

NAVIGATING NEXT

VIRTUAL EVENT SPONSORSHIP PROSPECTUS



New York City SHRM's Annual HR Conference continues to provide HR solutions for the evolving workplace. In April of 2021, Navigating NEXT will provide a virtual (and safe) experience, allowing attendees to enjoy 3 phenomenal half days of connecting, learning and growing from anywhere!

April 20, 21 & 22

3 HALF-DAY SESSIONS

Virtual Conference

UP TO 28 SHRM AND HRCI CREDITS

Virtually Speaking, What's New!



Highlight your professional expertise with a company microsite and generate leads.



Increase the opportunities to showcase your products and services on our product page.



Connect with the right attendees, boost your number of meetings with qualified leads and broaden your business opportunities.



Gain real-time access to attendee contact information and demographics.



Interact live with attendees; keep track of your contacts and interactions as well as qualify them.



Set up one-on-one meetings with attendees before and during the conference.



Enhance your brand visibility with session sponsorship.



Provide event passes for *your* clients.

Connecting with Buyers

As a sponsor of Navigating NEXT you will gain enhanced exposure to attendees, in order to connect with decision makers. Over past years, we have seen representation from a variety of small, medium and large companies. Our community consists of forward-thinking professionals dedicated to creating thriving organizations through their commitment to excellence. Your participation as a sponsor makes you part of this dynamic community and an essential resource for success.

Attendee Profile



Attendance
400+



Industry

Advertising/Marketing/Media	6.9%
Consumer Goods/Manufacturing/Engineering	6.2%
Financial Services	11%
Government/Education	6.5%
Healthcare	6.7%
HR Consulting/Services	20.3%
Insurance	1.9%
Not for Profit	13.8%
Professional Services/Legal	13.6%
Retail/Hospitality/Food and Beverage	4.3%
Sports	1.2%
Technology	7.6%



Title

CEO/CHRO/President	14%
Vice President	10.8%
Director	32.1%
Manager	17.9%
Generalist	8.8%
Specialist	4.7%
Administrator/Coordinators	5.3%
Consultant	2.9%
Other	3.5%

Session Sponsorship Opportunities



Keynote Speakers

Session Tracks

- ✓ Leadership and Engagement
- ✓ Inclusivity at Work
- ✓ HR Technology
- ✓ Legal and Legislative
- ✓ Best Practices for the Future of Work

Past Sponsors



Ultimate Software	National EAP
Namely	Paylocity
Marcum	Cresta Management
Anthem BC/SC	League
Xpresso Delight	Traliant
Lavit	Sentinel
National EAP	Eden Health
Quantum Workplace	Intrnz
TASC	Elitra Health
Benefit Resources	Diversity Edu
IBM	

Contact

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PRODUCT/SERVICE DESCRIPTION	PLATINUM	GOLD	SILVER
Early, Early Bird	\$6,000	\$4,000	\$2,000
Early Bird	\$7,000	\$5,000	\$3,000
Regular Rate	\$7,500	\$5,500	\$3,500
VIRTUAL BOOTH - COMPANY MICROSITE			
Welcome graphic or video ad	✓	✓	✓
Branded background	✓	✓	
Product and Service description	✓	✓	✓
Number of team members with access	6	4	2
Ability to schedule meetings with attendees	108	64	36
Instant Chat with attendees on company microsite	✓	✓	✓
Advertisement in the booth	✓		
All Access Virtual Conference Tickets for Clients*	10	5	2
BRANDING			
Home page banner ad	✓		
Logo on e-mail announcements sent through Virtual Platform	✓		
Exhibitor listing on the home page	✓	✓	✓
Listing in the product gallery	8	4	2
Lead scoring on attendee profiles	✓	✓	✓
A listing in the raffle gallery	✓	✓	✓
Match making with priority attendees	✓	✓	✓
Branded Notifications	✓	✓	✓
DATA AVAILABILITY			
List of participants who downloaded documents from their page; who visited the page; who bookmarked the page and the products	✓	✓	✓
Schedule and tracking of meetings or contacts	✓	✓	✓
SESSION SPONSORSHIP			
Keynote or Breakout Track Sponsorship with 30 second video prior to session	✓		
Special Session Sponsorship	✓	✓	
Logo on agenda and session with link to microsite	✓	✓	
List of session attendees	✓	✓	
NYC SHRM WEBSITE			
Listing by sponsorship level; logo with link	✓	✓	
Company name listing			✓
Opportunity to provide blog posts on thought leader topic	✓	✓	
NYC SHRM E-BLASTS			
Logo with link included in all pre-conference e-blasts	✓		
Logo with link included in all post conference e-blasts	✓		

*Additional discounted tickets available for purchase