

39th Annual Employment Law Update

The Yellow Brick Road: Your Path for Change

New Mexico Farm & Ranch Heritage Museum

4100 Dripping Springs Rd, Las Cruces NM 88011

Friday, September 22, 2023



Sponsor & Exhibitor Guide

Sponsors & Exhibitors

The Southern NM SHRM invites you to be a part of the
39th Annual Employment Law Update in Southern New Mexico
for HR Professionals and Business Leaders!



Our THEME:

Southern New Mexico SHRM develops a theme each year which allows us to market and focus our event towards a goal. The theme this year is:

The Yellow Brick Road: Your Path for Change

Southern New Mexico is rich in farming and agricultural history; and like human resources it is as diverse as the individuals who work in our state. Agriculture is one of the state's main sources of revenue, almost \$3 billion annually, it also supports over 23,000 jobs in the state.

We hope you will join in and participate in our theme. We are continuing our **in-person** event this year in order to allow our members, the business community, and our sponsors the ability to come together to start rebuilding our businesses amidst all the changes in legal updates, laws, regulations, and the overall needs of our employee that have developed in recent years.

As Human Resource professionals, we look to continuously develop ourselves and our businesses to meet the needs of our growing community. In order to do that we must continuously learn and adapt when employment laws and regulations change.

The Human Resources field is one of the most dynamic and changing fields in business today. Through an affiliation with the National SHRM organization, our local SHRM chapter, creates better workplaces where employers and employees thrive together. Our affiliation allows us to connect people with current changes to employment laws and keep current with developments within businesses worldwide.

Our Attendees:

New Mexico has over 1,100 SHRM members of which approximately 100 are also members of our local Southern New Mexico SHRM Chapter. These members are highly active in their community and serve in Human Resources (HR) positions for private, public, large and small New Mexico employers.

Our Annual Employment Law Update (ELU) gathers various attendees both locally and from around the State.

Our ELU allows HR decision-makers and business leaders the opportunity to have a concentrated day of networking, learning and exploring new resources available to them.

Participating Businesses: Private, Public, Government/Municipalities, Non-Profit

Participating Attendees: HR Professionals, Business Owners, Department Directors, Supervisors/Managers, Administrative



Important Dates & Deadlines

Registration & Payment

August 1, 2023

Sponsor & Exhibitor registration
deadline

August 9, 2023

Payment deadline to appear in
the Conference Program



Logo, Ad, Swag Items

August 15, 2023

LOGO & Ad information Due (in order
to appear in program)

August 29, 2023

Conference Swag Bag items delivery
deadline



In-Person Event

Friday * September 22nd, 2023

The Southern New Mexico SHRM invites you to be a part of their Annual Employment Law Update Event. With the changes that have taken place over the past years, we want to continue our efforts to provide a unique opportunity for your organization to promote your products and services to Human Resources and Business Professionals

Don't miss your opportunity

2019/2020 SOLD OUT

2022 SOLD OUT

Sign-up Now! The sooner you pay for your sponsorship/exhibitor, the sooner we can begin acknowledging your support of the conference and your services.

Time is limited, registration and payment deadline to appear in conference program:

August 1, 2023 & August 9, 2023

Access the sponsorship/exhibitor application for the ELU at:

<https://snmshrm.org/elu>

SPONSORSHIP MATRIX

Opportunities Close August 1st	WIZARD OF OZ CONFERENCE SPONSOR SWAG BAG	YELLOW BRICK ROAD SPONSOR LANYARD	THE RUBY SLIPPERS SPONSOR	SCARECROW TIN MAN LION SPONSOR	MUNCHKIN'S SPONSOR	EMERALD CITY EXHIBITOR <i>Space Limited</i>	TOTO SPONSORS <i>MATERIAL ONLY</i>
SPONSOR LEVEL	\$5,000	\$2,500	\$1,500	\$1,000	\$750	\$600	\$250
EXCLUSIVE	•	•					
Complimentary conference Registrations	4	2	1	1	0	1	0
Introduce keynote speaker	•	•					
Introduction of a speaker			•				
Logo on sponsor item	Swag Bag	Lanyard					
60 sec video opportunity marketing info about company	•						
30 sec video opportunity marketing info about company		•					
Featured ad in conference program	Full	Half	Quarter				
Social Media promotion	•	•	•	•			
Logo presence and link on conference website	•	•	•	•			
Social Media promotion with multiple sponsors	•	•	•	•	•	•	
Special Signage	•				•		
Signage announcing sponsorship	•	•	•	•	•	•	
Company name on PowerPoint presentation at conference	•	•	•	•	•	•	
Access to all attendees throughout the conference	•	•	•	•		•	
List of conference attendees with email addresses	•	•	•	•	•	•	
Company listed as sponsor in conference program	Front Page	Inside Program	Inside Program	•	•	•	•
Opportunity to include an item in the Swag Bag	•	•	•	•	•	•	•
Exhibit space with option to pick table	2	1	1	1	0	1	0

