SHRM Jacksonville



HR NOW

Tools. Tactics. Strategies.

2027 ANNUAL CONFERENCE

Friday, April 9, 2027

Hilton Jacksonville at Mayo Clinic
Jacksonville, Florida

Exhibitor & Sponsorship Opportunities

ABOUT THE EVENT

The 2027 SHRM Jacksonville Annual Conference is a unique opportunity for your organization to connect with Human Resources professionals who work in a variety of government and private sectors.

SHRM Jacksonville is committed to engaging with HR Professionals through an energizing and informative program of speakers and facilitating networking and business opportunities for business partners through an interactive exhibition and a dynamic program of events.

The SHRM Jacksonville Annual Conference brings 250 attendees from the Northeast Florida and Southeast Georgia area and includes HR Professionals from small, mid-sized and large organizations across a wide range of industries. Business Partners and exhibitors will receive acknowledgement prior to, during and after the conference through conference materials, the website, and social media, as well as enjoy significant contact with HR Professionals during the exhibition and events.

We look forward to your participation in this premier industry event, and to welcoming you to Jacksonville, FL in April 2027.

TERMS AND CONDITIONS

Applications will not be considered complete until payment is received. All Sponsors/Exhibitors agree to abide by the terms and conditions listed below including the email marketing policy (applicable to all sponsors and those exhibitors who purchase attendee roster). All session and track sponsorship will be assigned on a first come, first serve basis and is subject to availability.

No refunds will be made after March 10, 2027. Cancellation requests received after March 10, 2027, will result in SHRM Jacksonville retaining the entire amount Exhibit fee. A 75% refund will be made if notification is received in writing prior to March 10, 2027. For your files, our EIN# is: 41-2075812.

Exhibit Removal; Exhibit Space: The exhibitor assumes responsibility for any and all loss, theft and/or damage to exhibitor's displays, equipment and other property while on the Tournament Players Club premises, and hereby waives any claim or demand it may have against the Tournament Players Club or SHRM Jacksonville, Inc. and their respective parent, subsidiary and other related or affiliated companies from and against any attorneys' fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents..

To sponsor or exhibit, please visit:
https://bit.ly/3X8DWJG

EXHIBITOR PACKAGES

Exhibitor Packages include sponsorship opportunities that allow for a booth in the Expo Hall and include various marketing opportunities before, during and after the conference.

	Achiever (up to 16 available)	**Innovator** (up to 8 available)	**Trailblazer** (1 available)
Price	$2,000	$3,000	$10,000
Booth Size & Location	Single in Exhibit Room (8-foot Table)	Single in Hallway (10-foot Table)	Double in Conference Room (Two 10 X 10 Tables)
Booth Attendees**	1	2	4
Ad in Conference Program	Business Card	Quarter Page	Full Page
Conference Bag Insert	✓	✓	✓
Company Logo on Presentation Screen	✓	✓	✓
Logo on SHRM Jacksonville Conference Website	✓	✓	✓
Logo on signage throughout Conference	✓	✓	✓
Logo on Conference Marketing	✓	✓	✓
List of Attendees	N/A	One week after conference	One week before & after
Marketing Credit***	N/A	$500	$2,000
3-minute microphone time	N/A	N/A	✓

* Booth Type includes Pipe and Drape.

** Includes access to happy hour + one drink ticket.

*** Marketing credits are used to purchase marketing emails and other electronic marketing opportunities throughout the year with SHRM Jacksonville.

Please note: All sponsorships must be aid in full before any logos are placed in/on conference marketing materials.

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SPECIALITY PACKAGES

Enhance the overall value of your attendance with our specialty packages.
Limited company sponsorships permitted.

	"Recharge Station" Snack Sponsor (1 available)	"Power Lunch" Meal Sponsor (2 available)	"The Difference Maker" HR Excellence Award Sponsor (1 available)
Price	$1,000	$1,500	$2,500
Logo on signage	✓	✓	✓
Ad in Conference Program	Quarter Page	Half Page	Half Page
Conference Website Marketing	N/A	✓	✓
Logo on Conference Marketing Materials	✓	✓	✓
Conference Bag Insert	✓	✓	✓
List of Conference Attendees	N/A	After Conference	After Conference
Signage on display next to food stations	✓	N/A	N/A
Networking/Happy Hour Tickets	2	4	4
Conference Attendees	**N/A**	**2**	2
LOGO on HR Excellence Award	**N/A**	**N/A**	✓
Presentation of Award + 3-minute microphone time	**N/A**	**N/A**	✓

Please note: All sponsorships must be paid in full before any logos are placed in/on conference marketing materials.

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EXCLUSIVE PACKAGES

Exclusive Packages are limited and will be reserved on a first-come, first-serve basis.

	"HR Toolkit" Conference Bag Sponsor (1 available)	"Takeaway Talks" Speaker Session Sponsor (4 available)	"The Big Idea" Keynote Speaker Sponsor (1 available)
Price	$750	$1,000	$1,500
Logo on Conference Marketing Materials	✓	✓	✓
Supply Conference Bags with Logo	✓	N/A	N/A
Introduction Slide with Logo	N/A	✓	✓
Introduction of Speaker + 2-minute microphone time	N/A	N/A	✓

Can't attend the conference? Here are opportunities to market your company.
Limited company sponsorships permitted.

	Quarter Page AD	QR Code	Photo Op
Price	$250	$500	$500

Please note: All sponsorships must be paid in full before any logos are placed in/on conference marketing materials.

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Interested in the 2027 Annual Conference Business Partner & Sponsorship Opportunities? Please scan or visit:

https://bit.ly/3X8DWJG

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