People.
Purpose.
Impact.

Demonstrating the Value of HR

WA SHRM Annual Conference
Meydenbauer Center, Bellevue

March 25, 2027

2027 SHRM Washington State Annual Conference

Sponsor Prospectus

SHRM Washington State

AFFILIATE OF SHRM®

BETTER WORKPLACES BETTER WORLD™



Benefits of Sponsorship

With over 500 HR and business professionals attending, sponsorship opportunities provide a powerful, cost-effective way to enrich your company's brand and connect with key decision makers in local businesses throughout Washington. Never before has the HR community needed to connect and share. Your company's sponsorship of this conference will:

- Increase your company's visibility within the HR and workforce community
- Provide opportunities to showcase your products and services
- Position your organization as an ally and a leader in the industry
- Reach concentrated groups of HR leaders and professionals
- Stimulate leads by engaging prospects in a pertinent environment

For more information on the opportunities that follow, contact the SHRM Washington State Sponsorship Co-Directors here:
sponsorship@wastateshrm.org



Emily Henderson
509.881.0427



Adriann Dooly
425.691.2596

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Dear Valued Partner,

We're excited to invite you to the **2027 SHRM Washington State Annual Conference!**

This year's conference takes place on **Thursday**, **March 25, 2027**, at the Meydenbauer Center in Bellevue, Washington.

This year's conference will focus on the value and impact of HR and the critical role HR professionals play in shaping business strategy, navigating change, managing risk, and building workplaces where people and organizations thrive.

Today's HR leaders are navigating rapidly evolving technology and AI, changing employment laws, workforce expectations, and new business challenges. This one-day event will bring together 500+ HR professionals and business leaders from across Washington to learn, connect, and prepare for what's next.

What to Expect:

- Inspiring keynotes and engaging educational sessions
- Practical insights on AI, employment law, leadership, and the evolving workplace
- Meaningful networking with HR professionals and business leaders
- Innovative tools and solutions from our sponsors and partners

For more than 20 years, the Washington State SHRM Annual Conference has brought Washington's HR community together to learn, connect, and advance the profession.

As the largest HR conference in Washington, it also offers sponsors an exceptional opportunity to connect with HR professionals who influence workplace strategy, purchasing decisions, and organizational priorities. Sponsorship opportunities, early bird pricing, and exhibitor details are included on the following pages.

On behalf of SHRM Washington State , we invite you to join us in Bellevue and be part of an impactful 2027 conference.

Sincerely,
Jane Billbe
Past President & Co-Conference Director

Eric Saniatan
Co-Conference Director

SHRM Washington State



Eric Saniatan
Co-Conference Director
SHRM Washington State



Jane Billbe
Past President & Conference Director
SHRM Washington State

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> Thank you for your sponsorship! The vendor hall was a lively and fun place to visit. I really enjoyed speaking to and thanking the various vendors for their support of our conference!
>
> -Conference Attendee

> The energy at this conference is hard to beat. People are engaged, curious, and genuinely want to learn about what we do.
>
> -2026 Sponsor

> This is one of those events we genuinely look forward to every year. The energy is great, the attendees are engaged, and we always walk away with new relationships and opportunities.
>
> -2026 Sponsor

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2026 Participation Data

SHRM Washington State

WHO YOU'LL MEET

- **84** Executives & VPs
- **90** Directors
- **120** Managers

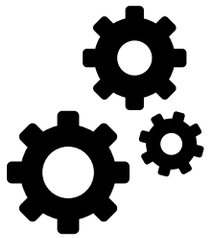
542
ATTENDEES

380+
ORGANIZATIONS REPRESENTED

58%
MANAGER LEVEL AND ABOVE

Connect with the professionals who are shaping people strategy, workplace culture, and organizational investment across Washington

TOP INDUSTRIES REPRESENTED



Manufacturing & Distribution



Professional Services



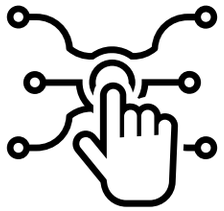
Government



Healthcare



Non-Profit:



Technology



Education

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2026 Sponsors

People.
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WA SHRM Annual Conference
Meydenbauer Center, Bellevue

March 25, 2027

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PLATINUM

WA529 Washington Education Savings Plans 529.wa.gov

GOLD

Corporate Traditions

The Partners Group

thread

SILVER

A WorkSAFE Service, Inc.

