



BUSINESS PARTNER OPPORTUNITIES



Visit Our Website
tristateshrm.com



About Tri-State SHRM

Tri-State SHRM is the largest SHRM affiliate conference in New England with over 400 attendees, and 70+ 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

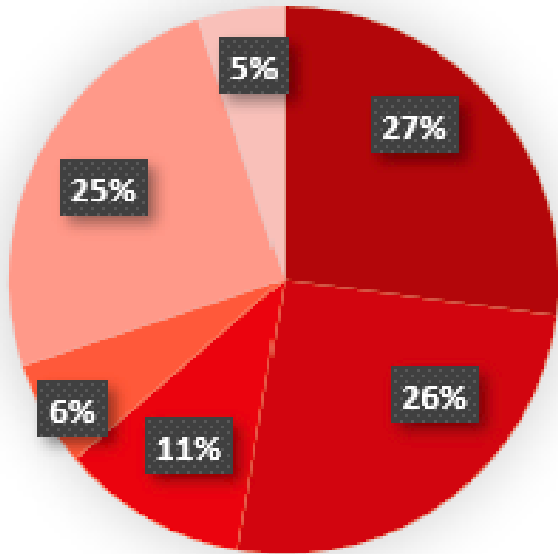


69%
Manager/Director Level of
Above

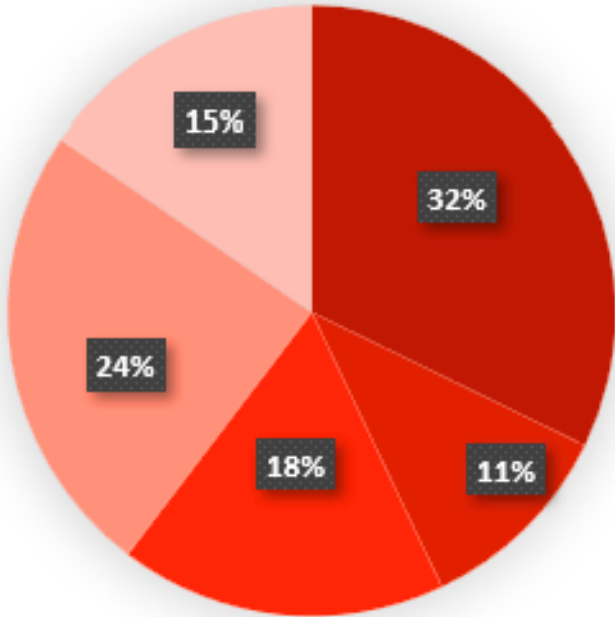
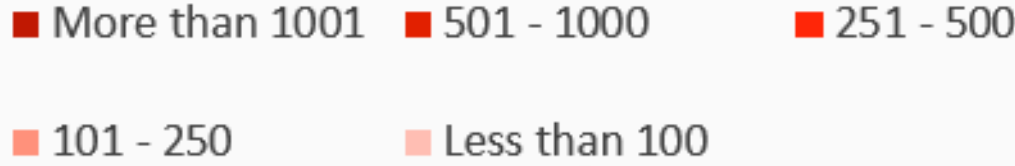


74%
Review, Recommend or Make
Final Buying Decisions

Role in Organization



Size of Organization





Business Partner Tiers

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

\$7,500 – Ringmaster Business Partner

\$5,000 – Big Top Business Partner

\$2,500 – Center Ring Business Partner

\$1,800 – Carousel Business Partner
(basic exhibitor)



To register **[CLICK HERE!](#)**





Ringmaster Business Partner ~ \$7,500

Premium Visibility + Double Booth

- **Double 10'x20' exhibit booth in prime location**
 - Includes four (4) in person booth staff; two 6' draped tables; pipe/drape side and back panels; four chairs; wastebasket; booth signage; complimentary electricity
- **Spotlight Branding in High Traffic Areas**
 - Virtual booth in Whova conference app
 - Prominent logo placement on tristateshrm.com website
 - Prominent logo presence on conference signage
 - Logo placement on conference bags for all attendees
 - Featured mention in at least two e-blasts to registered attendees
 - Social media recognition on all Tri-State SHRM platforms
 - Three push notifications in the Whova conference app during the live event (one each day)
- **Stage Presence**
 - On stage recognition by conference emcee
 - Opportunity to provide one 60 second video commercial to run during one general session
 - Opportunity to present one 60 minute concurrent session (**must register/pay by October 1, 2025 to qualify**)
- **Attendee Access**
 - Exclusive Access to Pre-conference opt-in attendee list
 - Post-conference opt-in attendee list
 - Lead generation/badge scanning



