

Unleashing the Potential



**2006 New York State SHRM
Human Resource Conference & Exhibition**

**Sunday – Tuesday July 23 – 25, 2006
Turning Stone Resort & Casino**

**www.nysshrm.org
www.cnyshrm.org**

AFFILIATE OF



**Conference Invitation & Application
Exhibitor, Sponsor, and Professional
Partner**

Welcome

Welcome to the 2006 New York State SHRM Conference and Exposition!

Your colleagues in the Central New York Chapter of the Society for Human Resource Management, along with New York State SHRM State Council members are proud to host the state conference in Central New York on July 23 - 25, 2006 at the Turning Stone Resort & Casino.

For 2006 we have titled the event, "Unleashing the Potential" As the name implies, we intend for our conference to inspire, challenge and delight you. We believe in unleashing the potential of every individual. HR professionals are a vital resource in a company's effort to be successful and contribute to their community's economic prosperity. HR professionals must share a passion and dedication of the HR profession with their constituents. They must be creative, dynamic, versatile, committed, and with a high standard of professionalism.

Passionate HR professionals share a common vision in wanting to make a difference in their company and in helping to form their company's future direction. HR professionals also thrive in an environment of continuous learning, learning that is nourished and rewarded.



Schedule

Sunday, July 23

11 –2 pm	Exhibitor Registration & Setup
1 –5 pm	Registration
2 –4 pm	Pre-Conference Workshop
4 –5:15 pm	Cocktail Reception & Marketplace
5:30 - 6:30 pm	Dinner
6:45 –8:15 pm	Keynote Presentation

Monday, July 24

7:30 –8:30 am	Continental Breakfast
8:30 –10:00 am	Keynote Presentation
10:00 –11:00 am	Marketplace
11:15 –12:30 pm	Concurrent Sessions (4)
12:45 –1:30 pm	Lunch
1:30 –3:00 pm	Keynote Presentation
3:00 –4:00 pm	Marketplace
4:15 –5:30 pm	Concurrent Sessions (4)
5:30 –7:00 pm	Cocktail Reception & Marketplace

Tuesday, July 25

7:30 –8:30 am	Continental Breakfast
8:30 –9:45 am	Concurrent Sessions (3)
9:45 –10:30 am	Marketplace Prizes, Break and Checkout
10:30 –11:45 am	Concurrent Sessions (3)
12:00 –12:45 pm	Lunch
12:45 –2:15 pm	Keynote Presentation
2:15 –2:45 pm	Close, Drawings

A great conference . . . at an unbelievable venue!

Extend your brand identity and marketing capabilities with a strong visible presence at the 2006 NYS SHRM Conference & Exhibition. By taking advantage of this marketing opportunity, your company will gain valuable exposure and increased product visibility in front of today's top HR and business decision makers. Multiple levels of sponsorship opportunities are available.



2006 NYS SHRM Conference & Exposition • Turning Stone Resort & Casino • July 23 - 25, 2006



All conference registrants will receive an exclusive resort package:

- > \$ 112 per night accommodations, Tower Hotel
- > \$ 10 Match Play Coupon
- > \$ 5 Off Coupon at Selected Resort Restaurants
- > \$ 70 Greens Fees after 2 PM; Twilight Package
- > Discount Coupon Off Spa Treatment
- > Full Access to All Resort Amenities

Premium Partnerships

Four Star

\$ 7,500

- (1) Marketplace Booth
- 4 full conference registrations
- Recognition on the conference program back cover and a full page advertisement in the conference program
- A five-minute presentation of your company's products and services at one of the keynote addresses
- Advance copy of the participant listing as of July 1, 2006

Three Star

\$ 5,000

- (1) Marketplace Booth
- 3 full conference registrations
- Recognition on the conference program back cover
- A full-page advertisement in the conference program
- Advance copy of the participant listing as of July 1, 2006

Two Star

\$ 2,500

- (1) Marketplace Booth
- 2 full conference registrations
- Recognition on the conference program back cover
- A 1/2 advertisement in the conference program
- Advance copy of the participant listing as of July 1, 2006

One Star

\$ 1,500

- (1) Marketplace Booth
- 1 full conference registrations
- Recognition on the conference program back cover
- A 1/4 advertisement in the conference program
- Advance copy of the participant listing as of July 1, 2006

Partnership Opportunities

Audio-Visual \$ 1,500

Per Day

- AV Equipment, Day One, \$ 1,500
- AV Equipment, Day Two, \$ 1,500
- AV Equipment, Day Three, \$ 1,500

