

HR: Don't Stop

Believin'



Building Strong,
Collaborative
Workplaces

Mohegan Sun

April 19-21, 2027



Business Partner Opportunities



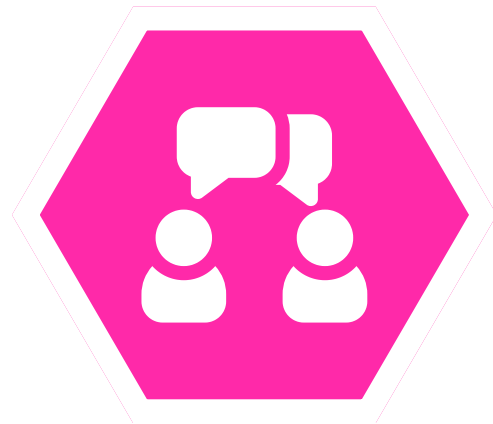
tristateshrm.com

About Tri-State SHRM

Tri-State SHRM is the largest SHRM affiliate conference in New England, bringing together more than 400 HR professionals, 40 speakers, and 70+ exhibitors and business partners. The conference features world-renowned keynote speakers, two and one-half days of educational sessions led by industry experts and HR practitioners, networking events, evening entertainment, and exciting prizes. From CHROs to HR students, attendees will find valuable learning opportunities, innovative ideas, and practical tools to advance their careers and strengthen their organizations. The event also offers the chance to connect with leading companies showcasing the latest HR products and services—all while enjoying the beautiful Mohegan Sun Resort & Casino.



Our Attendees



400
HR Professionals

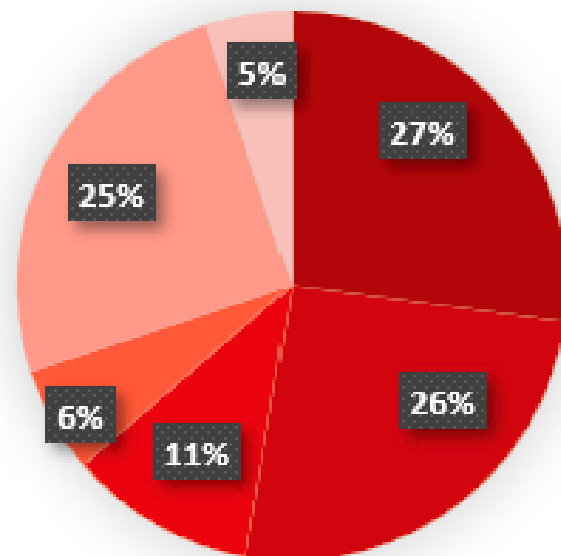
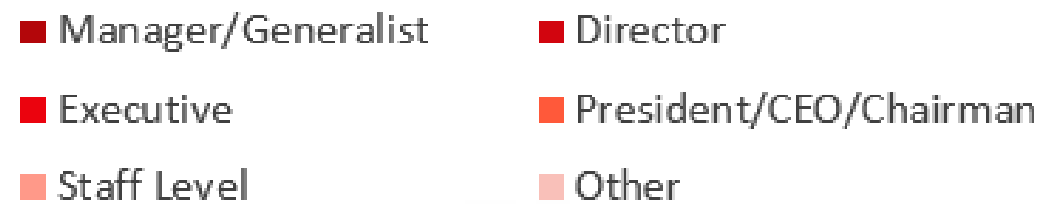


69%
Manager/Director Level
or Above

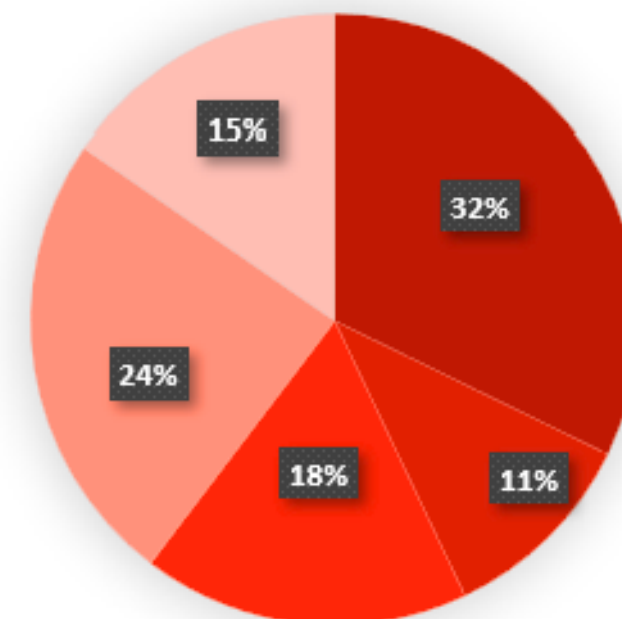
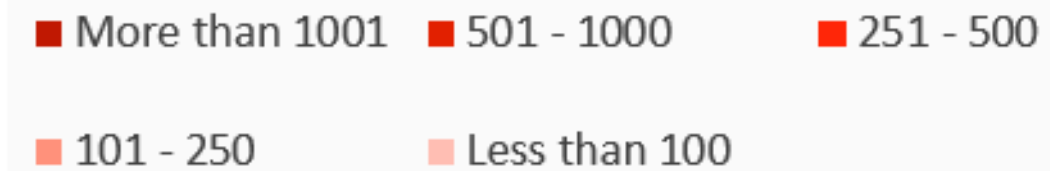


74%
Review, Recommend or Make
Final Buying Decisions

Role in Organization



Size of Organization



Business Partner Tiers

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

- \$10,000 - Hall of Fame Business Partner (SOLD!)
- \$7,500 - Headliner Business Partner
- \$5,000 - Rockstar Business Partner
- \$3,500 - Backstage Business Partner
- \$2,500 - Roadie Business Partner

REGISTER NOW!





