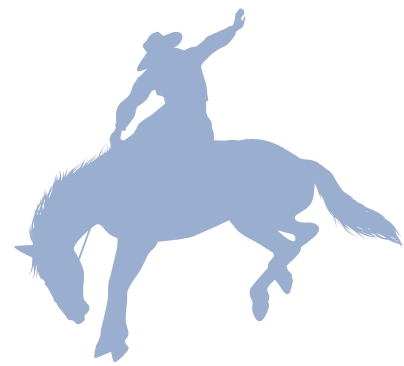




PARTNERSHIP OPPORTUNITIES

APRIL 28-30, 2025



“HR RODEO:
SADDLE UP FOR SUCCESS”



Visit Our Website

tristateshm.com



About Tri-State SHRM

Tri-State SHRM is the largest SHRM affiliate conference in New England with over 400 attendees, and 60+ exhibitors and business partners. The conference features world-renowned keynote speakers, two and one-half days of educational programming facilitated by industry experts and HR practitioners, networking events, evening entertainment, and the opportunity to win great prizes! From CHROs to students pursuing a degree in HR, we have just the right mix of educational opportunities to drive innovation within your organization and provide tools to advance your career. The conference also provides an opportunity to collaborate with cutting-edge companies who will be displaying the latest HR products and services. Held at the beautiful Mohegan Sun Resort and Casino, this event combines professional development with relaxation and fun.



Our Attendees



400
HR Professionals



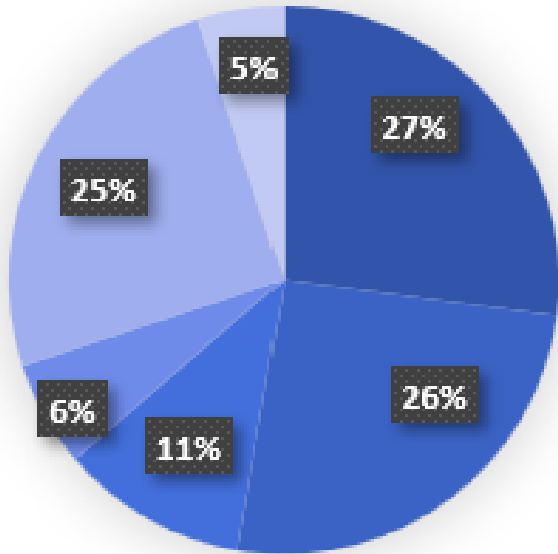
69%
Manager /Director Level of
Above



74%
Review, Recommend or Make
Final Buying Decisions

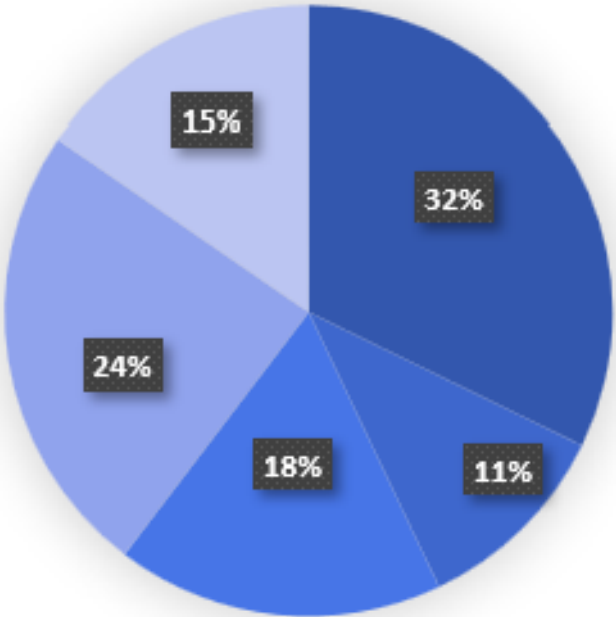
Role in Organization

- Manager/Generalist
- Executive
- Staff Level
- Director
- President/CEO/Chairman
- Other



