



AFFILIATE OF
SHRM[®]
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

CRHRA Annual Conference & Marketplace

2020 Capital Region Human Resource Association
Annual Conference & Marketplace
Monday, May 4 & Tuesday, May 5, 2020
Albany Capital Center, Albany, NY 12207

Professional Sponsorship Opportunities





CRHRA Annual Conference & Marketplace

Professional Partnership Opportunities

This year's conference will proudly host the commencement ceremony for the 2020 CRHRA Leadership Program.

Tote Bag Sponsor - \$2,500

- Get your company name in the hands of every attendee!
- Preferred position in marketplace
- Booth, 3 full conference registrations
- Recognition on program inside cover
- Signage recognition

3 Star - \$2,100

- Preferred position in marketplace
- Booth, 3 full conference registrations
- Recognition on program inside cover
- Signage recognition

2 Star - \$1,100

- Booth, 2 full conference registrations
- Recognition on program inside cover
- Signage recognition

1 Star - \$900

- Booth, 1 full conference registration
- Recognition on program inside cover
- Signage recognition

Keynote Breakfast Sponsor - \$750

- 5 minute speaking opportunity
- Recognition in program
- Signage recognition

Conference Program Sponsor - \$1,500

- Recognition on program cover
- Full-page ad
- Signage recognition

Session Sponsor - \$100

- Recognition in program
- Company recognition at beginning of session
- Signage recognition

Exhibiting Opportunities

Space assigned on a first-come, first-served basis. Available only on Monday, May 4.

Exhibit Booth

(All-day, marketplace floor)

Early Bird - \$600

(by 3/6/20)

After 3/6/20 - \$700

Exhibit registration includes:

- (2) booth attendant registrations
- Company signage
- One table (3' x 6') with tablecloth & skirting and 2 chairs
- List of all program participants including name, company, address and available contact information
- (1) complimentary breakfast and lunch per attendee
- Listing in final program
- Complimentary electric & wi-fi

Exhibitor Schedule - May 4, 2020

(Subject to change)

7-8am	Exhibitor Move-in
8-9am	Registration & Breakfast in Marketplace
10:30-11am	Break with vendors
12-1:30pm	Lunch in Marketplace
2:30-3pm	Break with vendors
2:30-3pm	Vendor raffle



CRHRA Annual Conference & Marketplace

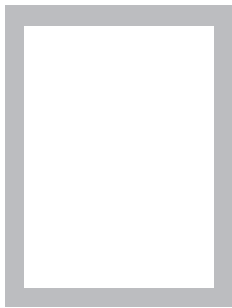
Advertising Opportunities

Promote your company to the greatest number of HR Professionals in the greater Capital Region by advertising in the 2020 Annual Conference & Marketplace Program. This program is given to every conference participant and is also posted on the CRHRA website giving you even greater exposure.

Conference Program Ad Sizes:

Full Page Ad - \$350

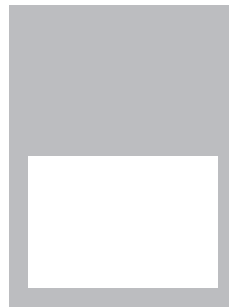
- Full page ad in conference program
- 12 month banner ad on CRHRA website



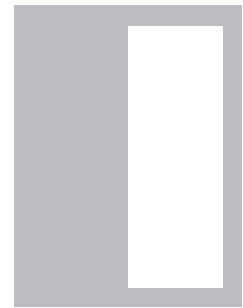
Full Page
7 1/2" x 9 1/4"

1/2 Page Ad - \$200

- 1/2 page ad in conference program
- 6 month banner ad on CRHRA website



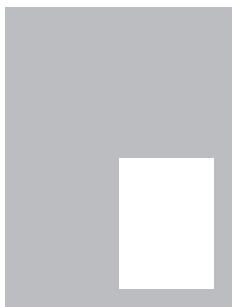
Half Page (Horizontal)
7 1/2" x 4 1/2"



Half Page (Vertical)
3 1/2" x 9 1/4"

1/4 Page Ad - \$125

- 1/4 page ad in conference program
- 3 month banner ad on CRHRA website



1/4 Page
3 1/2" x 4 1/2"

Congratulations Graduates Ad - \$75

- Support our local CRHRA Leadership grads!
- Business logo to be included on a celebratory page congratulating our 2020 CRHRA Leadership graduates.

If you would like to include a special message please see 1/4 page option.