AIHR Academy to Innovate HR

The Hartford

HMA

aetna

Associated Bank

AJAC Advanced Manufacturing Apprenticeships

Alliance 2020

Approach Management

BLS

Brown & Brown

Compensation Connections

Colonial Life

King County Metro

HUB

HyperEquity

Insperity HR that Makes a Difference

Kaiser Permanente

Acrisure

NEOGOV

USI

ONEHCM

paylocity Forward Together

PAYNW

Redpoint Claims

washington healthplanfinder

Express Evaluations Performance | Goals | Pulse

Robert Half Talent Solutions

simplyverified

spot pet insurance

Stokes Lawrence

TestGenius

revive

UKG HR, Pay, & Workforce Management

UnitedHealthcare Medicare Solutions

Willamette Dental

SHRM Washington State

RIPPLING

BREAKFAST | LUNCH | COFFEE

Gallagher

Miller Nash LLP

ONEDIGITAL

BREAK

PHOTOGRAPHY

Cracked Nut creatives

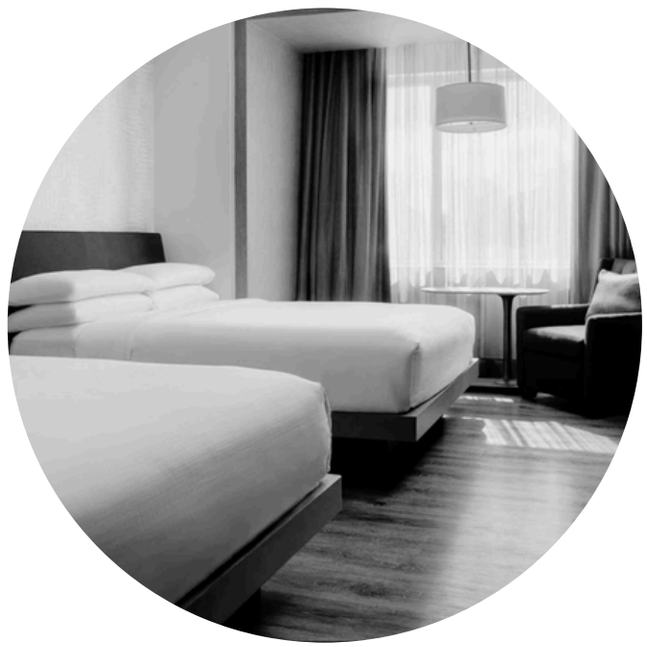
Location



The conference will take place at the Meydenbauer Center conveniently located in the heart of Bellevue, WA. The center has ample parking and is close to area hotels and restaurants.



The vendor booth area is on the same floor as our General Sessions. This will increase vendor visibility and offer multiple opportunities for engagement with conference attendees.



Guests and sponsors can enjoy discounted rates at the nearby Seattle Marriott Bellevue through our exclusive conference room block (available while rooms last). Additional hotels are also offering preferred rates for attendees as part of our courtesy room blocks at nearby hotels.

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Sponsorship At-a-Glance

SHRM Washington State

	TITLE	PREMIER	PLATINUM	GOLD	SILVER
Recognized Event Sponsor on Looping Slideshow	X	X	X	X	X
Commercial and Closing Keynote Introductions Introduce your company and the closing keynote - your commercial can be up to 3 minutes before introducing the closing keynote speaker.	X				
Breakout Session Speaker introduction and give brief commercial - up to 3 minutes	X	X	X	X	
Exhibitor Booth	Prime Booth	Prime Booth	Prime Booth	Prime Booth	Standard Booth
Exhibitor Full Conference Passes Included (includes meals)	4	2	2	2	2
Logo Advertisement (Website, Whova App, Promo Materials, signage at the registration desk)	X	X	X	X	X
Social Media Promotional Messages	X	X	X		
Pre-Conference Webinar Recognition	X	X	X	X	X
Post-Conference Attendee Direct Email Communications Direct outreach only, no marketing lists	6 emails	5 emails	4 emails	3 emails	2 emails
Leads Captured During Exhibitor Sessions	✓ May be added to your marketing lists				
Hotel Accommodations: Sponsors receive access to the attendee room block and discounted hotel rates.	X	X	X	X	X
EARLY BIRD PRICING	$15,000	$12,500	$8,000	$5,500	$2,750
REGULAR PRICING (2/1/2027)	$20,000	$15,000	$10,000	$7,000	$3,500
QUANTITY AVAILABLE	1	1	1	3	25



Exclusive Sponsorships

Own the moment. Be the only brand attached to one of these high-visibility experiences.

NETWORKING RECEPTION

$7,500

Kick off the conference at the March 24th reception at the Seattle Marriott Bellevue. Your brand is featured on the welcome signage, in the conference app, and you have 5 minutes to address attendees directly.

BREAKFAST

EARLY BIRD BY 1/31/27

$3,500

Start the day front and center. Includes recognition from the stage, keynote introduction, and the opportunity to place branded items on breakfast tables.

Regular Price: $5,000

LUNCH

EARLY BIRD BY 1/31/27

$3,500

Be the featured host of the conference lunch. Includes recognition from the stage, keynote introduction, and the opportunity to place branded items on lunch tables.

