



## The 2021 SC SHRM State Conference In association with the SC Chamber of Commerce



### Exhibitor/Sponsorship Opportunities

The Marriott Resort & Spa at Grande Dunes, Myrtle Beach, SC  
September 22 – 24, 2021



#### **Presenting Sponsor \$10,000**

- First booth location choice – larger booth** (see other details: Exhibitor Booth)
- 2 minute company presentation at kickoff
- General Session on last day – must be approved by Conference Chair.
- 1 minute company presentation at SC SHRM Strategic Academy
- Booth in Virtual Conference
- Named presenting sponsorship on pre-registration materials.
- Company signage at entrance to exhibitor hall
- Placement on website registration link
- Website Sponsorship
- Company literature in conference bag (**must be received by August 1**)
- Recognition in SC Chamber e-newsletter
- Recognition in the conference application
- 2 additional seats (4 total) for Thursday lunch with the attendees
- 4 Networking Night Tickets

#### **Platinum Sponsor at \$3,000 (three available)**

- Exhibitor Booth** (see details under Exhibitor Booth)
- Prime booth location
- Booth in Virtual Conference
- Recognition in printed materials at the conference
- Sponsor's message to a group during a session (2 minutes)
- Company signage in registration/exhibitor area
- Website Sponsorship
- Recognition in SC Chamber e-newsletter
- Company literature in the conference bag (**must be received by August 1**)
- 2 Networking Night Tickets

#### **HR Professional Award Sponsor at \$2,500 (two available)**

- Exhibitor Booth** (see details under Exhibitor Booth)
- Sponsor's message during a session (1 minute)
- Booth in Virtual Conference
- Display/distribute material at the session
- Company signage at the session
- Website Sponsorship

#### **General Session Sponsor at \$2,000 (two available)**

- Exhibitor Booth** (see details under Exhibitor Booth)
- Sponsor's message during a session (1 minute)
- Booth in Virtual Conference
- Display/distribute material at the session
- Company signage at the session
- Website Sponsorship
- 1 Networking Night Ticket

**SC SHRM Strategic Academy Sponsor at \$1,500 (three available) [September 21, 2021](#)**

**Exhibitor Booth** (see details under Exhibitor Booth)  
Sponsor's message during day of the Academy (1 minute)  
Booth in Virtual Conference  
Company signage at the Academy  
Recognition in printed materials at the conference  
Distribute material during the event  
2 seats for lunch with the attendees during Academy

**Networking Night Sponsor at \$1,500 (three available)**

**Exhibitor Booth** (see details under Exhibitor Booth)  
Sponsor's Message to Group  
Booth in Virtual Conference  
Company signage at the dinner  
Website Sponsorship  
Four tickets to Networking Night (\$240 value)

**Welcome Reception Sponsor at \$1,500 (three available)**

**Exhibitor Booth** (see details under Exhibitor Booth)  
Sponsor's message at reception (1 minute)  
Booth in Virtual Conference  
Display/distribute material at the reception  
Company signage at the reception  
Website Sponsorship

**Thursday Lunch Sponsor at \$1,500 (three available)**

**Exhibitor Booth** (see details under Exhibitor Booth)  
Sponsor's message to group at luncheon (1 minute)  
Booth in Virtual Conference  
Display/distribute literature during event  
Company signage at the lunch  
Website Sponsorship

**EXHIBITOR BOOTH (60+ available) 10' wide x 6' deep\***

**Inline Exhibitor Booth at \$800 per booth**

Located with Six-foot skirted table and two chairs at in-line sections of exhibit rows  
ID Sign on Booth  
Name and contact info in exhibitor listing on SC SHRM website  
List of attendees and mailing addresses  
2 seats for Thursday lunch with the attendees  
**DOES NOT INCLUDE NETWORKING NIGHT TICKETS** (available for purchase)

**Premium Exhibitor Booth at \$1,000 per booth**

Located with Six-foot skirted table and two chairs at front sections of exhibit rows  
ID Sign on Booth  
Name and contact info in exhibitor listing on SC SHRM website  
List of attendees and mailing addresses  
2 seats for Thursday lunch with the attendees  
**DOES NOT INCLUDE NETWORKING NIGHT TICKETS** (available for purchase)

**VIRTUAL EXHIBITOR BOOTH at \$200 per booth (included for sponsors)**

Booth to be set up by vendor and can be accessed during virtual conference.  
List of attendees and mailing addresses

**Additional Non-Booth Sponsorship Opportunities**

**Registration Sponsor at \$1,500**

A single draped table near registration from start of registration to noon on Thursday.

**Continental Breakfast Sponsor at \$500**

Your corporate brand prominently displayed at breakfast station in the marketplace.

**Early Morning Break/Coffee Station at \$350**

Your corporate brand prominently displayed at the coffee station in the marketplace.

**Late Morning Break/Coffee Station at \$250**

Your corporate brand prominently displayed at the coffee station in the marketplace.

**Early Afternoon Break-Soda/Snack Station at \$350**

Your corporate brand prominently displayed at the soda/snack station in the marketplace.

**Late Afternoon Break-Soda/Snack Station at \$250**

Your corporate brand prominently displayed at the soda/snack station in the marketplace.

**Water Sponsor at \$1,000**

Your corporate brand prominently displayed at the water station in the meeting rooms.

**Room Key Sponsor at \$5,000**

Your corporate logo or brand printed on every attendee's room key!

**Bag Stuffer Insert at \$500**

Your company flyer/brochure/or small item (>3 cubic inches) placed in each attendee's bag.

**Silent Auction Sponsor at \$1,000**

Your company's logo or brand on signage as the sponsor of the popular silent auction section benefiting the SHRM Foundation.

\*Additional Equipment available for rent through Convention Makers. Order form will be provided.

All sponsors/exhibitors will receive recognition in the HR Partner Sponsor/Exhibitor Listing which will be received by each conference attendee. Each will also receive a listing of all registered attendees and mailing addresses in advance of the conference.

To become an exhibitor and/or sponsor, **to register and pay online click below:**



or follow this link [https://share.hsforms.com/18d8MY\\_4WT36RCk76N5oe1g18kag](https://share.hsforms.com/18d8MY_4WT36RCk76N5oe1g18kag)

If you have questions, please contact **Abbey Hightower** at [ahightower@greenwoodcr.com](mailto:ahightower@greenwoodcr.com).

Remember, booths and sponsorships cannot be officially reserved until payment has been received.

Exhibitors often ask if purchasing a booth means that they are registered for the conference. You are registered as an exhibitor and may occasionally drop in to hear a speaker when the exhibit hall is not open. If you have associates who plan to attend most of the conference seminars or who are not working your booth, we ask that you please register these associates as attendees through the attendee registration process.

**The 2021 Conference Theme is “*HR Live 2021*”**

**Live and In-Person -- Spotlights and Hollywood Glam**

To make this event more fun and draw participation, please decorate your booth in the conference theme.