

Southern New Mexico SHRM Annual Employment Law Update

With our partners KempSmith Law Firm

*Let's Celebrate
40 Years of
Sweet Success*

Friday, September 20, 2024



4100 Dripping Springs Rd, Las Cruces NM 88011

Sponsor & Exhibitor Guide

Sponsors & Exhibitors

The Southern NM SHRM invites you to be a part of the
40th 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:

Let's Celebrate 40 Years of Sweet Success

Southern New Mexico is rich in farming, agricultural, art and culture, bold food, and a gateway to the future; and like human resources it is as diverse as the individuals who work in our 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 and continue building our businesses amidst all the changes in legal updates, laws, regulations, and the overall needs of employees 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 be prepared for change, 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 1,400 SHRM members of which approximately 160 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 positions, and Students.

Don't miss your opportunity

2019-2023 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 through social media & our website.

Time is limited, registration and payment deadline:

August 1, 2024 & August 9, 2024

SPONSORSHIP MATRIX

Opportunities Close August 1st	CONFERENCE SPONSOR	DISRUPT HR LUNCH SPONSOR	BREAKFAST SPONSOR	TECHNOLOGY SPONSOR	AFTERNOON BREAK SPONSOR	EXHIBITOR <i>Space Limited</i>	MATERIAL SPONSOR <i>MATERIAL ONLY</i>
<i>SPONSOR LEVEL</i>	\$5,000	\$4,000	\$2,000	\$1,000	\$750	\$650	\$300
<i>EXCLUSIVE</i>	•	•					
<i>Complimentary conference Registrations</i>	4	2	1	1	0	1	0
<i>Introduction of a speaker</i>	Keynote	DisruptHR Emcee					
<i>Special Signage</i>	•	•					
<i>Company listed as sponsor on agenda</i>	•	•					
<i>Social Media promotion</i>	•	•	•	•			
<i>Logo presence and link on conference website</i>	•	•	•	•			
<i>Signage announcing</i>	•	•	•	•	•		
<i>Social Media promotion with multiple sponsors</i>	•	•	•	•	•	•	
<i>Company name on PowerPoint presentation at conference</i>	•	•	•	•	•	•	
<i>Access to all attendees throughout the conference</i>	•	•	•	•		•	
<i>List of conference attendees with email addresses</i>	•	•	•	•	•	•	
<i>Opportunity to include an item in the Swag Bag</i>	•	•	•	•	•	•	•
<i>Exhibit space with option to pick table</i>	2	1	1	1	0	1	0



Southern New Mexico

Premium Sponsorships

Conference Sponsor - \$5,000, includes all benefits listed below:

⇒ EXCLUSIVE

- ⇒ Four conference registrations, plus the opportunity to purchase one more at \$250.
- ⇒ Be our Exclusive and highest level partner for this conference!
- ⇒ Introduce a keynote speaker (*exclusive to sponsorship level*).
- ⇒ Social media promotion with your name and logo (*if received in time*).
- ⇒ Your logo and company name will appear on projection screens throughout the conference and will get noticed by every attendee throughout the entire event.
- ⇒ Exclusive welcome signage with your logo will be posted at the entrance to the conference area.
- ⇒ Heightened exposure with your name and logo featured in a conference related eblast (*if received in time!*) **and** a future eblast after the event.
- ⇒ Access to all attendees throughout the event, and a list of conference attendees with email addresses.
- ⇒ Company name and logo listed on event agenda.
- ⇒ Opportunity to include an item in the Swag Bag for every attendee.
- ⇒ Exhibit space— two tables with option to pick table location.

DisruptHR Lunch Sponsor - \$4,000, includes all benefits listed below:

⇒ EXCLUSIVE

- ⇒ Give your business a higher level of attention and recognition as the exclusive DisruptHR Lunch Sponsor.
- ⇒ Be the Emcee for the DisruptHR Lunch event (*exclusive to sponsorship level*).
- ⇒ Two conference registrations, plus the opportunity to purchase one more at \$250.
- ⇒ Social media promotion with your name and logo (*if received in time*).
- ⇒ Your logo and company name will appear on projection screens throughout the conference and will get noticed by every attendee throughout the entire event.
- ⇒ Exclusive welcome signage with your logo will be posted at the entrance to the conference area.
- ⇒ Heightened exposure with your name and logo featured in a conference related eblast (*if received in time!*) **and** a future eblast after the event.
- ⇒ Access to all attendees throughout the event, and a list of conference attendees with email addresses.
- ⇒ Company name and logo listed on event agenda.
- ⇒ Opportunity to include an item in the Swag Bag for every attendee.
- ⇒ Exhibit space with option to pick table location.

