



# MAINE HR CONVENTION

May 7-10, 2019 | Samoset Resort | Rockport, ME

## 2019 EXPO PACKET

### Maine's Only Statewide HR Conference!

**DON'T DELAY,  
EXPO PLANS  
SELL OUT EARLY  
EACH YEAR!**

**Contact Heather Bassett  
for option availability  
and to reserve your  
EXPO participation.**

EXPO MANAGER: Heather Bassett  
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The Annual Maine HR Convention  
is produced by:  
Strategic HR U.S. | StrategicHRus.com  
P.O. Box 7727 | Portland, ME 04112



**This event attracts over 875 participants annually.**

The 2019 Maine HR Convention runs from May 7-10. A unique opportunity to connect with Maine's human resource community. Join us as a Business Partner and be part of the annual HR EXPO, a showcase of resources for employers all over Maine and BEYOND!

#### **THE HR EXPO.**

The HR EXPO is made up of over 70 exhibits and over 40 sponsors. Most sponsorships include an exhibit opportunity. There are key times to exhibit your services but also plenty of opportunities to socialize, network, and learn.

#### **NETWORKING OPPORTUNITIES INCLUDE:**

Keynote presentations on Tuesday, Wednesday, Thursday, and Friday; breakfast on Wednesday, Thursday, and Friday; lunch on Tuesday, Wednesday, Thursday, and Friday; receptions on Tuesday, Wednesday, and Thursday; evening entertainment on Tuesday, Wednesday, and Thursday; daily breaks; and plenty of leisure time in the evenings.

#### **A PLAN TO FIT YOUR MARKETING NEEDS.**

We have a wide range of plans to fit most budget needs and marketing needs. All sponsorship and exhibit plans are outlined within this packet. Most sponsorships include an exhibit. Exhibit options include booths within the Main EXPO Hall, exhibits along high-traffic corridors, and booths within the Main Keynote Hall.

#### **EXPO PLAN RESERVATION.**

We have sold out of HR EXPO plans by November for the past 15 years. Contact EXPO Manager, Heather Bassett, for plan availability. A signed EXPO agreement and full payment will officially reserve your 2019 EXPO participation.

# 2019 HR EXPO DETAILS

## Sponsorship & Exhibit Plans

**PLEASE NOTE: Most sponsorship plans include an exhibit table or booth. BASIC EXHIBIT ONLY PLANS ARE OUTLINED ON PAGE 17.**

**MAINE HR CONVENTION HR EXPO TERMS:** Strategic HR U.S. d/b/a Northern New England Law Publishers, Inc. (NNELP) welcomes you to the 2019 Maine HR Convention. We look forward to working with you to build a great conference experience. Please review the following terms carefully.

**Terms of Payment:** A signed Business Partner agreement and full payment is required to OFFICIALLY reserve an EXPO plan. We will confirm EXPO plan availability, forward an EXPO agreement for signature, and forward an invoice via email. The balance is due immediately to officially reserve an EXPO plan. You will have the option to pay by check or credit card. If payment in full is not received on time, Strategic HR U.S./NNELP reserves the right to withdraw the EXPO agreement.

**Cancellation Policy:** EXPO Participants who notify Strategic HR U.S./NNELP of cancellation in writing prior to February 1, 2019 will receive a refund of sponsorship fees equal to 50% of the total EXPO plan. Written cancellations received after February 1, 2019 will result in forfeiture of the entire fee.

**Onsite at the Samoset Overnight Accommodations Policy:** Accommodations onsite at the Samoset Resort are **EXTREMELY** limited and are reserved by code for **CONVENTION ATTENDEES & CERTAIN LEVEL SPONSORS ONLY**. Sponsorships with onsite accommodations included are outlined in this packet. For all other EXPO participants, please visit the Convention website for a listing of wonderful alternate accommodation information.

**Education Attendee Pass Policy:** BOOTH REPRESENTATIVE PASSES **DO NOT** include access into educational workshops. An EDUCATION ATTENDEE PASS is required for workshop access. Please contact us for EDUCATION ATTENDEE PASS registration instructions. Some Sponsorships include EDUCATION ATTENDEE PASSES. Sponsoring organizations also enjoy the opportunity to buy EDUCATION ATTENDEE PASSES at a 50% discounted rate.

**Material Handling and Shipping:** EXPO participants are responsible for shipping their materials in a timely and secure fashion, both to the conference and sending out from the conference. Strategic HR U.S./NNELP will provide appropriate shipping and receiving instructions before the conference. Exhibitors are responsible for arranging their own ship-out arrangements.

**EXHIBITOR SPACE UTILIZATION:** Exhibitors are restricted to the confines of their exhibit space. Each exhibitor may not block access or visibility of any other exhibit.

**Safety and Liability:** It is the responsibility of each EXPO participant to maintain their booth space and participation at the Convention in a professional, safe, and secure manner, and to comply with all resort, local, and state laws and safety requirements. Exhibitors understand that neither Strategic HR U.S./NNELP nor the Samoset Resort maintains insurance covering the Business Partner's property and it is the sole responsibility of the Business Partner to obtain coverage at their expense against personal injury, property damage, fire, and theft.