Premium Sponsorships

Wizard of Oz Conference & Bag Sponsor - \$5,000, includes all benefits listed in the Yellow Brick Road, PLUS:

⇒ **EXCLUSIVE**

- ⇒ Two **additional** sponsor/exhibitor registration (Four total + the opportunity to purchase one more at \$250.)
- ⇒ Be our Exclusive and highest level partner for this conference!
- ⇒ Your logo will appear on the **Conference Swag Bag** and will get noticed by every attendee throughout the entire event, and on the projection screens prior to the start of the conference and throughout the day (*exclusive to sponsorship level*).
- ⇒ Exclusive welcome signage with your logo will be posted at the entrance to the conference area.
- ⇒ Heightened exposure with your ad. It will be featured individually in a conference related eblast (if received in time!) **and** a future eblast after the event.
- ⇒ Opportunity to provide a short video (less than 60 sec) to be featured during the conference.

Never Underestimate Anyone!

- The Cowardly Lion, *The Wonderful Wizard of Oz*

Yellow Brick Road & Lanyard Sponsor - \$2,500, includes all benefits listed in Ruby Slippers, PLUS:

⇒ **EXCLUSIVE**

- ⇒ Give your business a higher level of attention and recognition as the exclusive Yellow Brick Road & Lanyard Sponsor.
- ⇒ Your logo on **lanyards** for conference attendees name badges (*exclusive to sponsorship level*).
- ⇒ One **additional** sponsor/exhibitor registration (Two total + the opportunity to purchase one more at \$250.)
- ⇒ Your business logo will be noticed by every attendee throughout the entire event as your logo will appear on the screen prior to start of the conference and throughout the event.
- ⇒ Special welcome signage with your logo will be posted in the conference area.
- ⇒ Your half page ad will be featured in a conference related eblast (if received in time!) **and** a future eblast to our full SNM SHRM contact list.
- ⇒ You'll have the opportunity to provide a photo & story on your company's CEO or the company's history/services to be featured in the Conference Program (if received in time).
- ⇒ Opportunity to provide a short video (less than 30 sec) to be featured during the conference.

What's in My Sponsorship?

Ruby Slipper Sponsor—\$1,500, includes all benefits listed in Scarecrow, Tin Man or Lion, **PLUS:**

- ⇒ Opportunity to introduce a speaker during the conference.
- ⇒ Opportunity to add one **additional** sponsor/exhibitor registration for a total of two for additional price of \$250.
- ⇒ Your company logo, with a link to your website, will be featured on the Sponsor section of our website **through 2023**, and in all allowable SNM SHRM eblasts.
- ⇒ Quarter page ad in the conference program.
- ⇒ Recognition as a Ruby Slipper Sponsor throughout the conference.
- ⇒ Additional recognition with other exclusive sponsors on social media posts.

You can be whoever you want to be.

“You’ve always had the power my dear, you just had to learn it for yourself.” - Glinda the Good Witch, *The Wizard of Oz*

Scarecrow, Tin Man, or Lion Sponsor—\$1,000, includes all benefits listed in Emerald City, **PLUS:**

- ⇒ One complimentary conference registration.
- ⇒ Opportunity to add one **additional** sponsor/exhibitor registration for a total of two for additional price of \$250.
- ⇒ Your company logo, with a link to your website, will be featured on the Sponsor section of our website **through 2023**.
- ⇒ Recognition as a Scarecrow, Tin Man, or Lion Sponsor throughout the conference (your choice).
- ⇒ Additional recognition on social media.



SPONSOR & EXHIBITOR REGISTRATION AND PAYMENT

Must register through our website at www.snmshrm.org/elu. Complete the registration online and payment options. Payment by check, an invoice will be emailed to the individual who registered as the sponsor. Please forward the invoice on to your specific department for payment. Please reference invoice on check payment. Payment by credit card, you can make payment directly through the website.

SNMSHRM Federal ID# 85-0349713

If you are mailing a check for payment, please reference the invoice number on the payment and send to:

Treasurer, SNMSHRM,

P. O. Box 1028, Las Cruces, NM 88004-1028

****Registration Due by August 1, 2023****

Payment must be received no later than August 8, 2022

What's in My Sponsorship?

