



# 2017 Philly SHRM Symposium

March 29 & 30, 2017

*Sheraton Downtown Philadelphia*

## Sponsorship Opportunities

*Connect. Engage. Lead.*



# 2017 Philly SHRM Symposium

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The Philly SHRM Symposium is a multi-day conference focused on advancing the HR profession and business community through both educational programs and personal connections.

The 2017 Symposium will offer multiple jam-packed interactive sessions, pre-conference activities, as well as dynamic keynote and closing presentations. This event is marketed to 10,000+ HR and business professionals in the Greater Philadelphia area and attracts 400+ attendees each year.

## AGENDA

### *Wednesday, March 29, 2017*

**5:00pm – 7:00pm:** Pre-Conference Presentation

**7:00pm – 8:00pm:** Pre-Conference Evening Social

### *Thursday, March 30, 2017*

**7:30am – 5:00pm:** Main Conference





# 2016 Conference Attendees & Sponsors

*The following corporations, government agencies, and non-profit institutions participated in the 2016 Conference as attendees, sponsors or presenters. All 2016 sponsors are bolded below:*

251 Dekalb  
5 Star Women  
50onRed  
AAA Mid-Atlantic  
Academy Injury and Health  
Acurian, Inc.  
Adler University  
ADP  
AECOM  
AktivOrtho  
Allen & Gerritsen  
**Alliant Credit Union**  
AlliedBarton Security  
American Cancer Society  
American College of Radiology  
American Foundation for the Blind  
American Red Cross Eastern PA  
AmeriHealth Caritas  
Analytical Graphics, Inc.  
AnnieMac Home Mortgage  
Aon  
Aramark  
Army National Guard  
ARRIS  
Ascela Partners  
AstraZeneca  
Attolon Partners  
Ballard Spahr LLP  
Bargaining Power Inc.  
Bayview Asset Management  
**BDO USA, LLP**  
Benefits Data Trust  
**Beyond.com**  
BI Worldwide  
Big Brothers Big Sisters SEPA  
BioScrip, Inc.  
Blank Rome LLP  
**BMI Audit Services, LLC**  
Bradley Staffing Group  
Braskem America, Inc.  
Brickman Group  
Bristol-Myers Squibb  
Brolik Productions  
Burlington Stores, Inc.  
Canon Financial Services  
Cardone  
**Carebridge Corporation**  
CareerArc  
Careers Express, Inc.  
CCS For You  
CFAR  
CFS  
Charon Planning  
Chatham Financial  
Child Guidance Resource Centers  
Children's Crisis Treatment Center  
Children's Literacy Initiative  
Christiana Care Health System  
City of Philadelphia  
Colonial Life  
Comcast Corporation

Comcast Spotlight  
Community Behavioral Health  
CompuData, Inc.  
Concorde Inc  
**Conner Strong & Buckelew**  
Connexin Software  
**Contemporary Staffing Solutions**  
Cooper University Health Care  
CoreStaff, Inc.  
Coriell Institute for Medical Research  
Corporate Interiors  
Corporate Synergies  
Cozen O'Connor  
Cross MediaWorks, LLC  
Cushman & Wakefield of Pennsylvania  
Cut-e  
Dave & Buster's  
Day & Zimmermann  
Deloitte LLP  
Delta Community Supports  
**Delta Dental**  
Del-Val International Trucks  
Diebold Incorporated  
Dilworth Paxson LLP  
Divine Providence Village  
DocFinity  
DoubleStar  
Drexel LeBow College of Business  
Drexel School of Law  
Drexel University  
DR-HR Services  
DrugScan, Inc.  
Duane Morris LLP  
Dudnyk  
Dunleavy and Associates  
Economy League of Greater Philadelphia  
EducationWorks  
Edward Jones  
Elpis Consulting  
Emerson Group  
Emtec Inc.  
**Ennea International**  
Enterprise Rent a Car  
Environmental Tectonics Corporation  
**ESGR**  
Exceptional Care for Children  
Execustay  
Express Employment Professionals  
Extendicare Health Services  
**eXude, Inc.**  
F.A. Davis Company  
Fabrinet  
Federal Reserve Bank of Philadelphia  
Fidato Partners  
Finance of America Mortgage  
First Quality  
Firstrust Bank  
**Fleet Walker**  
Focus Pointe Global  
FOX 29 News  
Fox Rehabilitation