Size of Organization

- More than 1001
- 501 - 1000
- 251 - 500
- 101 - 250
- Less than 100





Business Partner Tiers

*Business partner pricing comes with both an in-person and virtual exhibit booth

\$7,500 – Bronco Buster Business Partner

\$5,000 – Branding Iron Business Partner

\$3,500 – Cattle Drive Business Partner

\$2,500 – Rodeo Roundup Business Partner



Exhibitor Opportunities

*Exhibit booth pricing comes with both an in-person and virtual exhibit booth

\$1,800 – Standard Exhibitor

\$1,550 – Non-Profit Exhibitor

For specific package details and to register click here:

tristateshm.com





Bronco Buster Business Partner ~ \$7,500

- One concurrent session speaking slot
- Intro one general session plus 2 – 3 minutes of podium time
- Premium exposure of company logo included on website and conference banner/signage
- Company logo on conference bags.
- Opportunity to add a video about your company within the Whova app
- In-person and Virtual Exhibit Booth in Whova App
- Access to attendees through the Whova App 30 days pre-conference and for 90-days post-conference
- Pre-Conference Attendee List (10 business days before the start of event)
- Post-Conference Attendee List (5 business days upon conclusion of the event)
- First choice of booth location in the exhibit hall
- 10' x 20' Premier booth space includes: one 8' high back drape, two 3' high side drapes, one 6' skirted table, two folding chairs and one 40"x7" booth ID sign.
- 4 Booth Staff



Branding Iron Business Partner ~ \$5,000

- Standard logo placement on website and conference banner/signage
- Exclusive sponsor of one branded conference item: Company logo on one item (choose one): name badges, lanyards, charging stations, Tuesday evening DJ, Tuesday signature cocktail/mocktail, or registration kiosks.
- Opportunity to add a video about your company within the Whova app
- In-person and Virtual Exhibit Booth in Whova App
- Access to attendees through the Whova App 30 days pre-conference and for 90-days post-conference
- Post-Conference Attendee List (5 business days upon conclusion of the event)
- Second choice of booth location in the exhibit hall*
- 10' x 10' Premier booth space includes: one 8' high back drape, two 3' high side drapes, one 6' skirted table, two folding chairs and one 40"x7" booth ID sign.
- 3 Booth Staff

**Booth location choices for this level will be assigned in chronological order based on the registration date.*



Cattle Drive Business Partner ~ \$3,500

- Standard logo placement on website and conference banner/signage
- Opportunity to add a video about your company within the Whova app
- In-person and Virtual Exhibit Booth in Whova App
- Access to attendees through the Whova App 30 days pre-conference and for 90-days post-conference
- Post-Conference Attendee List (5 business days upon conclusion of the event)
- Third choice of booth location in the exhibit hall*
- 10' x 10' exhibit hall booth space includes: one 8' high back drape, two 3' high side drapes, one 6' skirted table, two folding chairs and one 40"x7" booth ID sign.
- 2 Booth Staff

**Booth location choices for this level will be assigned in chronological order based on the registration date.*

Rodeo Roundup Business Partner ~ \$2,500

- Company name included on website and conference banner/signage.
- Opportunity to add a video about your company within the Whova app
- In-person and Virtual Exhibit Booth in Whova App
- Access to attendees through the Whova App 30 days pre-conference and for 90-days post-conference
- Post-Conference Attendee List (5 business days upon conclusion of the event)
- 10' x 10' exhibit hall booth space includes: one 8' high back drape, two 3' high side drapes, one 6' skirted table, two folding chairs and one 40"x7" booth ID sign.
- 2 booth staff



Exhibitor Partner ~ \$1,800

- Company logo included on website
- Black/white sign with company name
- Virtual Exhibit Booth in Whova App
- Opportunity to add a video about your company within the Whova app
- Access to attendees through the Whova App 30 days pre-conference and for 90-days post-conference
- 10' x 10' exhibit hall booth space includes: one 8' high back drape, two 3' high side drapes, one 6' skirted table, two folding chairs and one 40"x7" booth ID sign.
- 2 Booth Staff

Exhibitor Partner ~ Non-Profit \$1,550

- Company logo included on website
- Virtual Exhibit Booth in Whova App
- Opportunity to add a video about your company within the Whova app
- Access to attendees through the Whova App 30 days pre-conference and for 90-days post-conference
- 10' x 10' exhibit hall booth space includes: one 8' high back drape, two 3' high side drapes, one 6' skirted table, two folding chairs and one 40"x7" booth ID sign.
- 2 Booth Staff

company must be a 501(c)(3) non-profit charitable organization or educational institution



Exhibitor booths are assigned 7-10 days pre-event.
Premium Business Partners will be asked to select their first top three booth location choices first. The rest will be assigned.

Contact Us

Please reach out if you have any questions.



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