Munchkin's Sponsors—\$750, includes all benefits listed below:

- ⇒ Special signage with your logo at all meals, which includes: Breakfast, Lunch and Afternoon Snack.
- ⇒ Registration swag bag insert of approved collateral or promotional item.
- ⇒ Company logo will appear on the event page of our website until after the conference.
- ⇒ List of conference attendees after the event for follow up marketing.
- ⇒ A social media post recognizing multiple sponsors.
- ⇒ Recognition as a Munchkin Sponsor during the conference.
- ⇒ Company listed in conference program and PowerPoint.
- ⇒ This is a non-participatory level.



Emerald City Exhibitors—\$600, Space Limited

- ⇒ One 8' draped table and chair
- ⇒ One exhibitor registration
- ⇒ Inclusion of raffle item and/or door prize
- ⇒ Registration swag bag insert of approved collateral or promotional item.
- ⇒ Company logo will appear on the event page of our website until after the conference.
- ⇒ A social media post recognizing multiple sponsors.
- ⇒ Signage at the event acknowledging all sponsors.
- ⇒ Company listed in conference program and PowerPoint
- ⇒ Access to all attendees throughout the day of the event.
- ⇒ List of conference attendees after the event for follow up marketing.
- ⇒ Option to pick your table.



Toto Sponsors—\$250

(No Exhibit Space or Access to Conference):

- ⇒ Registration Swag bag insert of approved collateral or promotional item.
- ⇒ This is a non-participatory level.



Never Give Up...No One Knows What's Going to Happen Next.

-Dorothy, The Patchwork Girl of Oz

SHRM Foundation

The SHRM Foundation's mission is to mobilize the power of HR and activate the generosity of donors to lead positive social change impacting all things work. The Foundation is committed to elevating and empowering HR as a social force through its innovative solutions to workplace inclusion challenges, programming and scholarships designed to inspire and empower the next generation of HR leaders, and by leading transformational change in support of workplace mental health and wellness. The SHRM Foundation is the 501(c)(3) philanthropic arm of the Society for Human Resource Management.



**SPONSORS
AND
EXHIBITORS**
are encouraged

to donate an item to the Silent
Auction.

All proceeds will be donated
to the SHRM Foundation.



Celebrating 75 Years of Driving Workplace Change.

Additional Sponsorship Information

Sponsor & Exhibitor Schedule

(subject to change)

Tuesday, August 15th — End of Business Day

- ⇒ All Sponsorships ads are due for printing
- ⇒ All logos in appropriate format due
- ⇒ Company Representative Contact information due

Tuesday, August 29th

- ⇒ Conference items for Swag bags must be received

Tuesday, September 12th

- ⇒ Final Review of event
- ⇒ Agenda out to all Company Representatives

Thursday, September 21st

- ⇒ Exhibitor's may set up booths between 4pm—6pm

Friday, September 22nd

- ⇒ Exhibitor's booths must be set up no later than 7:30am
- ⇒ Exhibitor's may close down booths after 3:30pm break

Sponsor & Exhibitor Event Schedule

(subject to change)

Exhibit Table Set up

- ⇒ Friday Morning, exhibitor booths must be set up no later than 7:30am
- ⇒ Exhibitor's may set up booths between 4pm—6pm on Thursday, September 21st, there is no security available.

Friday, September 22nd

7:30—8:00am—Registration, Breakfast, Exhibitor Visits

10:00—10:15am—Break/Exhibitor Visits

12:00—1:00pm—Lunch

2:15—2:30pm—Break/Exhibitor Visits

3:30—3:45pm—Exhibitor giveaways

3:50pm—Exhibitors break down their exhibitors

5:00pm—Close Conference

Experience is the only thing that brings knowledge,
and the longer you are on earth the more
experience you are sure to get.

- The Wonderful Wizard of Oz by L. Frank Baum

Sponsors and Exhibitors who provide Conference Giveaways for Swag Bags

- All items must be received no later than August 29th.
- Items will be provided to all registrants

Shipping Information

SNMSHRM 2023 ELU

Attn: Delyce Maciel

c/o EBID

530 S Melendres St, Las Cruces NM 88005

REGISTRATION & PAYMENTS

SPONSOR & EXHIBITOR REGISTRATION AND PAYMENT

- ⇒ Register through our website at www.snmshrm.org/elu.
- ⇒ Complete the registration online and payment options.
- ⇒ Payment by check, an invoice will be emailed to the individual who registered as the sponsor. Please forward the invoice on to your specific department for payment.
- ⇒ Please reference invoice on check payment.
- ⇒ Payment by credit card, you can make payment directly through the website.

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