## EXCLUSIVE LEAD CONVENTION SPONSOR | \$10,000

### *Benefits for you...*

- ➔ First listing/recognition and hyperlinked logo on ALL Convention promotions, materials, convention website (home page & sponsor page), highlighted as a banner on the mobile app.
- ➔ Banner prominently displayed in the Keynote Hall throughout Convention. Maximum banner size 2' X 6".
- ➔ Podium time on the main stage at the key opening Convention moment.
- ➔ Logo included on ALL Convention email communications to attendees and prospects, over 6,000 contacts.
- ➔ Receive 4 full Convention education passes. Valued at \$3,460.
- ➔ Enjoy a luxury suite at the Samoset for 3 nights. Valued at \$1,150.
- ➔ Full page color ad space on the inside back cover of the printed Convention guide and in the mobile app. Due March 1, 2019.
- ➔ Opportunity to submit a one page informational flyer to be included in Convention show bag going to each attendee. Must be received by April 5, 2019.
- ➔ Preferred EXPO Hall booth Tuesday, Wednesday, and Thursday. Your EXPO Hall Booth includes: standardized 6' X 8' pipe and draped booth space with a 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on the home page of Convention website identified as a premier sponsor. DUE IMMEDIATELY.
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## MOBILE APP SPONSOR | \$8,000

### *Benefits for you...*

- ➔ Splash Screen & banner logo within the Convention mobile app.
- ➔ Logo included on ALL Convention email communications to attendees and prospects, over 6,000 contacts.
- ➔ Enjoy a luxury room at the Samoset for 2 nights. Valued at \$400.
- ➔ Podium time on the main stage at a key Convention moment.
- ➔ Receive 2 full Convention education passes. Valued at \$1,730.
- ➔ Full-color ad within the Convention mobile app and a black & white full-page version included within the printed Convention guide. Due March 1, 2019.
- ➔ Preferred EXPO Hall booth Tuesday, Wednesday, and Thursday. Your EXPO Hall Booth includes: standardized 6' X 8' pipe and draped booth space with a 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on the home page of Convention website identified as a premier sponsor. DUE IMMEDIATELY.



- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## TUESDAY KEYNOTE SPONSOR | \$6,500

### *Benefits for you...*

- ➔ Podium time on the main stage during one of Tuesday's keynote.
- ➔ Your banner prominently displayed throughout Tuesday in the Keynote Hall. Maximum banner size requirement 2' X 6".
- ➔ Enjoy a luxury room at the Samoset for 2 nights. Valued at \$400.
- ➔ Logo included on ALL Convention email communications to attendees and prospects, over 6,000 contacts.
- ➔ Receive 2 full Convention education passes. Valued at \$1,730.
- ➔ Opportunity to submit a one page informational flyer to be included in Convention show bag going to each attendee. Must be received by April 5, 2019.
- ➔ Full-color ad within the Convention mobile app and a black & white full-page version included within the printed Convention guide. Due March 1, 2019.
- ➔ Prime Keynote Hall booth through the entire Convention: Tuesday thru Friday. Your Keynote Hall booth includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on the home page of Convention website identified as a premier sponsor. DUE IMMEDIATELY.
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, state, AND EMAIL ADDRESS!AND EMAIL ADDRESS!

## WEDNESDAY KEYNOTE SPONSOR | \$6,500

### *Benefits for you...*

- ➔ Podium time on the main stage during one of Wednesday's keynote.
- ➔ Your banner prominently displayed throughout Wednesday in the Keynote Hall. Maximum banner size requirement 2' X 6".
- ➔ Logo included on ALL Convention email communications to attendees and prospects, over 6,000 contacts.
- ➔ Enjoy a luxury room at the Samoset for 2 nights. Valued at \$400.
- ➔ Receive 2 full Convention education passes. Valued at \$1,730.
- ➔ Opportunity to submit a one page informational flyer to be included in Convention show bag going to each attendee. Must be received by April 5, 2019.



- ➔ Full-color ad within the Convention mobile app and a black & white full-page version included within the printed Convention guide. Due March 1, 2019.
- ➔ Preferred EXPO Hall booth Tuesday, Wednesday, and Thursday. Your EXPO Hall Booth includes: standardized 6' X 8' pipe and draped booth space with a 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on the home page of Convention website identified as a premier sponsor. DUE IMMEDIATELY.
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## THURSDAY KEYNOTE SPONSOR | \$6,500

### *Benefits for you...*

- ➔ Podium time on the main stage at one of Thursday's keynote times.
- ➔ Your banner prominently displayed throughout Thursday in the Keynote Hall. Maximum banner size requirement 2' X 6".
- ➔ Enjoy a luxury room at the Samoset for 2 nights. Valued at \$400.
- ➔ Logo included on ALL Convention email communications to attendees and prospects, over 6,000 contacts.
- ➔ Receive 2 full Convention education passes. Valued at \$1,730.
- ➔ Opportunity to submit a one page informational flyer to be included in Convention show bag going to each attendee. Must be received by April 5, 2019.
- ➔ Full-color ad within the Convention mobile app and a black & white full-page version included within the printed Convention guide. Due March 1, 2019.
- ➔ Preferred Keynote Hall booth Tuesday, Wednesday, Thursday, and Friday. Your Keynote Hall Booth includes: standardized 6' X 8' pipe and draped booth space with a 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on the home page of Convention website identified as a premier sponsor. DUE IMMEDIATELY.
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!



