



2020 Sponsorship Prospectus

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Overview

Wednesday, March 4, 2020

9:00 am – 4:00 pm

Harrisburg University of Science and Technology

326 Market Street

Harrisburg, PA 17101

summits.harrisburgu.edu/OneHR/

Harrisburg University of Science and Technology is partnering with the Commonwealth of Pennsylvania and Human Resources Professionals of Central Pennsylvania to present the second annual *One|HR Conference: Continuing the Vision*.

This one-day conference will feature industry leaders discussing the latest trends, topics, resources and tools for human resources professionals in both the commonwealth and private sector. Whether new to the field or a seasoned HR pro, OneHR Conference has something for everyone.

Audience

The inaugural conference, held in March 2019, attracted nearly 750 attendees. While most attendees (90%) were from the Commonwealth, 10% came from the private sector.

Conference Format & Topics

Based on feedback from participants, we have expanded this year's events to include:

- Keynote
- Endnote
- Eight (8) simultaneous tracks, each with three (3) 45-minute sessions.

The tentative tracks and session topics include:

- **Data-Driven Decisions** – using data to drive recruitment, best practices in workforce planning in the public sector, HR case management
- **Emotional Intelligence** – using emotional intelligence in your work life, communications 101, living and leading through change in a positive manner
- **Employer Relations & Workforce Support** – challenging conversations, customer service & tough clients
Practical Applications – how to run an effective meeting
- **Recruit to Hire** – best practices in recruitment, positioning yourself as an employer of choice
- **Talent Management** – the future of talent development in the public sector
- **Technology & Tools** – artificial intelligence, virtual interviewing, virtual reality
- **Today's Workplace Issues**- diversity and inclusion

Networking and exhibit time occurs at breakfast, lunch, and several breaks (15 and 30 minutes) throughout the day.

Sponsorship Levels & Benefits

	Titanium	Platinum	Gold	Silver	Bronze	Lunch	AFTER HOURS Reception
Cost	\$7,500	\$5,000	\$4,000	\$3,000	\$1,000	\$500	\$1,500
Pre-Event Marketing*							
Logo included in attendee marketing emails	Large	Medium	Small				
Logo and link on conference website	Large	Medium	Small	Small	Small		
Ability to issue a conference press release	X	X	X	X	X	X	X
Conference Presence							
Booth size	2 8' tables Premiere location	8' table Premiere location	8' table	8' table	n/a	n/a	n/a
Electrical	Guaranteed	Guaranteed	Guaranteed	As available	n/a	n/a	n/a
Conference Access							
Full conference pass	5	3	2	1	1	0	0
Booth staff pass	4	3	2	2	n/a	n/a	n/a
After Hours (reception) pass	5	3	2	1	1	0	2
On-Site Marketing							
Advertisement in conference program	DBL page	Single full pg	¼ page	½ page	¼ page		
Recognition at opening keynote	X						
Recognition on conference slide decks	X	X					
Logo on conference signage	Large	Medium	Medium	Small	Small	Small	Small
Logo on lunch signage						X	
Logo on reception signage							X
Ability to introduce a seminar speaker	X						
Recognition at After Hours reception	X						X
Post Conference Marketing							
Promotion on social media outlets post events	X	X					
Mention in post event thank you emails	X	X					

*Recognition is dependent upon receiving sponsorship prior to materials being created.

Becoming a Sponsor

These are the steps to becoming a sponsor:

1. Email Sarah McDanolds, Program Coordinator, at SMcDanolds@HarrisburgU.edu indicating:
 - a. Your sponsorship level
 - b. Any special instructions for the invoice
 - c. Preferred payment method (invoice with check payment, invoice with wire transfer, or credit card)
2. HU (Sarah) will provide an invoice and payment information.
3. Once you confirm sponsorship is approved and payment is in progress, email Sarah with this information and your logo.
4. HU will update all marketing materials accordingly with your logo. Additionally, we will provide you with full sponsorship details, including exhibiting logistics.

In order to be included in the printed materials at the conference, we must receive your sponsorship commitment by **Monday, February 10, 2020**.