Regular Price: $5,000

BREAKS

EARLY BIRD BY 1/31/27

$3,500

Keep your brand visible during morning and afternoon snack breaks, with host recognition and the opportunity to place branded items on break tables

Regular Price: $5,000

COFFEE CART

Flexible opportunities

Sponsor the coffee experiences for the full conference day - or choose a morning or afternoon placement. Pricing is scaled, giving sponsors flexibility to match their visibility goals and budget. Inquire for pricing.

Full Day | Morning | Afternoon

MEMBER LOUNGE

Sponsor the Member Lounge—a dedicated space for connection and conversation with SHRM chapter members and chapter leadership from across Washington. A unique opportunity to build relationships with engaged HR professionals in a more relaxed setting.

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NOTE: All sponsorships are on a first-come, first-served basis.



Title Sponsorship ONLY 1 AVAILABLE

March 25, 2027

EARLY BIRD PRICING
$15,000
Starting
2/1/2027
$20,000

The 2027 Title Sponsorship provides advanced networking opportunities with special recognition in the main ballroom: Title Sponsor signage with company logo at registration desk and a prime exhibitor booth.

At the Conference

- Recognition in all conference materials
- Closing Keynote Introduction and Company Comments - Closing keynote speaker introduction and brief commercial regarding your organization (up to 3 minutes) at a keynote session
- Recognized as main event sponsor on rolling PowerPoint slides
- Breakout session - Speaker introduction and brief commercial regarding your organization
- Top Exhibitor Booth location with four (4) exhibitors admitted (includes meals and breaks) - Additional booth staff members are $99/pp

Marketing and Brand Recognition

- Pre-Conference -
  - Logo listed on sponsorship page during pre-conference webinars
  - Logo included on conference promotional materials and emails
  - Social media promotional messages
- Company logo at the registration desk
- Company logo displayed in all General Sessions
- Full-page color advertisement in conference program (inside front cover)
- Premium logo placement with link to company website on the conference app
- Top tier logo placement with link to company website on the conference website
- Annual sponsorship of quarterly SHRM Washington State Board Meetings

Benefits Post-Conference

- Recognition in post-event thank you email to all attendee types
- Social media promotional message
- Post-Conference Attendee Direct Email Communications - 6 emails

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NOTE: All sponsorships are on a first-come, first-served basis.



Premier Sponsorship ONLY 1 AVAILABLE

March 25, 2027

EARLY BIRD PRICING
$12,500
Starting
2/1/2027
$15,000

The 2027 Premier Sponsorship provides additional networking opportunities with special recognition in the main ballroom: Premier Sponsor signage with company logo at registration desk and a prime exhibitor booth.

At the Conference

- Recognition in all conference materials
- Recognized as premier event sponsor on rolling PowerPoint slides
- Breakout session - speaker introduction and brief commercial regarding your organization
- Prime exhibitor booth with two (2) exhibitors admitted (includes meals and breaks) - Additional booth staff members are $99/pp

Marketing and Brand Recognition

- Pre-Conference
  - Logo included on conference promotional materials and emails
  - Social media promotional messages
  - Premium logo placement with link to company website on the conference website benefits
- Company logo at the registration desk
- Company logo displayed in all General Sessions
- Full-page color advertisement in conference program (prime viewing location)
- Premium logo placement with link to company website on the conference app

Benefits Post-Conference

- Post-Conference Attendee Direct Email Communications - 5 emails

SIGN UP HERE

NOTE: All sponsorships are on a first-come, first-served basis.



Platinum Sponsorship ONLY 1 AVAILABLE

March 25, 2027

EARLY BIRD PRICING
$8,000
Starting
2/1/2027
$10,000

The 2027 Platinum Sponsorship provides additional networking opportunities with special recognition in the main ballroom: Platinum Sponsor signage with company logo at registration desk and a prime exhibitor booth.

At the Conference

- Recognized as event sponsor on rolling PowerPoint slides
- Breakout session - speaker introduction and brief commercial regarding your organization
- Prime exhibitor booth with two (2) exhibitors admitted (includes meals and breaks) - Additional booth staff members are $99/pp

Marketing and Brand Recognition

- Pre-Conference
  - Logo listed on sponsorship page during pre-conference webinars
  - Logo included on conference promotional materials and emails
  - Social media promotional messages
  - Premium logo placement with link to company website on the conference website
- Company logo at the registration desk
- Company logo displayed on the wall in all General Sessions using a gobo (AV device used to prominently project logo on any surface)
- Full-page color advertisement in conference program
- Premium logo placement with link to company website on the conference app

Benefits Post-Conference

- Recognition in post-event thank you email to all attendee types
- Social media promotional message
- Post-Conference Attendee Direct Email Communications - 4 emails

SIGN UP HERE

NOTE: All sponsorships are on a first-come, first-served basis.