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, 2024****

Payment must be received no later than August 8, 2024

What's in My Sponsorship?

Breakfast Sponsor—\$2,000, includes all benefits listed below:

- ⇒ One conference registration, plus the opportunity to purchase one more \$250.
- ⇒ Social media promotion with your name and logo (*if received in time*).
- ⇒ Your logo and company name will appear on projection screens throughout the conference and will get noticed by every attendee throughout the entire event.
- ⇒ Access to all attendees throughout the event, and a list of conference attendees with email addresses.
- ⇒ Opportunity to include an item in the Swag Bag for every attendee.
- ⇒ Exhibit space with option to pick table location.

Technology Sponsor—\$1,000, includes all benefits listed below:

- ⇒ One complementary conference registration.
- ⇒ Social media promotion with your name and logo (*if received in time*).
- ⇒ Your logo and company name will appear on projection screens throughout the conference and will get noticed by every attendee throughout the entire event.
- ⇒ Access to all attendees throughout the event, and a list of conference attendees with email addresses.
- ⇒ Opportunity to include an item in the Swag Bag for every attendee.
- ⇒ Exhibit space with option to pick table location.

Afternoon Break Sponsor—\$750, includes all benefits listed below:

- ⇒ Special signage with your logo at the Afternoon Snack Break.
- ⇒ Social media promotion with your name and logo (*if received in time*).
- ⇒ Your logo and company name will appear on projection screens throughout the conference and will get noticed by every attendee throughout the entire event.
- ⇒ Access to all attendees throughout the event, and a list of conference attendees with email addresses.
- ⇒ Opportunity to include an item in the Swag Bag for every attendee.
- ⇒ This is a non-participatory level.

Exhibitors—\$650, Space Limited

- ⇒ One 8' draped table and chair.
- ⇒ One exhibitor registration, additional meals can be purchased at \$65 per person.
- ⇒ 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.
- ⇒ Your logo and company name will appear on projection screens throughout the conference and will get noticed by every attendee throughout the entire event.
- ⇒ 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.

Material Sponsors—\$300 (No Exhibit Space or Access to Conference):

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

REGISTRATION & PAYMENTS

Registration & Payment

August 1, 2024

Sponsor & Exhibitor registration deadline

August 9, 2024

Sponsor & Exhibitor Payment deadline

Logo & Swag Items

August 13, 2024

LOGO Due

August 27, 2024

Conference Swag Bag items delivery deadline

Access the sponsorship/exhibitor registration for the ELU at:

<https://snmshrm.org/elu>

Sponsors & Exhibitors who provide Conference Giveaways for Swag Bags

All items must be received no later than August 27th.

Items will be provided to all registrants

Shipping Information

SNMSHRM 2024 ELU

Attn: Delyce Maciel

c/o EBID

530 S Melendres St, Las Cruces NM 88005

Important Dates, Deadlines & Information

Sponsor & Exhibitor Schedule

(subject to change)

Tuesday, August 13th — End of Business Day

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

Tuesday, August 27th

- ⇒ Conference items for Swag bags must be received

Tuesday, September 10th

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

Thursday, September 19th

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

Friday, September 20th

- ⇒ Exhibitor's booths must be set up no later than 7:30am
- ⇒ Exhibitor's may close down booths after 3:30pm break
- ⇒ **Exhibitor's giveaways at 3:30pm**
- ⇒ Close at 5pm

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 19th, there is no security available.

Friday, September 20th

- 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
- 3:00pm—Silent Auction Closes
- 3:30—3:45pm—Exhibitor giveaways
- 3:50pm—Exhibitors break down their exhibitors
- 5:00pm—Close Conference