SPONSORSHIP & EXHIBITOR PROSPECTUS

The CUPA-HR State Chapters of Alabama, Florida & Georgia present:
Sunday, June 14 - Tuesday, June 16, 2020
The Grand Hotel Golf Resort & Spa, Point Clear, AL
Exhibitor Prospectus

2020 Annual Conference

It is our pleasure to invite you to participate in the annual conference sponsored by the CUPA-HR Alabama, Florida, and Georgia Chapters at The Grand Hotel Golf Resort & Spa in Point Clear, AL on June 14-16, 2020. Attendees represent all levels and functional areas of Human Resources within Alabama, Florida and Georgia’s vast systems of higher educational institutions.

The joint Annual Conference of the CUPA-HR Alabama, Florida and Georgia Chapters is a three-day event, with an anticipated participant list of 150 or more HR professionals representative of more than 75 public and private institutions throughout the tri-state area. The conference is open to attendees from other states as well. The program will feature topics and discussions on all areas of human resources with a diverse group of facilitators and speakers.

This conference is a great way to reach HR practitioners and leaders from three states at one time! Sponsoring this event is one of the best ways for you as a vendor to have access to various college and universities to show your commitment to academia, increase your company's exposure, build brand loyalty, and stimulate sales among human resource decision makers in higher education. We have designed our conference to encourage interaction between HR practitioners and corporate partners, while ensuring we provide programs that will be beneficial to our attendees.

Sponsoring or exhibiting at our conference is a FANTASTIC opportunity to:

- Make contacts with HR practitioners from multiple states
- Gain recognition
- Develop and strengthen your brand awareness
- Network
- Generate sales

Take advantage of this outstanding opportunity to showcase your products and services, and network with college and university human resource professionals including Chief HR Officers (VPs, AVPs), Directors, Managers, and Practitioners in the various areas of Human Resources:

- Employee Relations
- Recruitment, Employment & Staffing
- Compensation
- Benefits
- Wellness
- Training & Organizational Development
- EEO/Affirmative Action/Title IX
- Project Management

On the following page, we present to you a variety of options to PARTNER with us to make this conference a success! We hope that you will consider lending your support at one of the listed sponsorship levels, and believe you will find an option that best suits your organization’s capabilities.

Should you have any questions or do not feel any sponsorship options would be suitable for your organization, please contact:

Arlene Brown, President of AL CUPA-HR, brownaa@auburn.edu
Leander Hamilton, President-Elect of FL CUPA-HR, lehamilton@ut.edu
Juanita Hicks, President of GA CUPA-HR, Juanita.Hicks@usg.edu
We deeply appreciate your consideration and thank you for the opportunity to discuss our chapters. We look forward to working with you!

The following sponsorships and benefits are available:

**Deep Blue Level -- $5000**

- Ability to choose a function(s) of the conference in which to attach organizations name as sponsor
- Large logo placed in program
- Large logo placed on conference signage
- Three complimentary meeting registrations
- Logo featured in a PowerPoint point screen during pauses/breaks in conference
- Opportunity to address the full conference for up to 5 minutes before a general session
- Vendor booth at prime location
- Opportunity to include materials and/or giveaways in participant packets
- Recognition on the conference website “Sponsors Page” as a major sponsor of CUPA HR
- Opportunity to provide subject matter by the sponsor or by sponsoring an expert presenter on the subject matter
- Sponsor’s logo may be added to event giveaways
- Event attendee list provided

**Gulf Stream Level -- $3000**

- Large logo placed in program
- Large logo placed on conference signage
- Two complimentary meeting registrations
- Logo featured in a PowerPoint screen during pauses/breaks in conference
- Opportunity to introduce a concurrent session
- Vendor booth
- Opportunity to include materials and/or giveaways in participation packets
- Recognition on the conference website “Sponsors Page”
- Event attendee list provided

**Tidal Wave Level -- $2000**

- Logo placed in program
- Logo placed on conference signage
- Two complimentary meeting registrations
- Logo featured in a PowerPoint screen during pauses/breaks
- Vendor booth
- Opportunity to include materials and/or giveaways in participation packets
- Recognition on the conference website “Sponsors Page”
- Event attendee list provided

**Fishing Grounds Level -- $1000**

- Logo placed in program
- One complimentary meeting registration
- Vendor booth
- Opportunity to include materials and/or giveaways in participation packets
- Recognition on the conference website “Sponsors Page”
**AL-FL-GA JOINT CUPA-HR ANNUAL CONFERENCE**
The Grand Hotel Golf Resort & Spa, Point Clear, AL. June 14-16, 2020

**CONTACT INFORMATION (Please print clearly)**

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What type of product or service does your company offer?

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**SPONSORSHIP OPPORTUNITIES**

(Please indicate how you would like to participate or donate to the conference)

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Sorry, I will be unable to participate as listed above. Please accept my tax-deductible donation of $________ to the Alabama CUPA-HR Chapter.

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Completed and signed sponsorship contracts must be accompanied by a check or money order payable to “Alabama CUPA-HR” in order to secure participation. Mail sponsorship contracts or address questions to: Arlene Brown, Auburn University Libraries Human Resources, 231 Mell Street, Auburn, AL 36849; 334.844.1742; brownaa@auburn.edu.

I, as an official representative of the below signed company, understand that by signing this document my company is responsible for payment as indicated above as a sponsor of the Alabama CUPA-HR Chapter.

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