Big Top Business Partner ~ \$5,000

Strong Presence + Direct Attendee Access

- **Single 10'x10' exhibit booth in prime location**
 - Includes three (3) in person booth staff; one 6' draped table; pipe/drape side and back panels; three chairs; wastebasket; signage; complimentary electricity
- **Spotlight Branding**
 - Virtual booth in Whova conference app
 - Prominent logo placement on tristateshrm.com website
 - Prominent logo placement on all conference signage
 - Social media recognition on all Tri-State SHRM platforms
 - Featured mention in at least one e-blast to registered attendees
 - Two push notification in the Whova conference app during the live event
- **Stage Presence**
 - On stage recognition by conference emcee
- **Attendee Access**
 - Post-conference opt-in attendee list
 - Lead generation/badge scanning

**Booth location is selected when registering and will be available on a first come, first serve basis.*

Center Ring Business Partner ~ \$2,500

Great Brand Exposure + a couple of perks!

- **Single 10'x10' exhibit booth in prime location**
 - Includes two (2) in person booth staff; one 6' draped table; pipe/drape side and back panels; two chairs; signage; wastebasket
- **Spotlight Branding**
 - Virtual booth in Whova conference app
 - Prominent logo placement on tristateshrm.com website
 - Prominent company name placement on all conference signage
- **Stage Presence**
 - On stage recognition by conference emcee
- **Attendee Access**
 - Post-conference opt-in attendee list
 - Lead generation/badge scanning

**Booth location is selected when registering and will be available on a first come, first serve basis.*



Carousel Business Partner (Basic Exhibitor) ~ \$1,800

- **Single 10'x10' exhibit booth**
 - Includes two (2) in person booth staff; one 6' draped table; pipe/drape side and back panels; two chairs; signage; wastebasket + virtual booth in Whova conference app
- **Attendee Access**
 - Lead generation/badge scanning

**Booth location is selected when registering and will be available on a first come, first serve basis.*



Add an Exclusive Branding Item to Your Package

Chief HR Professional Track Sponsor ~ \$2,500 (Limit 1)

Position your brand in front of top-level decision-makers by sponsoring this exclusive track designed for senior HR professionals.

Company Logo on Conference Lanyard ~ \$1,500 (Limit 1)

Your logo will hang around the neck of every attendee, ensuring high visibility throughout the entire event.

Break Sponsor ~ \$1,500 (Limit 1)

Sponsor a refreshment break and get recognized with signage and announcements as attendees recharge and network.

Company Logo on Attendee Badges ~ \$1,500 (Limit 1)

Put your brand front and center on every attendee badge—seen at every handshake, session, and interaction.

Signature Drink Sponsor (Tuesday Party) ~ \$1,500 (Limit 1)

Toast to visibility! Feature your company on signage and napkins at the Tuesday night party's signature cocktail bar.

Conference Pen Sponsor ~ \$1,000 (Limit 1)

Your logo will be in every attendee's hand—literally. Sponsor the official conference pen included in registration materials.

Logo on Charging Stations ~ \$500 (Limit 5)

Keep attendees (and their devices) powered up while showcasing your brand on charging station signage.



Additional Add-Ons

Post-Conference Attendee List* ~ \$500

The list will include name, company, job title and email for all attendees that opt in to having their information shared. Note: approximately 25% of the attendees opt out.

**Only available for ticket-holders of the "Carousel Business Partner"*

Tuesday Evening Party Guest Pass ~ \$65

Step right up for a night under the big top! This pass grants access to Tuesday's circus-themed celebration, featuring festive food, drinks, and dazzling entertainment.

Limit 5 per registrant.

Additional Booth Staff ~ \$500 per person

Limit two additional per business partner level.





Contact Us

Please reach out if you have any questions.



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