



**Southern
New Mexico**

**41st Annual
Employment Law Update**

**HR SPOTLIGHT:
A 70's Game Show
Experience**

Friday, September 19, 2025



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!



Overview:

Southern New Mexico SHRM develops a theme each year which allows us to market and focus our event towards a goal. Step into the spotlight and join us for the ultimate throwback experience at the 41st Annual Employment Law Update. This exciting conference will bring together HR professionals, thought leaders, and industry vendors for a day of learning, networking, and fun!

As a sponsor for this event, you'll showcase your brand to HR decision-makers in a dynamic and engaging environment. Each sponsorship level is designed to provide maximum exposure and value for your investment.

Event Details:

- Date: Friday, September 19, 2025
- Location: New Mexico Farm & Ranch Heritage Museum
- Expected Attendance: 150
- Theme: 70's Game Show Extravaganza

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 deadlines:
August 1, 2025 & August 15, 2025

Southern New Mexico:

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. This **in-person** event allows 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.

Don't miss your opportunity

**2019, 2020
2021, 2022
2023, 2024
Events**



SPONSORSHIP MATRIX

Opportunities Close August 1st	THE BIG DEAL MAJOR CONFERENCE SPONSOR	SPIN THE WHEEL DISRUPT HR SPONSOR <i>Seeking 2 Co-Sponsors</i>	FAMILY FEUD LUNCH SPONSOR	SPOTLIGHT SPEAKER KEYNOTE SPONSOR	WHAT'S MY LINE? BREAKFAST SPONSOR	JOKER'S WILD AFTERNOON BREAK SPONSOR	HOLLY-WOOD SQUARES EXHIBITOR <i>Space Limited</i>	BEAT THE CLOCK MATERIAL SPONSOR <i>MATERIAL ONLY</i>
SPONSOR LEVEL	\$5,000	\$4,000	\$3,000	\$2,500	\$1,500	\$1,500	\$750	\$300
EXCLUSIVE	•	•						
Complimentary conference Registrations	5	2 each	3	2	2	2	2	0
Introduction of a speaker	5 min Welcome	DisruptHR Emcee		Keynote				
Special Signage	•	•	•	•	•	•		
Company listed as sponsor on agenda	•	•	•	•	•	•		
Social Media recognition	•	•	•	•	•	•		
Logo presence and link on conference website	•	•	•	•				
Signage announcing sponsorship	•	•	•	•	•	•		
Social Media promotion with multiple sponsors	•	•	•	•	•	•	•	
Company name on PowerPoint presentation at conference	•	•	•	•	•	•	•	
Access to all attendees throughout the conference	•	•	•	•	•	•	•	
List of conference attendees with email addresses	•	•	•		•	•	•	
Opportunity to include an item in the Swag Bag	•	•	•	•	•	•	•	•
Exhibit space with option to pick table	1	1	1	1	0	0	1	0

Premium Sponsorships

“The Big Deal” Major Conference Sponsor

\$5,000, includes all benefits listed below:

⇒ **EXCLUSIVE**

- ⇒ Five conference registrations.
- ⇒ Exclusive recognition as the Major Conference Sponsor!
- ⇒ Opportunity to deliver a 5-minute welcome address (*exclusive to sponsorship level*).
- ⇒ Social media recognition leading up to and during the conference.
- ⇒ Logo and company name prominently displayed on all event materials, signage, and digital platforms.
- ⇒ Exclusive welcome signage with your logo will be posted at the entrance to the conference area.
- ⇒ Full Page ad in event program, and heightened exposure with your name and logo featured in a conference related eblast (*if received in time!*).
- ⇒ Premium exhibit booth in a prime location.
- ⇒ Opportunity to include an item in the Swag Bag for every attendee.

“Spin the Wheel” DisruptHR! Sponsor

\$4,000, includes all benefits listed below:

⇒ **EXCLUSIVE (open to 2 co-sponsors)**

- ⇒ Recognition as the exclusive DisruptHR! Sponsor.
- ⇒ Be the Emcee for the DisruptHR! event (*exclusive to sponsorship level*).
- ⇒ Host a “Spin the Wheel” prize drawing at conclusion of the event.
- ⇒ Four (4) complementary attendee registrations (*2 per sponsor, if a co-sponsor*).
- ⇒ Social media promotion with your name and logo (*if received in time*).
- ⇒ Logo displayed prominently throughout the event.
- ⇒ Half-page ad in the event program.
- ⇒ Social media recognition.
- ⇒ Company name and logo listed on event agenda.
- ⇒ Opportunity to include a branded materials at the attendee tables.
- ⇒ Share exhibitor table space if co-sponsoring.