## MOBILE HUB/SOCIAL MEDIA SPONSOR | \$6,000

### *Benefits for you...*

- Opportunity to disperse materials at the charging stations.
- Your banner prominently displayed at the Mobile Hub. Maximum banner size requirement 2' X 6".
- Podium time on the main stage at a key Convention moment.
- Logo included on ALL Convention email communications to attendees and prospects, over 6,000 contacts.
- 6' skirted display table through the entire Convention inside the Mobile Hub Tuesday thru Friday. Including a high-boy cocktail table outside the Mobile Hub. Valued at \$2,800.
- Enjoy a luxury room at the Samoset for 2 nights. Valued at \$400.
- Receive 2 full Convention education passes. Valued at \$1,730.
- Opportunity to submit a one page informational flyer to be included in Convention show bag going to each attendee. Must be received by April 5, 2019.
- Full-color ad within the Convention mobile app and a black & white full-page version included within the printed Convention guide. Due March 1, 2019.
- Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- Hyperlinked logo on the home page of Convention website identified as a premier sponsor. DUE IMMEDIATELY.
- Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## CONVENTION GUIDE SPONSOR | \$5,500

### *Benefits for you...*

- Logo displayed on the cover of the printed Convention guide.
- Full-page, full-color ad space on the back cover of the printed Convention guide and included within the mobile app. Due March 1, 2019.
- Logo included on ALL Convention email communications to attendees and prospects, over 6,000 contacts.
- Opportunity to submit a one page informational flyer to be included in Convention show bag going to each attendee. Must be received by April 2, 2019.
- Receive 2 full Convention education passes. Valued at \$1,730.
- Preferred EXPO Hall booth Tuesday, Wednesday, and Thursday. Your EXPO Hall Booth includes: standardized 6' X 8' pipe and draped booth space with a 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- Hyperlinked logo on the home page of Convention website identified as a premier sponsor. DUE IMMEDIATELY.
- Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.



- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## CONVENTION TOTE SPONSOR | \$5,500

### *Benefits for you...*

- ➔ LOGO exclusively on one side of the official Convention show bag for all attendees!
- ➔ Receive 2 full Convention education passes. Valued at \$1,730.
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Opportunity to submit a one page informational flyer to be included in Convention show bag going to each attendee. Must be received by April 5, 2019
- ➔ Prime Keynote Hall booth through the entire Convention: Tuesday thru Friday. Your Keynote Hall booth includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on the home page of Convention website identified as a premier sponsor. DUE IMMEDIATELY.
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## REGISTRATION SPONSOR | \$5,500

### *Benefits for you...*

- ➔ Exclusive recognition and hyperlinked logo on the Convention's online registration pages.
- ➔ Logo included on ALL Convention email communications to attendees and prospects, over 6,000 contacts.
- ➔ Signage acknowledging your sponsorship at the Convention.
- ➔ Receive 2 full Convention education passes. Valued at \$1,730.
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Preferred EXPO Hall booth Tuesday, Wednesday, and Thursday. Your EXPO Hall Booth includes: standardized 6' X 8' pipe and draped booth space with a 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges 3 per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on the home page of Convention website identified as a premier sponsor. DUE IMMEDIATELY.
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.



- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## FRIDAY'S SPONSOR – KEYNOTE, BREAKFAST, AND LUNCH | \$5,000

### *Benefits for you...*

- ➔ Podium time on the main stage at a key moment on Friday.
- ➔ Your banner prominently displayed throughout Friday in the Keynote Hall. Maximum banner size requirement is 2' X 6".
- ➔ Logoed mints & tent cards on the lunch tables on Friday.
- ➔ Logo included on ALL Convention email communications to attendees and prospects, over 6,000 contacts.
- ➔ Receive 2 full Convention education pass. Valued at \$1,730.
- ➔ Full-color ad within the Convention mobile app and a black & white full-page version included within the printed Convention guide. Due March 1, 2019.
- ➔ Opportunity to submit a one page informational flyer to be included in Convention show bag going to each attendee. Must be received by April 5, 2019.
- ➔ Prime Keynote Hall booth through the entire Convention: Tuesday thru Friday. Your Keynote Hall booth includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on the home page of Convention website identified as a premier sponsor. DUE IMMEDIATELY.
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## NAME BADGE/LANYARD SPONSOR | \$5,000

### *Benefits for you...*

- ➔ LOGO exclusively on the name badge for all attendees!
- ➔ Receive 2 full Convention education passes. Valued at \$1,730.
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Preferred Hallway Exhibit table through the entire convention: Tuesday thru Friday. Your hallway table includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.





- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on the home page of Convention website identified as a premier sponsor. DUE IMMEDIATELY.
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## TUESDAY & WEDNESDAY EVENING ENTERTAINMENT SPONSOR | \$4,500

### *Benefits for you...*

- ➔ Podium time during the entertainment on Tuesday & Wednesday night.
- ➔ Your banner prominently displayed at each night's entertainment. Maximum banner size requirement 2' X 6".
- ➔ Receive 1 full Convention education pass. Valued at \$795.
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Preferred Hallway Exhibit table through the entire convention: Tuesday thru Friday. Your hallway table includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## BARISTA CAFÉ SPONSOR | \$4,500

### *Benefits for you...*

- ➔ Signage inside and outside the Barista Café acknowledging your sponsorship.
- ➔ Opportunity to provide logoed cups.
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Receive 1 full Convention education pass. Valued at \$865.
- ➔ Preferred Hallway Exhibit table through the entire Convention near the Barista Café : Tuesday thru Friday. Your hallway table includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.



- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.
- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## TUESDAY'S WELCOME RECEPTION SPONSOR | \$4,500

### *Benefits for you...*

- ➔ Signage at the reception acknowledging your sponsorship.
- ➔ Podium time during Tuesday's reception to welcome the Convention attendees.
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Preferred EXPO Hall booth Tuesday, Wednesday, and Thursday. Your EXPO Hall Booth includes: standardized 6' X 8' pipe and draped booth space with a 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
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## CERTIFICATION SPONSOR | \$4,500

### *Benefits for you...*

- ➔ Podium time on the main stage at a key moment in the Keynote Hall.
- ➔ Signage acknowledging your sponsorship.
- ➔ Receive 1 full Convention education pass. Valued at \$865.
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Prime Keynote Hall booth through the entire Convention: Tuesday thru Friday. Your Keynote Hall booth includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
- ➔ Organization listing and logo within the CONVENTION MOBILE APP! Listing includes a 500-word description, contact information for one person, and social media links. Due February 22, 2019.



- ➔ Pre-Convention attendee listing provided via email with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS! Made available by April 5.
- ➔ Full attendee listing provided via email on May 3 with attendee full name, title, organization name, city, state, AND EMAIL ADDRESS!

## THURSDAY EVENING LIVE BAND SPONSOR | \$4,300

### *Benefits for you...*

- ➔ Podium time during the live band on Thursday night.
- ➔ Your banner prominently displayed at each night's entertainment. Maximum banner size requirement 2' X 6".
- ➔ Receive 1 full Convention education pass. Valued at \$795.
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Preferred Hallway Exhibit table through the entire convention: Tuesday thru Friday. Your hallway table includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
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## COMPLIMENTARY TRANSPORTATION SPONSOR | \$4,000

### *Benefits for you...*

- ➔ Signage acknowledging your sponsorship & special note in all attendee registration packets outlining their opportunity to grab a cab during the convention.
- ➔ Full-color ad within the convention mobile app. Due March 1, 2019.
- ➔ Preferred EXPO Hall booth Tuesday, Wednesday, and Thursday. Your EXPO Hall Booth includes: standardized 6' X 8' pipe and draped booth space with a 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- ➔ Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
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## WORKSHOP ROOM SPONSOR | \$4,000 (3 available)

### *Benefits for you...*

- Opportunity to make a brief introduction two minute of yourself and your organization before each workshop session Tuesday thru Friday in the workshop room you are sponsoring.
- Signage acknowledging of your sponsorship.
- Full-color ad within the Convention mobile app. Due March 1, 2019.
- Preferred Hallway Exhibit table through the entire Convention: Tuesday thru Friday. Your hallway table includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
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## WEDNESDAY RECEPTION SPONSOR | \$4,000

### *Benefits for you...*

- Podium time at a key moment on the main stage on Wednesday.
- Signage & tent cards at the reception acknowledging your sponsorship.
- Full-color ad within the Convention mobile app. Due March 1, 2019.
- Prime Keynote Hall booth through the entire Convention: Tuesday thru Friday. Your Keynote Hall booth includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
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## THURSDAY RECEPTION SPONSOR | \$3,750

### *Benefits for you...*

- Podium time at a key moment on the main stage on Thursday.
- Signage & tent cards at the reception acknowledging your sponsorship.
- Full-color ad within the Convention mobile app. Due March 1, 2019.
- Preferred Hallway Exhibit table through the entire Convention: Tuesday thru Friday. Your hallway table includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
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## LEADERSHIP DAY SPONSOR | \$3,500

### *Benefits for you...*

- Signage acknowledging your sponsorship during the Leadership Day Session & opportunity to distribute materials.
- Podium time at the Leadership Day Session on Tuesday.
- Full-color ad within the Convention mobile app. Due March 1, 2019.
- Preferred Hallway Exhibit table through the entire Convention: Tuesday thru Friday. Your hallway table includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
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## LUNCH & DESSERT SPONSOR | \$3,500 (3 available)