Includes: logo in program and guide with other special sponsors, one-page insert in registration bag (provided by sponsor), name recognition for sponsor on signage on day of sponsorship

Events \$ 1,000

Per Event

- Dessert Station –Cocktail Reception, July 23, \$ 1,000
- Dessert Station –Cocktail Reception, July 24, \$ 1,000
- Pre-Conference Workshop, July 23, \$ 1,000

Includes: logo in program and guide with other special sponsors, name recognition for sponsor on signage at particular special event

Breaks \$ 800

Per Break

- AM Break, July 24, \$ 800
- PM Break, July 24, \$ 800
- AM Break, July 25, \$ 800
- Dessert in Exhibition Hall, July 23, \$ 800
- Dessert in Exhibition Hall, July 24, \$ 800

Includes: logo in program and guide with other special sponsors, name recognition for sponsor on signage at particular special event

Exhibitor Information

Marketplace Times:

Sunday, July 23

1:00 –4:00 PM, 4:15 –5:15 PM (Marketplace Cocktail Reception)

Monday, July 24

10:00 AM –12:30 PM, 3:00 –5:30 PM, 5:30 –7:00 PM (Marketplace Cocktail Reception)

Tuesday, July 25

8:30 AM –noon

- **Set Up:** 11:00 AM –2:00 PM on Sunday, July 23; exhibitors may set up at the Event Center front foyer at any time
- **Tear Down:** Noon –2:00 PM, Tuesday, July 25
- **Shipments:** Exhibitors that want to ship items in advance must coordinate shipment through the sub-contractor hired by Conference to set up the Marketplace. You will be contacted by the contractor.

We invite all sponsors and exhibitors to bring a door prize for additional exposure. Door prizes will be raffled during high profile Marketplace periods and the conference evaluation period. A Grand Prize drawing will occur at the Marketplace Grand Finale.

Exhibitor Fee & Payment

- Fee; Booth - \$ 850
- Placement 1st-come-1st-served; Conference reserves right of placement unless 5 star partner
- Payment must be received with this agreement and sent to **CNY SHRM at P.O. Box 5216, Syracuse, NY 13220**. Make check payable to CNY SHRM.

Exhibitor Fee includes

- One free conference registration; additional meals extra
- Standard booth size 10' x 10'
- 6' table with skirting; signage mounted on rear curtain
- List of all exhibitors and participants provided at time of conference
- Marketplace open during Conference at indicated dates and times

Exhibitor Refund Policy

- An exhibitor may cancel or withdraw from the event in writing before April 1, 2006 for a full refund less a \$75 administrative fee. After April 1, 2006 no refund is provided.

Partner Agreement

- Terms:** This Agreement is valid from the date signed through the end of the 2006 State Conference (hereafter called Conference and to include CNY SHRM, NYS SHRM and its respective Directors, Officers, agents, or representatives).
- Door Prizes:** The Exhibitor/ Partner is encouraged to provide a door prize for additional exposure. Door prizes must be reviewed and approved by the Conference in advance. Door prizes will be raffled by the Conference during high profile Marketplace periods and the conference evaluation period.
- Production Timelines:** In order for the Conference to fulfill all promotional benefits for Partner and Advertiser, Partner/Advertiser agrees to submit to the Conference those items based on the sponsorship level, and may include as applicable:

Ads for Conference Program: Ad must be provided to Conference no later than March 1, 2006. If ad is not received by this date Conference reserves the right to develop ad for Sponsor and place the ad as agreed to.

Full Registrations: Exhibitor must provide Conference with name and full contact information of those individuals who assume conference Exhibitor/Sponsor registrations and as per the Sponsor's level. Sponsor must provide Conference with information no later than May 1, 2006.

Image Compression: At any time Conference reserves the right to compress electronic images provided if they are larger than 50 KB and to resize them.

Use of Sponsor's Logo on Pre-Conference Mailing and Advertising: Submission of Logo: Conference reserves the right to determine the logo, use and placement and at its sole discretion. Sponsors/Exhibitors must submit their logo in electronic format only, 300 dpi in .jpg (JPEG) format only. Logo must be submitted before production dates.

Logo on Conference Items: Sponsor may allow Conference to determine logo. If not, logo must be provided to Conference in jpeg format no later than March 1, 2006. If logo is not received by this date Conference reserves the right to determine logo and use logo at its sole discretion. Conference reserves the right to use and place the logo and at its sole discretion.