Gold Sponsorship ONLY 3 AVAILABLE

March 25, 2027

The 2027 Gold Sponsorship provides additional networking opportunities with special recognition in the main ballroom: Gold Sponsor signage with company logo at registration desk and a prime exhibitor booth.

EARLY BIRD PRICING

$5,500

Starting 2/1/2027

$7,000

At the Conference

- Recognized as event sponsor on rolling PowerPoint slides
- Breakout session - speaker introduction and brief commercial regarding your organization
- Prime exhibitor booth with two (2) exhibitors admitted (includes meals and breaks) - Additional booth staff members are $99/pp

Marketing and Brand Recognition Pre-Conference

- Pre-Conference
  - Logo listed on sponsorship page during pre-conference webinars
  - Logo included on conference promotional materials and emails
  - Premium logo placement with link to company website on the conference website
- Premium logo placement with link to company website on the conference app
- Company logo at the registration desk
- Half-page color advertisement in conference program

Benefits Post-Conference

- Post-Conference Attendee Direct Email Communications - 3 emails

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NOTE: All sponsorships are on a first-come, first-served basis.



Silver Sponsorship ONLY 25 AVAILABLE

March 25, 2027

The 2027 Silver Sponsorship provides additional networking opportunities with special recognition in the main ballroom: Silver Sponsor signage with company logo at registration desk and a standard exhibitor booth.

EARLY BIRD PRICING

$2,750

Starting 2/1/2027

$3,500

At the Conference

- Recognized as event sponsor on rolling PowerPoint slides
- Standard exhibitor booth with two (2) exhibitors admitted (includes meals and breaks) - Additional booth staff members are $99/pp

Marketing and Brand Recognition

- Pre-Conference
  - Logo listed on sponsorship page
  - during pre-conference webinars
  - Logo included on conference promotional materials and emails
  - Logo placement with link to company website on the conference website
- Logo placement with link to company website on the conference app
- Company logo at the registration desk

Benefits Post-Conference

- Post-Conference Attendee Direct Email Communications - 2 emails

SIGN UP HERE

NOTE: All sponsorships are on a first-come, first-served basis.

EXHIBITOR BOOTH OPTIONS

Two great options. Shared essentials. Different advantages.

THANK YOU
for partnering with us to make this conference a success!

PRIME EXHIBITOR BOOTH

Prime booth placement
for maximum foot traffic

ADDITIONAL ADVANTAGES

Optional monitor(s)
(pricing available upon request)

Optional install and dismantle
(pricing available upon request)

INCLUDED IN BOTH

- One (1) 6’ table
- One (1) electrical connection
- One (1) power strip
- Two (2) chairs
- Wastebasket
- Sponsor only WiFi access
- Material handling – up to 4 packages

STANDARD EXHIBITOR BOOTH

General booth placement

ADDITIONAL ADVANTAGES

Optional monitor
(pricing available upon request)

Optional install and dismantle
(pricing available upon request)

QUESTIONS?
We’re here to help!

Please contact us with any questions regarding exhibitor booth options, logistics, or sponsorship benefits.

Email us:
sponsorship@wastateshrm.org

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SPONSORSHIP
Policies & Guidelines

These policies ensure a fair, professional, and valuable experience for all sponsors, exhibitors, and attendees.

THANK YOU
for partnering with us to make this conference a success!

1 SPONSORSHIP PAYMENT

PAYMENT DEADLINE
Payment for all sponsorships must be received no later than **March 25, 2027**, the date of the conference.

LATE PAYMENTS
Any outstanding sponsorship balance after March 25, 2027, will be subject to a **3% late fee per month** until payment is received in full.

CREDIT CARD PAYMENTS
A **3% processing fee** will be added to all sponsorship payments made by credit card. Sponsors may avoid this fee by submitting payment via check.

2 ATTENDEE COMMUNICATIONS & CONTACT INFORMATION

DIRECT EMAIL COMMUNICATIONS
Sponsors may use the conference attendee list for the number of direct email communications included with their sponsorship level.

REGISTRATION LIST CONTACT INFORMATION
Attendee contact information provided through the registration list may be used for direct communications only. This information may not be added to ongoing marketing, newsletter, CRM, or other distribution lists.

EXHIBITOR LEAD CAPTURE
Attendees who engage directly with a sponsor and are captured as leads during exhibitor sessions may be added to the sponsor's mailing or CRM lists and used for ongoing follow-up and marketing communications.

RESPONSIBLE USE
Sponsors are expected to use attendee information responsibly and in accordance with the communication benefits and guidelines associated with their sponsorship level.

ALL SALES ARE FINAL. NO REFUNDS OR CANCELLATIONS.

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