor Co-Chairs



# SPONSORSHIP OPPORTUNITIES

## **Signature Sponsorship: \$10,000**

Sponsorship at the Signature level includes all of the following:

- Recognition as a Signature sponsor
- “Keynote speaker presented by ABC Company” listed in program, marketing, and other written materials (sponsor will also be given a few minutes to introduce the keynote speaker)
- Recognition as host of a social event
- Breakout speaking engagement
- Exhibit booth
- Three (3) conference registrations (includes meals and social activities)
- Acknowledgement in conference program book
- Access to the attendee list and mailing information (pre-/post-conference)
- Name on conference portfolio with logo (portfolio bag provided to each attendee)

## **Platinum Sponsorship: \$7,500**

Sponsorship at the Platinum level includes all of the following:

- Recognition as a Platinum sponsor (recognition at Keynote Session, signage and program literature)
- Recognition as host of a social event
- Breakout speaking engagement
- Exhibit booth
- Three (3) conference registrations (includes meals and social activities)
- Acknowledgement in conference program book
- Access to the attendee list and mailing information (pre-/post-conference)

## **Gold Level Sponsorship: \$5,000**

Sponsorship at the Gold level includes all of the following:

- Recognition as a Gold sponsor (signage and program literature)
- Exhibit booth
- Two (2) conference registration (includes meals and social activities)
- Acknowledgement in conference program book
- Access to the attendee list and mailing information (pre-/post-conference)

## **Silver Level Sponsorship: \$3,000**

Sponsorship at the Silver level includes all of the following:

- Recognition as a Silver sponsor (signage and program literature)
- Exhibit booth
- One (1) conference registration (includes meals and social activities)
- Acknowledgement in conference program book
- Access to the attendee list and mailing information (pre-/post-conference)

## **Exhibitor Level: \$1,000**

Includes the following:

- Exhibit booth
- Free attendance at conference sessions (meals and social activities are extra)
- Acknowledgement in conference program book

**May 20-23, 2018**  
**IPMA-HR: TRAINING CONFERENCE**  
**Birmingham, AL**

# EXHIBITOR PACKAGES

The IPMA-HR Southern Region strives to ensure that your participation in our annual conference provides you a significant return on the investment of your attendance, participation and marketing services. Considerable effort is placed on designing our Exhibition Hall to increase traffic and visibility. The Exhibitor Area is utilized for continental breakfasts, attendee breaks, drawings, and much more. As an incentive to encourage traffic flow through the Exhibit Hall, attendees who visit every exhibitor will be eligible for additional door prizes.

## ALL EXHIBITOR PACKAGES INCLUDE:

- Exhibitor Table with Skirt
- Exhibitor Name Badge(s)
- All Food and Beverage offered in the Exhibition Hall
- Listing on Conference Website Sponsor Directory (Logo and Link)
- Exhibitor/Sponsor Acknowledgement at the Opening and Closing Sessions
- On-Site Support from the Exhibitor/Sponsor Committee Members

Exhibitors are encouraged to provide promotional items for the attendee "Welcome Bags." Promotional items will need to arrive no earlier than May 17<sup>th</sup>.

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Exclusive Sponsorship Opportunities are provided to give your organization prestigious exposure at a significant Conference event. These Sponsorship Opportunities are exclusive (one sponsor only) and available on a first-come/first-serve basis.

Network Hour Sponsorship (2 Available): \$5,000

Monday and Tuesday evenings of the Training Conference provide unique opportunities for attendees to experience the local flavor of Birmingham, AL while networking in a business casual atmosphere. The Monday evening Cocktail Hour, and Tuesday evening Host Reception are always well attended. These memorable events will be extensively advertised AND provide you the opportunity to greet attendees and take a few moments of podium time to promote your products and services. Food/Beverage and Venue upgrades are available and can make your exposure all the more memorable.

Tuesday Evening Banquet: \$10,000

The Tuesday Evening Banquet is THE signature event of the Conference. Attendees will gather for an entertaining evening of fun, food, and networking. As the Exclusive Sponsor, the event will be branded with your company name and you will be welcomed to address the attendees.

- Premium and Preferred sponsorship opportunities are available on a first-come, first-serve basis
- Platinum, Gold, and Silver exhibitor packages include predetermined amounts for available sponsorship opportunities
- Sponsorship Opportunities can be added to any Exhibitor Package
- Bundling and/or customizing sponsorship opportunities is encouraged

For more information, and to find out if specific sponsorship opportunities are still available, please contact the Exhibitor/Sponsor Chairs Delvick McKay, Elizabeth Blais, and Priscilla Wilson.

