



# STAND UP COUNCIL and be ED



Wednesday, September 28, 2011 • Sacramento Convention Center



SACRAMENTO AREA  
HUMAN RESOURCE ASSOCIATION

**SAHRA 2011 CONFERENCE**

SPONSOR AND EXHIBITOR INFORMATION

HR Professionals who stand out in the workplace know that having the right resources helps them to succeed. You and your company provide those products and services!

The SAHRA Annual Conference is the platform to showcase your resources to our members. More than 300 Sacramento area HR professionals will participate in the annual conference. Let us count on you to be there and gain exposure to your specific target audience!



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## SAHRA 2011 CONFERENCE

The conference is held at the Sacramento Convention Center, 1400 J Street in Sacramento. Conference participants visit the exhibit area during registration, for continental breakfast, breaks between educational sessions and prior to lunch. Additionally, participants who register for lunch only may visit the exhibit area.

Each participant is given a game card to present to you for punching. A drawing from collected, completed punch cards is held at the end of the lunch for the grand prize. You may also collect business cards at your booth and provide a prize which will be announced from the stage and awarded at your booth immediately following lunch.

### EXHIBITOR INFORMATION

The early bird price for exhibitor tabletop areas (roughly 8' x 6' with one draped table and two chairs provided) is \$400 for SAHRA members and \$550 for nonmembers. After July 31, 2011, prices are \$500 for SAHRA members and \$650 for nonmembers. To maximize the space available, we ask that only tabletop displays be used.

Reservations will be accepted on a "first paid, first reserved" basis. One lunch is included with each reservation and additional lunches may be purchased.

The deadline for exhibitor registration with program and newsletter recognition is August 19, 2011.

Confirmed exhibitors will be listed in the SAHRA September newsletter distributed to more than 700 HR professionals. To secure an exhibit table, please copy the form, complete and return with payment by August 19, 2011 or go online to [www.sahra.org](http://www.sahra.org).

Vendor giveaways that follow the conference theme are encouraged. SAHRA will provide a tote bag for participants to carry promotional materials. There will be a prize awarded and recognition for the tabletop display that best carries out the theme.

#### **HAVE FUN!**

Each year the conference luncheon ends with the distribution of raffle prizes and the SAHRA Grand Prize. Exhibitors are invited to donate to the raffle. Bring a prize on the day of the conference and collect business cards at your booth.

You will select a winner to be announced at lunch. We will draw from the completed punch cards of all of those present for the Grand Prize.

# SPONSORSHIP INFORMATION

## GOLD SPONSOR: \$4000

*This sponsorship will provide the maximum visibility for your organization. While multiple sponsorships will be accepted at this level, exclusivity of industry will be provided. Benefits include:*

- Company logo appears on pre-conference marketing to members, in newsletter and on SAHRA web site with hyper link. (Time permitting—for maximum exposure, commit by July 22, 2011.)
- Company banner will hang in one of the general assembly rooms.
- Sponsors name and company logo appears on items along with conference logo, design to be coordinated by SAHRA. (Time permitting.)
- Choice of tabletop location in exhibit area (based on date of receipt of commitment).
- NEW LONG-TERM BENEFIT! Six months of half-page ads in the SAHRA newsletter and listing on the SAHRA web site Consultants or Products and Services page!
- Display ad in conference program (4" x 3½"). Ad to be provided as high resolution digital artwork.
- Recognition from the podium at the conference during general sessions and lunch.

## SILVER SPONSOR: \$2500

*This sponsorship provides support for an item to be given to participants at the conference including a CD, carrying bag or similar logo item. Your company will have year-round exposure to our members. Benefits include:*

- Sponsors name and company logo appears on items along with conference logo, design to be coordinated by SAHRA. (Time permitting.)
- Choice of tabletop location in exhibit area (based on date of receipt of commitment and level of sponsorship).
- Display ad in conference program (3" x 3½"). Ad to be provided as high resolution digital artwork.
- Recognition from the podium at the conference during general sessions and lunch.
- Company logo in pre-conference newsletter and company logo with hyper link on SAHRA website.

## BRONZE SPONSOR: \$1000

*Support is provided through this sponsorship for speakers' fees and conference costs. Benefits include:*

- Tabletop exhibit space. (With input into selection of location based on date of receipt of commitment and level of sponsorship.)
- Display ad in conference program (2" x 3½"). Ad to be provided as high resolution digital artwork.
- Recognition from the podium at the conference.
- Company name in pre-conference newsletter and on SAHRA website.



## SAHRA 2011 CONFERENCE

Exhibitor Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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

E-mail \_\_\_\_\_

Product or Service Description (will be used in the program, 25 words or less)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Provided: 1 - 6' tabled, draped, 2 chairs  
List any additional requirements you have \_\_\_\_\_

\_\_\_\_\_

SAHRA Sponsorship (4427) Level \_\_\_\_\_ \$ \_\_\_\_\_  
Commit by July 22, 2011 for max. opportunity—SAHRA staff will contact you to discuss details

Table Top (4428) SAHRA member fee (Includes 1 lunch) 

	By 7/31/11	After 7/31/11
\$400	\$500	

Table Top (4428) Nonmember fee (Includes 1 lunch) \$550 \$650

Electricity (4420) ..... @ \$50 extra = \_\_\_\_\_

Additional Lunches (4423) ..... @ \$40 each = \_\_\_\_\_

Name of additional person(s) \_\_\_\_\_

Vegetarian Lunches—Quantity? \_\_\_\_\_

Check # (payable to SAHRA) \_\_\_\_\_

Visa  Master Card

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_

Billing Address: \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ V-Code \_\_\_\_\_

\*Security code is the last three digits on back of card, found on signature line.

**PLEASE RETURN BY AUGUST 19, 2011**

Space is limited!

Mail to: SAHRA, 950 Glenn Drive, Suite 150, Folsom, CA 95630

Tel: (916) 451-9031

Fax to: (916) 451-9150

Register online: [www.sahra.org](http://www.sahra.org)

# CONFERENCE SCHEDULE

6:30am – 7:30am	Exhibitor Setup
7:30am – 8:30 am	Registration and Breakfast in Exhibitor Area
8:30am – 9:30 am	Opening Session
9:30am – 9:45 am	Break in Exhibitor Area
9:45am – 10:45 am	Breakout Sessions 1
10:45am – 11:00 am	Break in Exhibitor Area
11:00am – Noon	Breakout Sessions 2
Noon – 12:30 pm	Break in Exhibitor Area
12:30pm – 1:00 pm	Lunch*
1:00pm – 2:00 pm	Keynote Speaker
2:00pm – 2:15 pm	Break in Exhibitor Area and Raffle Give Away
2:15pm – 3:15 pm	Breakout Sessions 3
3:30pm – 4:30 pm	Closing Session

\*One Lunch is included in the exhibit fee.  
Additional lunches may be purchased.

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