IMPORTANT NOTE: Please submit logo(s) in electronic format ONLY. The following are the specifications: 300 dpi (dots per inch) .jpg, .eps or .pdf files only. (NO EXCEPTIONS) All submissions must be received by no later than April 17, 2020 for inclusion in the conference program.



CRHRA Annual Conference & Marketplace

Rules & Regulations

You must agree to abide by the rules and regulations outlined in this section

- 1 Contract for Exhibit Space - The order of booths, assignment of space, and the payment of the charges constitutes a contract.
- 2 Assignment of space - Allocations of space will be made on a first-come, first-served basis. CRHRA reserves the right to change the assignment.
- 3 Payment for Space - Application/contracts must be accompanied by the full payment and mailed to the address on the application/contract by April 17, 2020.
- 4 Cancellation or withdrawal - An exhibitor may cancel or withdraw in writing before April 17, 2020 for a full refund minus a \$100 administrative fee. After April 17, 2020, no refund will be given. Sponsorships are not cancelable and are non-refundable.
- 5 Occupancy of Space - Monday, May 4, Exhibitors must be set up by 8:00 a.m.
- 6 Termination of the Contract - If the premises where the 2020 CRHRA Conference is to be housed is destroyed or damaged, or the exhibition fails to take place as scheduled or is relocated, interrupted or discontinued; or access to the premises is prevented due to any strike, lockout, injunction, act of war, act of God, or emergency declared by any government agency, this contract may be terminated by CRHRA. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of CRHRA is to return the payment in full.
- 7 Exhibitor's Representative - Each exhibitor organization must have at least one person acting as its representative with authorization to enter into service contracts necessary for the installation and removal of exhibits and the provision for which each exhibitor is responsible. All materials placed within an exhibitor's booth are the responsibility of the exhibitor. The exhibitor agrees not to sublet any of their assigned space as provided.
- 8 Exhibit Standards - CRHRA shall retain the right to prohibit any exhibitor or part of any exhibit that it does not deem suitable for the exhibition or in keeping in character with or the purpose of this conference.
- 9 Liability and Insurance - Exhibitor agrees to protect, save or keep CRHRA, its authorized agents, and the Albany Capital Center, forever harmless from any damages or charges imposed for a violation of any law or ordinance by the negligence of the exhibitor, as well as strictly comply with the applicable terms and conditions contained in the agreement between the hotel, conference center, and CRHRA regarding the exhibition premises. Further, the exhibitor shall at all times protect the Board of Directors for CRHRA and its affiliates against and from any loss, damage, liability or expense arising from the exhibitor's occupancy of the exhibit space. CRHRA and its affiliates will exercise great care as to the protection of the exhibitor's property. However, by signing this contract, the exhibitor releases CRHRA, its affiliates, the hotel and the convention center from any liability.
- 10 Safety - Fire regulations require that all display material used for decoration be flame-proof. All electrical equipment, including signage and lights, shall be in good condition and be able to pass inspection by the fire marshal. Use of flammable materials necessary to the exhibit where no alternative can be used must first be brought to the attention of CRHRA 30 days prior to the event in writing.
- 11 Shipping - The exhibitors agree to ship at their own risk and expense property to be exhibited. All shipments must be prepaid. Further information will be forwarded upon the receipt of this application/contract.
- 12 Booth Furniture and Special Work - Information will be forwarded upon request and the receipt of this application/contract.
- 13 Copyright Permission - Exhibitor represents and warrants that no work protected by copyright will be staged, produced or otherwise performed without the expressed written consent of the owner of the copy-righted material.
- 14 Miscellaneous Regulations - Exhibitor shall not foster or conduct outside activities which would take participants from the conference functions and/or exhibition during scheduled hours.
- 15 Specific Site rules and regulations - By signing this application/contract the exhibitor agrees to all rules and regulations set forth by the Albany Capital Center.
- 16 Amendments to Regulations - Any and all matters not related or mentioned in these rules and regulations shall be the decision of CRHRA. The aforementioned items covered in these rules and regulations may be changed at anytime by CRHRA in the interest of the conference.
- 17 Responsibility - It is the responsibility of the exhibitor to be fully familiar with these rules and regulations.
- 18 Rights Reserved - The CRHRA reserves the right to refuse space to any potential exhibitor or advertiser.
- 19 Logos/Artwork: Important note: All partners, exhibitors, and advertisers must submit their logo(s) electronically in 300 dpi JPEG (.jpg), EPS (.eps) or PDF (.pdf) files (no exceptions). All submissions must be received no later than April 17, 2020 for inclusion in the Conference program.