Freedom Credit Union  
Friedman Schuman P.C.  
Fujirebio Diagnostics, Inc.  
Gateway Funding  
Geisinger Health Systems  
Gelest  
Germantown Home  
GlaxoSmithKline  
**GlobalFit**  
Globoforce  
Goddard Systems, Inc  
Godiva Chocolatier, Inc  
Good Shepherd Rehab Network  
Graduate! Philadelphia  
Greater Media Philadelphia  
Greater Philadelphia Veterans Network  
**Group Levinson**  
GSI Health, LLC  
Hay Group  
Healthcare Services Group  
HealthSavings Administration  
Hello Tokyo  
HireZoom, Inc.  
Hirtle Callaghan & Co.  
Hospital of the University of Pennsylvania  
**HR Certification Institute**  
IAEM  
IKEA  
Independence Blue Cross  
Informed About Reform  
**Innovative Benefit Planning LLC**  
InstaMed  
Interline Brands  
Iron Hill Brewery & Restaurant  
Jacobs Law Group PC  
**Jane Hires**  
Janney Montgomery Scott LLC  
JDC Consulting  
Jefferson University Hospitals  
Jetson Specialty Marketing  
JEVS Human Services  
JLL  
JobAdvocate  
Johnson Controls  
**Joseph P Welsh, Esq.**  
JSBenefits Group  
**Juno Search Partners**  
Keystone Aerial Surveys, Inc.  
Kids Smiles, Inc.  
Kimmel Center Inc  
KJD Consulting Group  
Klein Zelman Rothermel Jacobs & Schess LLP  
**La Salle University**  
Lamb Financial Group  
Lassonde Pappas & Co.  
**Lee Hecht Harrison**  
Legacy Benefits Group LLC  
Lehigh Valley Restaurant Group: Red Robin  
LF Driscoll Co  
Liberty Lutheran  
Lincoln Financial Group



# 2016 Conference Attendees & Sponsors

*Continued*

Littler Mendelson, PC  
 Loews Philadelphia Hotel  
 Lourdes Health System  
 M&M Hair Studio  
 M. Livingston Group  
 Main Line Health  
**Massage at Work**  
 Maternity Care Coalition  
 Maxim Healthcare Services  
 Mayor's Office of LGBT Affairs  
 Mayor's Office of Community  
 Empowerment & Opportunity  
 McMaster-Carr Supply Co  
 MedErgy HealthGroup Inc.  
 Mennonite Central Committee  
 Mercer  
 Mid Atlantic Retina  
 Millennium Home Products  
 Modern Group, LTD  
**Monarch Staffing**  
 Montgomery McCracken  
 MYCA:Learning  
 National Disease Research Interchange  
 National Employee Management Resources  
 Navient  
 New Penn Financial  
 NFP  
 Nobel Learning Communities  
 Northwestern Mutual  
 Northwood Academy Charter  
**Nutrisystem, Inc.**  
 Obermayer Rebmann Maxwell & Hippel LLP  
 Ogletree Deakins Nash Smoak & Stewart  
**OPS Security Group**  
 OTS Human Capital Management  
 Pardee Resources Company  
 Parkway Corporation  
 Pathways to Housing PA, Inc.  
 Paychex  
 Peirce College  
**Penn Behavioral Health Corporate Services**  
 Penn Medicine  
 Penn State Abington  
 Penn State Brandywine  
 Pennoni Associates, Inc  
**Pentra**  
 People for People, Inc.  
 PeopleFluent  
 PeopleShare  
 Pepper Hamilton LLP  
 Performance Staffing  
 Pfizer  
 Philadelphia Business Journal  
 Philadelphia Department of Public Health  
 Philadelphia Department of Licenses and Inspections  
 Philadelphia International Advisors  
 Philadelphia International Airport  
 Philadelphia Streets Department  
 Philadelphia University