Hall of Fame Business Partner - SOLD!

\$10,000 (presenting business partner) | Be the face of the conference.

- **Double 10'x20' exhibit booth in prime location**
 - Includes six (6) in person booth staff; two 6' draped tables; pipe/drape side and back panels; six chairs; wastebasket; booth signage; complimentary electricity; virtual booth in Whova conference app
- **Spotlight Branding**
 - Prominent logo placement on tristateshrm.com website
 - Prominent logo presence on conference signage
 - Logo included on Registration/Information Desk kiosks
 - Logo on conference bags for all 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)
 - Logo included on registration confirmation emails



Hall of Fame Business Partner

Continued...

- **Stage Presence**

- Exclusive opportunity to provide a 2-minute welcome message during Opening General Session
- On stage recognition by conference emcee
- Opportunity to provide a business partner-created, pre-recorded 60-second video commercial to run during one general session
- Opportunity to present one 60 minute concurrent session (must register/pay by October 1, 2026 to qualify)

- **Attendee Access**

- Ability to send targeted in-app messages to conference attendees through the Whova event platform (one attendee message campaign)
- Access to pre-conference opt-in attendee list
- Post-conference opt-in attendee list
- Lead generation/badge scanning



Headliner Business Partner

\$7,500 | Elevate Your Presence.

- **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; name signage; complimentary electricity; virtual booth in Whova conference app
- **Spotlight Branding in High Traffic Areas**
 - Prominent logo placement on tristateshrm.com website
 - Prominent logo presence on conference signage
 - Featured mention in at least two e-blasts to registered attendees
 - Social media recognition on all Tri-State SHRM platforms
 - Two push notifications in the Whova conference app during the live event
 - Logo on one charging station ~ keep attendees (and their devices) powered up while showcasing your brand on charging station signage
- **Stage Presence**
 - On stage recognition by conference emcee
 - Opportunity to provide a sponsor-created, pre-recorded 60-second video commercial to run during one general session
- **Attendee Access**
 - Send targeted in-app messages to conference attendees through the Whova event platform. One attendee message campaign.
 - Access to Pre-conference opt-in attendee list
 - Post-conference opt-in attendee list
 - Lead generation/badge scanning



Rockstar Business Partner

\$5,000 | Amplify Your Brand.

- **Single 10'x10' exhibit booth**
 - Includes three (3) in person booth staff; one 6' draped table; pipe/drape side and back panels; three chairs; wastebasket; name signage; wastebasket; virtual booth in Whova conference app
 - Opportunity to select booth location*
- **Spotlight Branding**
 - 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
 - One 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.*

Backstage Business Partner

\$3,500 | Say yes to success.

- **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; name signage; wastebasket; virtual booth in Whova conference app
 - Opportunity to select booth location*
- **Spotlight Branding**
 - 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.*



Roadie Business Partner

\$2,500| Basic Exhibitor

- **Single 10'x10' exhibit booth**
 - Includes two (2) in person booth staff; one 6' draped table; pipe/drape side and back panels; two chairs; name signage; wastebasket; virtual booth in Whova conference app
 - Opportunity to select booth location*
- **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 ~ \$2,000 (Limit 1).** Your logo will be seen throughout the conference as attendees wear their badges from session to session, networking events, and the exhibit hall.
- **Company Logo on Conference Name Badge ~ \$1,500 (Limit 1).** Put your brand front and center on every attendee badge—visible during every conversation, session, and networking opportunity.
- **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.
- **Gourmet Coffee Bar ~ \$2,500 (Limit 2 - Wednesday or Thursday).** Fuel attendee connections while showcasing your brand at one of the conference's most popular gathering spots. Your company will receive prominent recognition at the coffee bar throughout the ev.
- **Attendee T-Shirt ~ \$3,500 (Limit 1).** Take your brand beyond the conference. Your logo will be featured on the official conference t-shirt, creating lasting visibility long after the event concludes.
- **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.
- **Karaoke Sponsor (Tuesday Party) ~ \$3,500 (Limit 1).** Be the star of Tuesday night's entertainment. Receive prominent recognition at the conference karaoke event as attendees unwind, connect, and create memorable conference experiences.

Additional Add-Ons

Pre-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. The list is distributed 10 business days pre-conference.

Note: approximately 25% of the attendees opt out.

**Only available for ticket-holders of the "Rockstar, Backstage & Roadie Business Partners"*

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. The list is distributed 5 business days post-conference.

Note: approximately 25% of the attendees opt out.

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

Tuesday Evening Party Guest Pass - \$65

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

Note: this is for non-registered company attendees or guests

Additional Booth Staff - \$500 per person

Limited to two additional booth staff per business partner level.



Contact Us

Please reach out if you have any questions.



www.tristateshrm.com



lori@tristateshrm.com



P.O. Box 7372, Berlin, CT 06037