### *Benefits for you...*

- ➔ Logoed mints on the lunch tables during your designated sponsorship day (Tuesday, Wednesday, or Thursday.)
- ➔ Tent cards acknowledging your sponsorship during your designated sponsorship day.
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Preferred EXPO Hall booth Tuesday, Wednesday, and Thursday. Your EXPO Hall Booth includes: standardized 6' X 8' pipe and draped booth space with a 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
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## BREAKFAST SPONSOR | \$3,300

### *Benefits for you...*

- ➔ Tent cards on tables at breakfast (Wednesday & Thursday.)
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Preferred Hallway Exhibit table through the entire Convention: Tuesday thru Friday. Your hallway table includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- ➔ Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
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## HR 101 SERIES SPONSOR | \$3,300 (Monday & Tuesday)

### *Benefits for you...*

- ➔ Podium time at the start of this session on Monday welcoming this group.
- ➔ Logo highlighted on the cover of the HR 101 Guide given to these attendees.
- ➔ Logo highlighted in the emails sent to these attendees.
- ➔ Opportunity to provide a special handout to these attendees.
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Preferred Hallway Exhibit table through the entire convention: Tuesday thru Friday. Your hallway table includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
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## BOOKSTORE SPONSOR | \$3,300

### *Benefits for you...*

- ➔ Signage acknowledging your sponsorship at the bookstore & on book signing signs.
- ➔ Full-color ad within the Convention mobile app. Due March 1, 2019.
- ➔ Preferred EXPO Hall booth Tuesday, Wednesday, and Thursday. Your EXPO Hall Booth includes: standardized 6' X 8' pipe and draped booth space with a 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- ➔ Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
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## FRONTLINE MANAGER/ SUPERVISORY SERIES SPONSOR | \$3,200 (Friday)

### *Benefits for you...*

- Podium time at the start of this session on Friday welcoming the group.
- Logo highlighted on the cover of the HR 101 Guide given to these attendees.
- Logo highlighted in the emails sent to these attendees.
- Opportunity to provide a special handout to these attendees.
- Full-color ad within the Convention mobile app. Due March 1, 2019.
- Preferred Hallway Exhibit table through the entire convention: Tuesday thru Friday. Your hallway table includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
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## PHOTO BOOTH SPONSOR | \$3,200

### *Benefits for you...*

- Signage acknowledging your sponsorship at the Photo Booth Sponsor.
- Logo included on the 4" X 6" photo given to participating attendees.
- Full-color ad within the Convention mobile app. Due March 1, 2019.
- Hallway Exhibit Table through the entire convention next to the photo booth: Tuesday thru Friday. Your hallway table includes: 6' skirted table - show colors are cream and white (exhibits must conform to the space provided), 44" X 7" ID sign, two chairs, waste basket, wireless access, and access to power. Valued at \$2,800.
- Receive 3 booth representative passes/name badges per day. Booth representative passes include access to breakfast, lunch, refreshment breaks, receptions, and Convention entertainment for the duration of the booth plan. (Basic booth plans include 2 booth passes. Additional Pass \$100/day Value.)
- Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
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## GELATO TREAT SPONSOR | \$2,600

### *Benefits for you...*

- Signage acknowledging your sponsorship while Gelato is being served Wednesday & Thursday.
- Receive 2 full Convention education passes. Valued at \$1,730.
- Full-color ad within the Convention mobile app. Due March 1, 2019.
- Opportunity to submit a one page informational flyer to be included in Convention show bag going to each attendee. Must be received by April 5, 2019.
- Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
- Organization listing within the printed Convention guide. Includes organization name, website, and contact information for one person. Due February 22, 2019.
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## SUPPORTING RESOURCE SPONSOR | \$2,600

### *Benefits for you...*

- Receive 2 full Convention education passes. Valued at \$1,730.
- Full-color ad within the Convention mobile app. Due March 1, 2019.
- Opportunity to submit a one page informational flyer to be included in Convention show bag going to each attendee. Must be received by April 5, 2019.
- Hyperlinked logo on Convention website along with a 500-word organization description. DUE IMMEDIATELY.
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**\*\* END OF SPONSORSHIP PLANS \*\***

**ALL BASIC EXHIBIT ONLY PLANS OUTLINED ON THE NEXT PAGE.**

## ALL BASIC EXHIBIT ONLY PLANS | \$2,800 EACH

### BASIC HALLWAY EXHIBIT ONLY PLAN

#### EXHIBIT DAYS: Tuesday, Wednesday, Thursday, and Friday

- Receive a 6' skirted table (exhibits must conform to this space)
- 44" x 7" ID sign
- Two chairs
- Waste basket
- Complimentary wireless access
- 2 booth representative passes/name badges per day. Booth representative passes include access to keynotes, breakfast, lunch, refreshment breaks, receptions, and convention entertainment and amenities for the duration of the exhibit dates listed above.
- Hyperlinked organization listing on Convention website.
- Organization listing within the Convention guide. Includes organization name, booth number, and website. Due February 22, 2019.
- Organization listing within the CONVENTION MOBILE APP! Listing includes a 500-word description and contact information for one person. Due February 22, 2019.
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## ALL BASIC EXHIBIT ONLY PLANS | \$2,800 EACH