Philadelphia Workforce  
 Philadelphia Works, Inc.  
 Philadelphia Zoo  
**Philly Photography**  
 PICPA  
 Pine Hill Group  
 Planned Parenthood - Southeastern Pennsylvania  
 PPL Corporation  
 PPT Consulting  
**PreCheck, Inc.**  
 Preferred Sands  
 Princeton University  
 Progressive Insurance  
 Project HOME  
 Promontory  
 Quickie Manufacturing  
 Ransome CAT  
 Reed Smith, LLP  
 Reliant Renal Care  
 Resource America, Inc  
 Resource Residential  
 Resources for Human Development, Inc.  
 Ricoh Americas USA  
 Right Chord Leadership, LLC  
 Right Management  
 Riker Opportunity Institute, Inc.  
 Rothman Institute  
 Rubin, Fortunato & Harbison P.C.  
 S. Freedman and Company, Inc.  
 Sabre Systems Inc.  
**Saint Joseph's University**  
 Salveson Stetson Group  
**SCA Americas**  
**Scavify**  
 Schreiber Paris, LLC  
 SEI  
 SEPTA  
**ServiceNow, Inc.**  
 Silk Road  
 Silverman Leadership  
 SL Hayes & Associates, LLC  
 Smith Elliott Kearns & Company, LLC  
 Sneaker VILLA  
 Society for Human Resource Management (SHRM)  
 Sodexo  
 Sofitel Hotel  
 SpArc Philadelphia  
 Springside Chestnut Hill Academy  
 St. Christopher's Hospital for Children  
 St. Joseph's Preparatory School  
 St. Mary Medical Center  
 State Farm Insurance  
 Storeroom Solutions, Inc  
 STV, Inc.  
 Sun Life Financial  
**Sun Life Insurance**  
 Sungard Availability Services  
 Sunoco, Inc.  
 Swatera Consulting Group, Inc.

SYSTRA  
 TalentWise  
 Teknion  
 Temple Health System  
 Temple University  
**Temple University, Fox School of Business**  
 TemPositions Health Care  
**The Brooks Group**  
 The Center For Autism  
 The Children's Hospital of Philadelphia  
 The Dubin Group  
 The Estee Lauder Companies  
 The Faulkner Organization  
 The Fund for the School District of Philadelphia  
**The Graham Company**  
 The Hirshorn Company  
 The Institutes  
 The Investment Fund for Foundations  
**The O'Connor Group**  
 The Philadelphia Orchestra  
 The Physical Therapy & Wellness Institute  
 The Quaker School at Horsham  
 The Risk Management Association  
**The Savitz Organization**  
 The School District of Philadelphia  
 The Star Group  
 The Vanguard Group  
**The Veterans Multi-Service Center**  
 Tierney Agency  
 Town of Scarborough  
 TownePark  
 Trevena, Inc.  
 Trion, a Marsh & McLennan Agency  
 Unique Industries, Inc.  
 United Methodist Homes of NJ  
**University of Pennsylvania**  
 University of Phoenix  
**University of Pittsburgh Medical Center - WorkPartners**  
 University of Virginia  
 US Army  
 US Bankruptcy Court, District of DE  
 US Bureau of Labor Statistics  
 US Patent and Trademark Office  
 Vanguard  
 Vertex, Inc.  
 Vertical Screen, Inc.  
**Villanova University**  
 VoxLibra  
 Walgreens  
 Wayne Moving and Storage  
 Weber Business Services, LLC  
 Wegmans  
**Weight Watchers Health Solutions**  
 Weir & Partners LLP  
 West Pharmaceutical Services  
 Wilmington Trust, Wealth Advisory Services  
 Wordsworth  
 World Travel, Inc.  
 Xact Check

To secure your sponsorship or get more information, please contact **Laura DiTrapano**, Seamless Events Inc., at [info@pshrmsymposium.com](mailto:info@pshrmsymposium.com) or 610-891-2761.