Got another idea? Want to go in a different direction? We can make it happen! Contact the Exhibitor/Sponsor Chairs, Delvick McKay at [djmckay@dothan.org](mailto:djmckay@dothan.org), Elizabeth Blais at [eblais@odot.org](mailto:eblais@odot.org), or Priscilla Wilson at [pwilson@garlandtx.gov](mailto:pwilson@garlandtx.gov).

**May 20-23, 2018**  
**IPMA-HR: TRAINING CONFERENCE**  
**Birmingham, AL**

# EVENT SPONSORSHIP

There are a series of events that have been planned during the conference. If you sponsor an event, we will publicize your sponsorship by:

- Posting signage indicating your sponsorship
- Listing your organization's name on the tickets for the applicable event
- Highlighting your organization's name in the program book

The social events and the cost associated with each are listed below. You can also sponsor a portion of an event.

- Sunday Evening Welcome Reception \$5,000
- Tuesday Luncheon \$5,000
- Tuesday Evening Dinner/Reception \$10,000
- Continental Breakfasts (2) \$6,000 (\$3,000 each)
- Refreshment Breaks (3) \$4,500 (\$2,000 each Monday and Tuesday, \$500 on Wednesday)
- Wednesday Breakfast Buffet \$5,000

## PROGRAM BOOK ADVERTISEMENT

Make a lasting impression when you advertise your organization in the conference program book. The program book is distributed to every conference attendee (A full-page ad is included with all Signature and Platinum sponsorships).

- President's Club: Inside Front Cover (full page ad, color) - \$750
- Champion's Club: Inside Back Cover (full page ad, color) - \$500
- Celebrity: Half page color ad - \$300
- Benefactor: Quarter page color ad - \$200
- Full page, black and white - \$300
- Half page, black and white - \$150

## DONATIONS (GOODY BAG ITEMS)

This is an opportunity for local and regional organizations to donate promotional items to include in the "goody bags" provided to conference attendees. In the past, donations (for approximately 250 conference attendees) such as pens, sticky notes, key chains, candy, snack items, etc., have all been hits with conference participants. We hope you will avail yourself of this opportunity to garner some added visibility for your organization, while at the same time providing a small gift to our conference attendees. Thank you in advance for your support!

**May 20-23, 2018**  
**IPMA-HR: TRAINING CONFERENCE**  
**Birmingham, AL**

## GENERAL INFORMATION

### Exhibit Hall Hours:

Setup will be any time after 2:00 PM Sunday, May 20, 2017. Exhibit Hall hours are as follows:

7:30 AM–3:30 PM on Monday, May 21, 2017

7:30 AM – noon on Tuesday, May 22, 2017

Exhibit Hall Breakdown is 3:00 PM on Wednesday, May 23rd.

### Travel and Hotel Accommodations:

Sponsors and Exhibitors are expected to arrange for their travel and hotel accommodations. For the conference rate of \$129 (single/double) occupancy, please mention the “IPMA-HR Southern Region”.

Shipping to the Hotel (**May 17<sup>th</sup> is the earliest arrival date**)

SHERATON BIRMINGHAM

DOCK – Sheraton Birmingham (ATTN: Sheretha Yarber)

Southern Region IPMA-HR Conference (May 20-23, 2018)

2101 Richard Arrington Jr. Blvd. N

Birmingham, AL 35203 (205) 324-5000

### PAYMENT

Please mail and make checks payable to: “Southern Region IPMA-HR” c/o Brian Jepson, Human Resources Program Manager, Oklahoma Water Resources Board, 3800 N. Classen Blvd, Oklahoma City, OK 73118 or go online to make sponsorship/vendor/ad payments at [www.aappa-hr.org](http://www.aappa-hr.org).

### CONTACT US

Chair, Delvick J. McKay, [djmckay@dothan.org](mailto:djmckay@dothan.org), (334) 615-3116

Co-Chair, Elizabeth Blais, [eblais@odot.org](mailto:eblais@odot.org), Priscilla Wilson, [pwilson@garlandtx.gov](mailto:pwilson@garlandtx.gov), (972) 205-2476

Southern Region President, Lucinda Meltabarger, [meltabal@yahoo.com](mailto:meltabal@yahoo.com), (405) 205-6293

### VISION STATEMENT

*To champion human resource values,  
leadership and professional development  
with southern hospitality and charm.*



**May 20-23, 2018**  
**IPMA-HR TRAINING CONFERENCE**  
**Birmingham, AL**