Registration Bag Insert: Insert must be provided to Conference no later than May 1, 2006. Sponsor will provide copies of insert in quantities determined by Conference. If the insert is not provided by this date the Sponsor forfeits this promotional benefit.

Logo on Conference Home Page: Conference reserves the right to determine the logo, and use and place logo on home page and its sole discretion.
- Release Waiver:** In conjunction with Exhibitor/Sponsor Trademark/logo/tag line and graphic images, exhibitor agrees to provide Conference a "release waiver" (email or written confirmation affirming the release pursuant to this agreement is acceptable) no later than 10 days following the date of this signed agreement, permitting Conference the right to use Exhibitor/Sponsor trademark/logo/tagline and graphics on all of Exhibitor/Sponsor promotional benefits, e.g.: on conference promotion web pages; on all Exhibitor/Sponsor benefit items Conference detailed in the Agreement (e.g., Platinum, Gold, Silver, booth only etc.); on any Conference Exhibit Hall promotional banner and signage, et al.
- Web Reference:** Exhibitor/Sponsor may publish an Internet hyperlink from Sponsor's web site to the Conference web site, and maintain the hyperlink as an active, functional, and correct link to the Conference web site through the duration of the Conference, ending July 25, 2006.
- Sponsor Trademark Usage Agreement:** Sponsor agrees to allow Conference to use the Sponsor's trademark/logo/tag line to perform and fulfill its Sponsor promotional services and benefits agreed to in the Conference Sponsorship Agreement.
- Mail Agreement & Payment:** A purchase order or payment must accompany this application and agreement and be received by CNY SHRM at P.O. Box 5216, Syracuse, NY 13220. For Sponsor, full payment must be received. SPONSORSHIPS ARE NON-REFUNDABLE.
- Exhibitor's Representative:** Each Exhibitor must have at least one person acting as its representative with authorization to enter into service contracts necessary for the installation and removal of exhibits and the provision for which each Exhibitor is responsible. All materials placed within an Exhibitor's booth is the sole responsibility of the Exhibitor. The Exhibitor agrees not to sublet any of their assigned space as provided.
- Method of Payment:** Check (or purchase order) enclosed with this signed Agreement and made payable to CNY SHRM.
- Non-Endorsement:** The use of CNY SHRM's or NYS SHRM's name or reference to the Conference does not constitute an endorsement by the Conference of the Exhibitor/Sponsor, or the Exhibitor/Sponsor services, products or programs. Additionally, the Exhibitor/Sponsor is not permitted to represent in any manner that such services, products, or programs have been endorsed by the Conference.
- Non-Exclusivity:** Conference does not award exclusive sponsorships nor establish exclusive relationships with Exhibitor/Sponsor. Exhibitor/Sponsor shall not imply that such a preferential relationship exists between Sponsor and Conference.
- Limited Liability:** In the event that circumstances beyond the control of the Conference interferes with, or prevents, Conference from fulfilling, in part, or all of, Exhibitor/Sponsor promotional benefits under this agreement, Exhibitor/Sponsor, by signing this agreement, holds Conference, as well as its Board of Directors, Officers, and members, harmless from all legal and financial liability to Exhibitor/Sponsor beyond the fee paid by Sponsor for this Sponsorship.
- Force Majeure:** Neither Conference or Exhibitor/Sponsor shall be deemed in default of this Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other cause beyond its control.
- Rejection of Exhibitor/Sponsor:** Conference reserves the right to reject a potential sponsor for any reason, at any time. Rejection will result in Sponsor forfeiting all benefits and any return of fees.
- Exhibit Standards:** Conference retains the right to prohibit any exhibitor, or part of an exhibit that it does not deem suitable for the exhibition, or in keeping in character with or purpose of this conference.
- Liability and Insurance:** Exhibitor/Sponsor agrees to protect, save or keep NYS SHRM and CNY SHRM, its authorized agents and the Turning Stone Casino forever harmless from any damages or charges imposed for a violation of any law or ordinance by the negligence of the Exhibitor/Sponsor, as well as strictly comply with the applicable terms and conditions contained in the agreement between the venue, NYS SHRM, and CNY SHRM regarding the exhibition premises. Further, the Exhibitor/Sponsor shall at all times protect NYS SHRM and CNY SHRM, and its agents and Board of Directors and Officers and affiliates against and from any loss, damage, liability or expense arising from the Exhibitor/Sponsor occupancy of exhibit space. The Exhibitor/Sponsor agrees to take great care in the protection of their property and releases CNY SHRM, NYS SHRM, its agents and affiliates, and the venue from any liability regarding damage or theft of property.
- Safety:** Fire regulations require that all display material used for decoration be flame proof. All electrical equipment including signage and lights shall be in good condition and be able to pass inspection by local fire authorities. Use of flammable materials necessary to the exhibit where no alternate can be used must first be brought to the attention of the Conference 2 months prior to the event and in writing.
- Shipping:** Exhibitor/Sponsor agrees to ship at their own risk and expense property to be exhibited or otherwise used at the Conference. All shipments must be coordinated, prepaid, and sent using Conference's official convention services organization.
- Site Rules:** Exhibitor/Sponsor agrees to all rules and regulations set forth by the venue site.
- Miscellaneous:** Exhibitor/Sponsor shall not foster or conduct outside activities that would take participants from the Conference functions and/or exhibition during scheduled hours.
- Copyright Permission:** Exhibitor/Sponsor represents and warrants that no work protected by copyright will be staged, produced or otherwise performed without the expressed written consent of the owner of the copyrighted material.
- Changes:** This Conference reserves the right to change conference dates, times, and schedules. The Conference reserves the right to make changes to the Exhibitor/Sponsor benefits with advance written notice to the Exhibitor/Sponsor.
- Entire Agreement:** This and all attachments hereto, constitute the entire Conference Sponsorship Agreement to which the Exhibitor/Sponsor agrees to adhere to.