### BASIC EXPO HALL BOOTH EXHIBIT ONLY PLAN

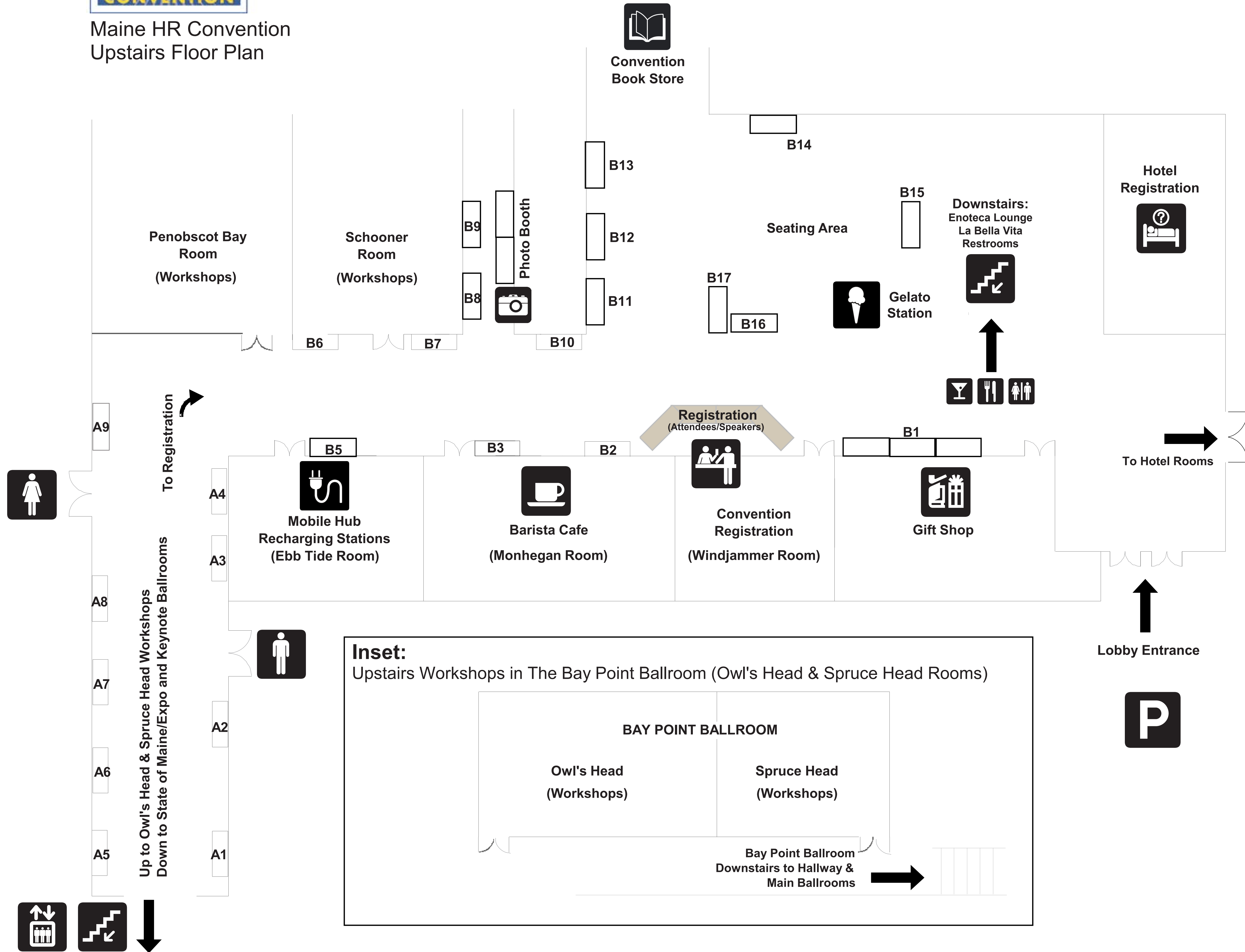
#### EXHIBIT DAYS: Tuesday, Wednesday, and Thursday

- Receive a 6' skirted table in a standardized 6' x 8' pipe and draped booth area in the main EXPO Hall. Exhibits must conform to this space.
- 2 booth representative passes/name badges per day. Booth representative passes include access to keynotes, breakfast, lunch, refreshment breaks, receptions, and convention entertainment and amenities for the duration of the exhibit dates listed above.
- 44" x 7" ID sign
- Two chairs
- Waste basket
- Complimentary wireless access
- Complimentary standard electrical access (bring your own power strip and extension cord)
- Hyperlinked organization listing on Convention website.
- Organization listing within the Convention guide. Includes organization name, booth number, and website. Due February 22, 2019.
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Maine HR Convention  
Upstairs Floor Plan