# 2017 Sponsorship Packages

March 29 & 30, 2017

Sheraton Downtown Philadelphia

## Standard Symposium Sponsorship Package

\$2,000

- Exhibitor Tabletop (6 ft table)
- Company Logo on the event website linked to corporate homepage
- Company Logo on event signage
- Ability to have 1 company supplied item in the conference bag
- Access to the attendee list (those who opt-in)
- Recognition during the welcome address
- Quarter page color ad in conference program booklet
- 2 Exhibitor Only Passes to manage exhibitor table
- Discount on Main Conference and Full Conference Passes



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# 2017 Sponsorship Packages

Continued

## Upgraded Symposium Sponsorship Packages

### Keynote Speaker Sponsor

\$10,000

- Company representative to introduce keynote speaker
- Company logo prominently displayed on keynote speaker page on the website
- VIP Seating for Keynote Presentation
- Opportunity to present on our Smart Stage during Main Conference
- Premier location for exhibitor tabletop (6ft table) in exhibit area
- Upgrade to full page color ad in conference program booklet
- 4 Full Conference Passes – includes access to Main Conference, Keynote, Pre-Conference and Evening Social
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

### Conference Bag Sponsor

\$7,000

- Company logo on bag given to each full conference participant
- Opportunity to present on our Smart Stage during Main Conference
- Premier Location for Exhibitor tabletop (6ft table) in exhibit area
- Upgrade to full page color ad in program booklet
- 3 Full Conference Passes – includes access to Main Conference, Keynote, Pre-Conference and Evening Social
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

### Name Badge and Lanyard Sponsor

\$7,000

- Company logo on name badge and lanyard given to each participant
- Opportunity to present on our Smart Stage during Main Conference
- Premier Location for Exhibitor tabletop (6ft table) in exhibit area
- Upgrade to full page color ad in program booklet
- 3 Full Conference Passes – includes access to Main Conference, Keynote, Pre-Conference and Evening Social
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

### Pre-Conference Event Sponsor includes Evening Social

\$6,500

- Sponsor of the Symposium Pre-Conference – includes educational session and evening social
- Prominent display of company logo on signage for Pre-Conference
- Podium time during welcome address of the Pre-Conference
- VIP Seating for the presentation
- Company logo on drink tickets
- Opportunity to present on our Smart Stage during Main Conference
- Premier Location for Exhibitor tabletop (6ft table) in exhibit area
- Upgrade to half page color ad in program booklet
- 3 Full Conference Passes – includes access to Main Conference, Keynote, Pre-Conference and Evening Social
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

### Closing Session Sponsor

\$5,000

- Podium time during the closing session introduction
- Signage in room during closing session presentation (provided by sponsor)
- Opportunity to present on our Smart Stage during Main Conference
- Premier Location for Exhibitor tabletop (6ft table) in exhibitor area
- Upgrade to half page color ad in program booklet
- 2 Full Conference Passes – includes access to Main Conference, Keynote, Pre-Conference and Evening Social
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

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# 2017 Sponsorship Packages

Continued

## Wi-Fi Sponsor

\$5,000

- Provides Wi-Fi for all conference attendees
- Special company branding for Wi-Fi password
- Special company recognition of Wi-Fi sponsorship in the program booklet
- Opportunity to present on our Smart Stage during Main Conference
- Premier Location for Exhibitor tabletop (6ft table) in exhibit area
- Upgrade to half page color ad in program booklet
- 2 Full Conference Passes – includes access to Main Conference, Keynote, Pre-Conference and Evening Social
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

## Event App Sponsor

\$4,000

- Sponsor of the Symposium and Pre-Conference Event App
- Company logo on Home Page and Main Banner of the Event App
- Recognition in welcome message sent to all app users
- Premier Location for Exhibitor tabletop (6ft table) in exhibit area
- Upgrade to half page color ad in program booklet
- 2 Full Conference Passes – includes access to Main Conference, Keynote, Pre-Conference and Evening Social
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

## Power Up Charging Station Sponsor

\$4,000

- Logo recognition on charging station at the event
- Premier Location for Exhibitor tabletop (6ft table) in exhibit area
- Upgrade to half page color ad in program booklet
- 2 Full Conference Passes – includes access to Main Conference, Keynote, Pre-Conference and Evening Social
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