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, 2025****

Payment must be received no later than August 15, 2025

What's in My Sponsorship?

“Family Feud” Lunch Sponsor

\$3,000, includes all benefits listed below:

- ⇒ Three complimentary attendee registrations.
- ⇒ Social media promotion with your name and logo (*if received in time*).
- ⇒ Logo displayed throughout the event and during the lunch session.
- ⇒ Opportunity to introduce your organization and the DisruptHR! Emcee (*at lunch, 2 minutes max*).
- ⇒ Half-page ad in the event program.
- ⇒ Opportunity to provide a Swag item for every attendee.
- ⇒ Exhibit space with option to pick table location.

“Spotlight Speaker” Sponsor

\$2,500, includes all benefits listed below:

- ⇒ Up to two complimentary attendee registrations.
- ⇒ Social media promotion with your name and logo (*if received in time*).
- ⇒ Logo displayed throughout the entire event.
- ⇒ Opportunity to introduce the Keynote Speaker.
- ⇒ Quarter-page ad in the event program.
- ⇒ Opportunity to include a Swag item for every attendee.

“What’s My Line?” Breakfast Sponsor

\$1,500 includes all benefits listed below:

- ⇒ Recognition as the exclusive Breakfast Sponsor.
- ⇒ Social media recognition.
- ⇒ Signage with logo displayed at the Breakfast station.
- ⇒ Quarter-page ad in the event program.
- ⇒ Opportunity to include a branded material or Swag item for every attendee.
- ⇒ Two complimentary attendee registrations.

“Joker’s Wild” Afternoon Break Sponsor

\$1,500 includes all benefits listed below:

- ⇒ Recognition as the exclusive Afternoon Break Sponsor.
- ⇒ Social media recognition.
- ⇒ Signage with logo displayed at the Break station.
- ⇒ Quarter-page ad in the event program.
- ⇒ Opportunity to include a branded material or Swag item for every attendee.
- ⇒ Two complimentary attendee registrations.

What's in My Sponsorship?

"Hollywood Squares" Exhibitor Hall Sponsor/Exhibitor

\$750, Space Limited

- ⇒ One 8' draped table and 2 chairs. Opportunity to pick your table.
- ⇒ Two exhibitor registrations, which include breakfast, lunch and afternoon break snacks.
- ⇒ Opportunity to have an item and/or door prize given away or raffled.
- ⇒ 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.
- ⇒ Logo prominently displayed on all event materials, signage, and digital platforms.
- ⇒ Access to all attendees throughout the day of the event.
- ⇒ Strongly encouraged to host games at exhibit tables in support of the conference theme.

Material Sponsors

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

- ⇒ Your organization's approved information and/or promotional item provided to each registrant.
- ⇒ This is a non-participatory level.

Additional Sponsorship Benefits

All Sponsors will receive:

- ⇒ Recognition on the event website with a link to your company's website.
- ⇒ Acknowledgement in the conference program and on screens throughout the day of the event.
- ⇒ Post-event attendee list.

Custom Sponsorship Opportunities

Looking for something unique? Let's create a custom package tailored to your goals and budget. Contact us to discuss bespoke sponsorship options.

Contact Information

For more information or to secure your sponsorship, please contact:

Vicki Lusk, Membership Director
membership@snmshrm.org

Let's make your brand the star of this year's 41st Annual Employment Law Update

REGISTRATION & PAYMENTS

Registration & Payment

August 1, 2025

Sponsor & Exhibitor registration deadline

August 15, 2025

Sponsor & Exhibitor Payment deadline

Logo & Swag Items

Last date August 15, 2025

LOGO Due, the Earlier the Better

August 25, 2025

Conference Swag 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 25th.

Items will be provided to all registrants

Shipping Information

SNMSHRM 2025 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)

Friday, August 15th — End of Business Day

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

Monday, August 25th

- ⇒ Conference items for Swag bags must be received

Tuesday, September 9th

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

Thursday, September 18th

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

Friday, September 19th

- ⇒ Exhibitor's booths must be set up no later than 7:30am
- ⇒ Exhibitor's may close down booths after 3:50pm
- ⇒ **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 18th, there is no security available.

Friday, September 19th (tentative)

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