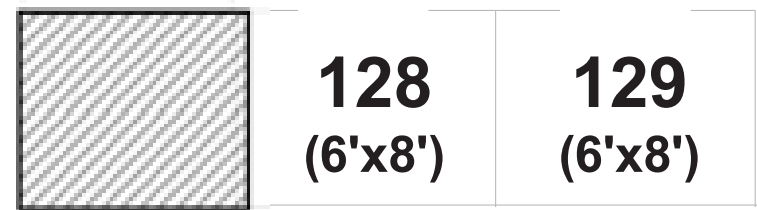
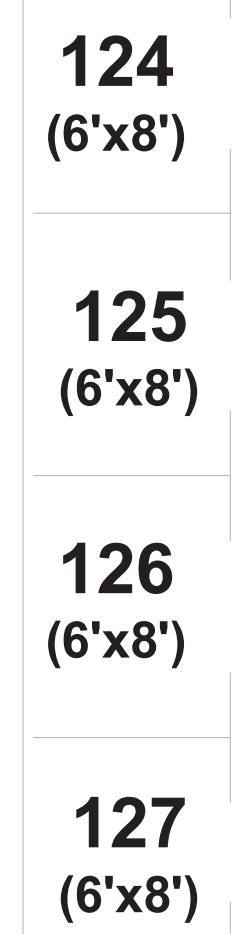
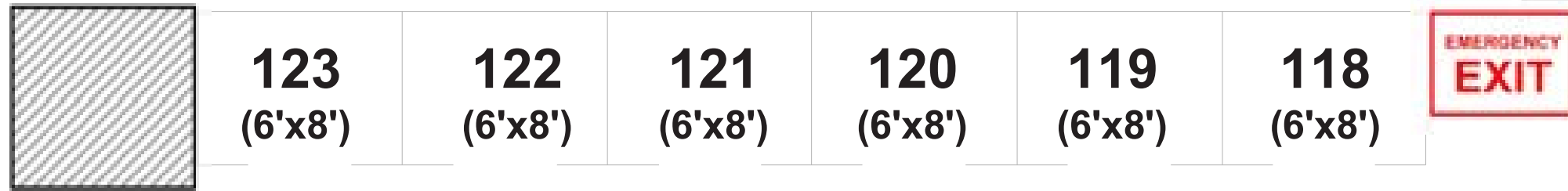
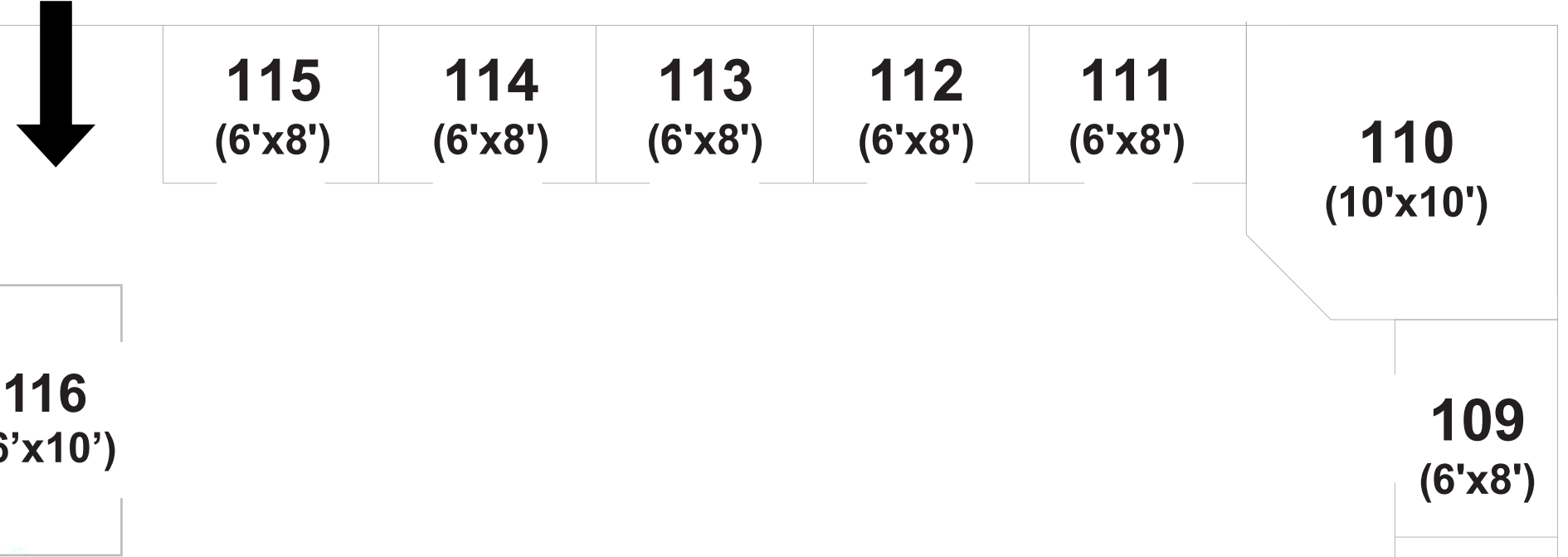