## Bottled Water Sponsor

\$3,500

- Company branded bottle of water provided to attendees in conference bag
- Premier Location for Exhibitor tabletop (6ft table) in exhibit area
- 1 Full Conference Pass – includes access to Main Conference, Keynote, Pre-Conference and Evening Social
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

## Program Booklet Sponsor

\$3,500

- Full page color ad on inside cover or back cover of conference program booklet
- Premier Location for Exhibitor tabletop (6ft table) in exhibit area
- 1 Full Conference Pass – includes access to Main Conference, Keynote, Pre-Conference and Evening Social
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

## Symposium Refreshment Sponsor

\$3,250

- Snack items provided to attendees during breaks
- Logo recognition during breaks with food and beverage
- Premier Location for Exhibitor tabletop (6ft table) in exhibit area
- 1 Full Conference Pass – includes access to Main Conference, Keynote, Pre-Conference and Evening Social
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

## Programming Session Sponsor

\$3,000

- Speaker Introduction from a company representative prior to session presentation (1 Session Total)
- Logo on signage in room during session presentation (provided by sponsor)
- Ability to place one item on seats during session presentation (supplied by sponsor)
- Company logo on website for Programming Session and on opening slide of PowerPoint Presentation
- PLUS...all Standard Symposium Sponsorship Package Inclusions (as listed on page 4)

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## Additional Information

### Advertisement Options

- Full Page Ad - \$750
- Half Page Ad - \$500
- Quarter Page Ad - \$300

## Ticket Pricing for Full Conference Package (per person)

Full Conference Package includes access to the Pre-Conference Events, the Main Conference and the keynote and closing sessions.

**Philly SHRM Member: \$450**

**Non-Member: \$550**

\*Early Bird pricing is available.

\*Group Rates are available. Email Laura DiTrapano at [info@pshrmsymposium.com](mailto:info@pshrmsymposium.com), or 610-891-2761 for pricing information.



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# 2017 Philly SHRM Symposium

## Program Booklet Ad Specifications

**IF YOUR AD IS NOT SUBMITTED PROPERLY IT WILL NOT BE PRINTED IN THE PROGRAM BOOKLET. PLEASE BE SURE TO FOLLOW THE INSTRUCTIONS PRIOR TO CREATING AND SENDING YOUR AD.**

**7.5" w x 10" h**  
**FULL PAGE**  
**VERTICAL AD**  
**\$750**  
**NO BLEED**

**7.5" w x 4.875" h**  
**HALF PAGE HORIZONTAL AD**  
**\$500**  
**NO BLEED**

## **AD DEADLINE:** **Friday, Feb. 17th by 12pm**

### **Format Requirements:**

- All ads should be formatted as an Adobe Acrobat PDF.
- All ads are full color.
- All embedded graphics must be in CMYK.
- All fonts must be embedded.

### **Additional Information:**

- Programs meant for general office use such as Microsoft Word and PowerPoint SHOULD NOT be used.
- No True Type fonts, system fonts or forced timesteps (i.e. italic, bold). Doing so may cause your fonts to default to another font.
- Images should be 300 dpi (bitmaps – 1200 dpi).

### **Submitting Your Ad:**

- For files smaller than 10MB, please email to:  
[info@pshrmsymposium.com](mailto:info@pshrmsymposium.com)
- For files larger than 10MB, please upload to Box.com and email the link to: [info@pshrmsymposium.com](mailto:info@pshrmsymposium.com)

### **Need Help Designing or Resizing Your Ad?**

- Email Seamless Events Inc. at [info@pshrmsymposium.com](mailto:info@pshrmsymposium.com)
- We can connect you with our graphic designer for a quote if you are having any trouble getting your ad designed or resized to the proper dimensions.

### **For Booklet Advertising Information or Questions:**

- Email Seamless Events Inc. at [info@pshrmsymposium.com](mailto:info@pshrmsymposium.com)

Submit a request at [www.markations.com/pshrm](http://www.markations.com/pshrm) – and we can give you a quote if you are having any trouble getting your ad designed or resized to the proper dimensions.

**3.625" w x 4.875" h**  
**QUARTER PAGE VERTICAL AD**  
**\$250 NO BLEED**



**Connect. Engage. Lead.**