2006 NYS SHRM Exhibitor, Sponsor, and Partner Conference Application/Contract

Instructions: Please complete this form and send it to the address below with your payment. Send any artwork or graphics electronically to pmazza1@twcny.rr.com. Please keep a copy of this contract for your records.

Company Name: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ # Attendees from Co.: _____

Premium Sponsorship

- | | |
|--|--|
| <input type="checkbox"/> 4 Stars—\$7,500 | <input type="checkbox"/> 2 Stars—\$2,500 |
| <input type="checkbox"/> 3 Stars—\$5,000 | <input type="checkbox"/> 1 Star—\$1,500 |

A Star Level is also an Exhibitor and receives a booth in the marketplace, program ad, as well as other benefits.
Refer to the information in this packet for details.

Briefly describe your Company's products/services:

Partnerships

- | | |
|--|---|
| <input type="checkbox"/> AV Equipment, Day One—\$1,500 | <input type="checkbox"/> AM Break, 7/24—\$800 |
| <input type="checkbox"/> AV Equipment, Day Two—\$1,500 | <input type="checkbox"/> PM Break, 7/24—\$800 |
| <input type="checkbox"/> AV Equipment, Day Three—\$1,500 | <input type="checkbox"/> AM Break, 7/25—\$800 |
| <input type="checkbox"/> Dessert Station, Cocktail reception, 7/23—\$1,000 | <input type="checkbox"/> Dessert in Exhibition Hall, 7/23—\$800 |
| <input type="checkbox"/> Dessert Station, Cocktail reception, 7/24—\$1,000 | <input type="checkbox"/> Dessert in Exhibition Hall, 7/24—\$800 |
| <input type="checkbox"/> Pre-Conference Workshop, 7/23—\$1,000 | |

Special & Advertisers

- | | |
|---|---|
| <input type="checkbox"/> Keynote Address—\$5,000 | <input type="checkbox"/> Ad in Program; Full Page 7.5 x 10—\$700 |
| <input type="checkbox"/> Cocktail Reception—\$7,500 | <input type="checkbox"/> Ad in Program; 1/2 Page 7.5 x 4.75—\$350 |
| | <input type="checkbox"/> Ad in Program; Inside Back or Front Cover —\$850 |
| | <input type="checkbox"/> Ad in Program; 1/4 Page 3.5 x 4.75—\$200 |

Exhibitor (Booth exhibitors will be contacted by Exhibition Hall contractor)

- Booth—\$850 ; list any special needs for your booth (attach additional pages, if necessary):

TOTAL ENCLOSED: \$ _____

Check # _____ (payable to CNY SHRM)

____ Visa ____ Mastercard ____ AMEX

Card # _____ Exp. Date _____ Signature _____

As my Company's representative, I hereby acknowledge that either myself or my Company will be responsible to pay the amount listed for total services selected. I understand that additional information will be provided upon receipt of payment. I have read and agree to abide by the terms and conditions of the Agreement regarding sponsors and exhibitors as set forth in this document.

Signature: _____ Name (Printed) _____ Date _____

Mail Check Payment To: CNY SHRM, P.O. Box 5216, Syracuse, NY 13220
For Credit Card Purchases: Use this form or go online to www.cnyshrm.org