



# HR 2020: Building a New Vision Together

VIRTUAL CONFERENCE - SPONSORSHIP PROSPECTUS 2020

[www.ipma-hr.org](http://www.ipma-hr.org) | [meetings@ipma-hr.org](mailto:meetings@ipma-hr.org) | (703) 549-7100

IPMA-HR is hosting a 2-day virtual event on October 21-22, 2020 offering two Keynote presentations, educational sessions, networking opportunities, and fun virtual social events. Contact us to reserve your sponsorship spot!

## PLATINUM - \$15,000 (2)

- Acknowledgement as Platinum sponsor for opening **OR** closing Keynote presentation
- Five minute pre-recorded video prepared by sponsor rolling before the opening **OR** closing Keynote
- Company logo and link prominently displayed on conference website and marketing materials
- Two social media posts with sponsored logo, pre-event and during event
- Attendee list for one pre-event and one post-event marketing email
- Two complimentary registrations to event

## GOLD - \$10,000 (5)

- Sponsorship of one of 4 Region Networking Event **OR** the Closing Event, with opening remarks
- Company logo on the schedule and relevant marketing materials
- One social media post with sponsored logo
- Pre-recorded commercial break during session breaks
- Attendee list for one pre-event marketing email
- Two complimentary registrations for event

## SILVER - \$8,000

- Hosted *Entertainment Option*\*, with opening remarks to event
- Company logo on the schedule and relevant marketing materials
- One social media post with sponsored logo
- One complimentary registration for event Conference

\**Entertainment Option could include Bingo, Meditation, Trivia, Giveaway, or some other social event.*



# HR 2020: Building a New Vision Together

VIRTUAL CONFERENCE - SPONSORSHIP PROSPECTUS 2020

[www.ipma-hr.org](http://www.ipma-hr.org) | [meetings@ipma-hr.org](mailto:meetings@ipma-hr.org) | (703) 549-7100

## AGENDA - WEDNESDAY, OCTOBER 21

11:30 AM-11:45 AM	Opening Remarks
11:45 PM-12:45 PM	2020 Vision and Beyond... Thinking Differently to Achieve New Results <i>Keynote Session</i>
12:45 PM-1:45 PM	COVID-19 Experience <i>Discussion Panel</i>
1:45 PM-2:00 PM	Break
2:00 PM-2:45 PM	Inclusion in Action: Combating Micro Inequities in the Workplace <i>General Session</i>
2:45 AM-3:15 PM	Break
3:15 PM-5:00 PM	IPMA-HR Regions Roundup Networking Event <i>Networking/Social Event</i>

## AGENDA - THURSDAY, OCTOBER 22

11:30 AM-11:45 AM	Opening Remarks
11:45 AM-12:45 PM	Compassion Fatigue and the HR Profession <i>General Session</i>
12:45 PM-1:00 PM	Break
1:00 PM-2:00 PM	Addressing Racial Inequities, Diversity and Inclusion In Organizations <i>Discussion Panel</i>
2:00 PM-2:15 PM	Break
2:15 PM-3:15 PM	How HR Professionals Can Reinvent Themselves in an Era of Disruption <i>Keynote Session</i>
3:30 PM-4:30 PM	Closing Remarks/Networking Event <i>Networking/Social Event</i>