Maine HR Convention Downstairs Floor Plan



EXPO Load-In/Hotel Rear



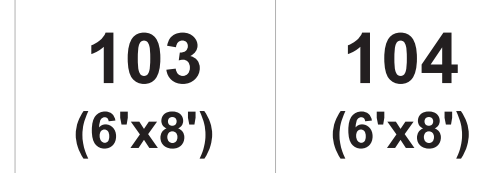
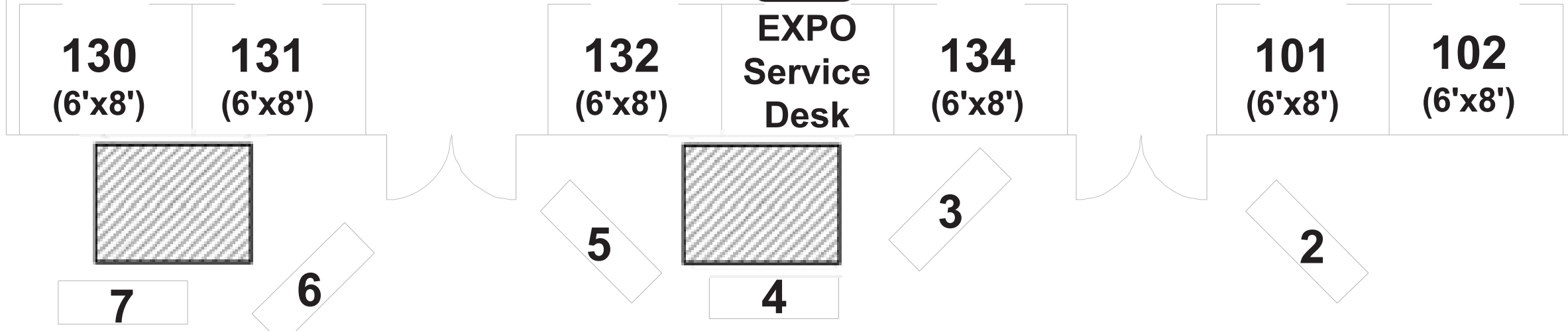
State of Maine Hall/ EXPO HALL

(Meals/Receptions/Breaks)

EXHIBITOR CHECK-IN



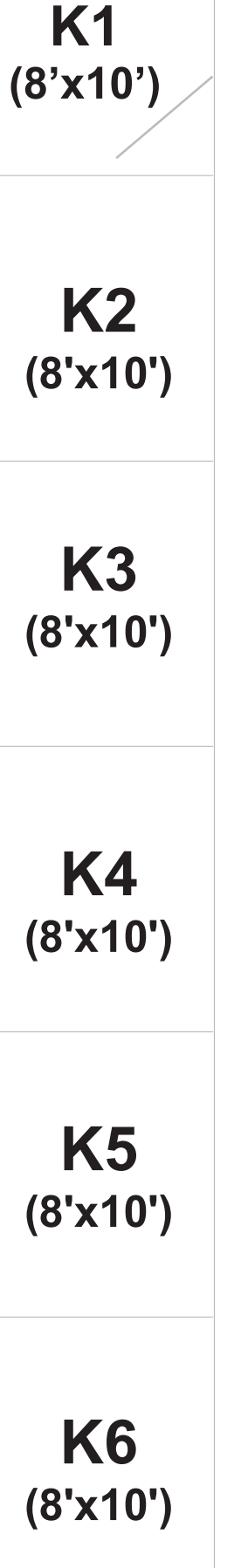
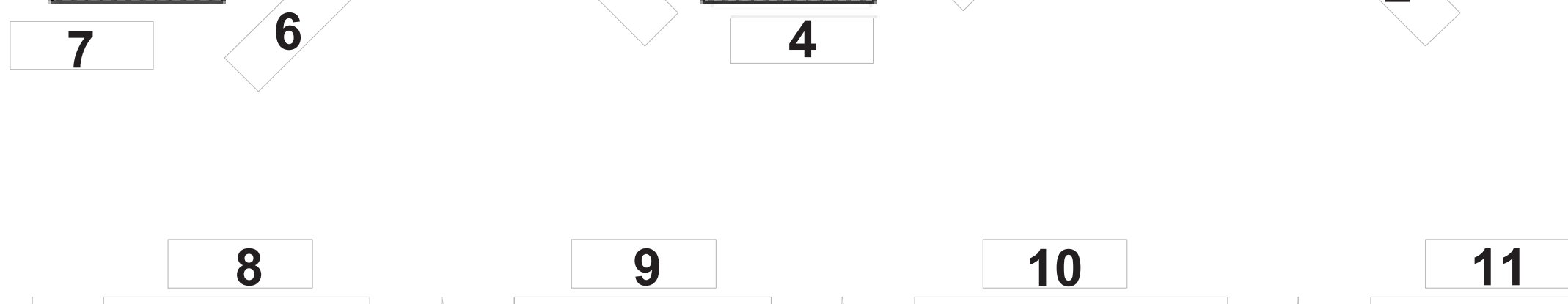
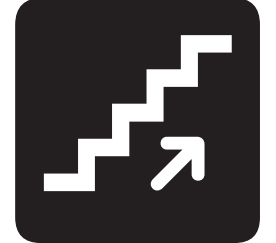
EXPO Service Desk



Upstairs Health Club Parking Restrooms



Upstairs to Registration Area



Camden Rockport Rockland

Stage

Knox County Ballroom/ KEYNOTE HALL

