

Building Blocks to Successful HR Compliance



Spring into Compliance & Well-Being

with our half-day event

Eastern NM University (ENMU) - R Campus

Thursday, March 16, 2023



Sponsor & Exhibitor Guide

Sponsors & Exhibitors

The Southern NM SHRM invites you to be a part of the Inaugural conference for our newest meeting location of the Southern New Mexico SHRM chapter for HR Professionals and the Community 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:

Spring into Compliance & Well-Being

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 1/2 day event will gather various attendees both locally and from around the State.

Our 1/2 day event will allow 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

February 15, 2023

Exhibitor & Sponsor registration and payment
deadline to appear in
the Conference Program

Logo, Ad, Swag Items

February 27, 2023

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

March 3, 2023

Conference items delivery deadline



In-Person Event

Thursday * March 16, 2023

The Southern New Mexico SHRM invites you to be a part of their inaugural half-day Conference in Roswell NM. 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

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:

February 15, 2023

Access the sponsorship/exhibitor application for the half-day conference at:
<https://snmshrm.org/roswell>



Opportunities Close February 15th	EXCLUSIVE CONFERENCE SPONSOR \$750	SPEAKER SPONSOR \$500	EXCLUSIVE BAG & NAME BADGE SPONSOR \$500	EXHIBITOR SPONSOR \$250	MATERIALS SPONSOR \$100
<i>Opportunity to introduce keynote speaker</i>	SOLD ●	●			
<i>Complimentary conference registrations</i>	2	1	1	1	
<i>Logo presence and link on conference website</i>	●	●	●		
<i>Signage announcing sponsorship</i>	●	●	●	●	●
<i>Social Media promotion and name announced at conference</i>	●	●	●		
<i>Company name on PowerPoint presentations at conference</i>	●	●	●	●	
<i>List of conference attendees with email addresses</i>	●	●	●		
<i>Logo on sponsor item</i>	●	●	●		
<i>Exhibit space with one exhibitor registration</i>	●	●	●	●	
<i>Item provided in conference bag</i>					●

Additional Sponsorship Information



**SPONSORS
AND
EXHIBITORS**
are encouraged
to donate an item to the
Silent Auction.
**All proceeds will be donated
to the 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.

Sponsor & Exhibitor Event Schedule

(subject to change)

Wednesday, February 15th

- ⇒ Registration and Payment Due for the conference program
- ⇒ Company Representative Contact information due

Monday, February 27th

- ⇒ All logos in appropriate format due

Wednesday, March 1st

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

Friday, March 3rd

- ⇒ Conference items for Swag bags must be received

Thursday, March 16th

- ⇒ Exhibitor's may set up booths between 8am—9am
- ⇒ Exhibitor's may close down booths after 1:00pm break
- ⇒ **Exhibitor's giveaways at 1:00pm**
- ⇒ Close at 2:00pm

Sponsors & Exhibitors who only provide Conference Giveaways for Swag Bags

(100 Promotional Items OR a \$50 Donation)

Will have the following:

- Company listed in conference brochure (printed and electronic)
- Opportunity to provide 100 promotional items for conference Swag Bag
- All items must be delivered no later than March 3rd
- Items will be provided to all registrants

Shipping Information

All packages being sent to the Conference Committee are to be labeled:

SNMSHRM 2023 SPRING COMPLIANCE

Attn: Melanie Weber

c/o PBT

4011 W. Main St, Artesia NM 88210

SPONSORSHIP & EXHIBITOR REGISTRATION FORM

Spring Into Compliance

Thursday, March 16, 2023

at the

ENMU-Roswell Campus Union Building

48 University Blvd, Roswell, NM 88203



Please check your level of participation

CONFERENCE SPONSOR	SPEAKER SPONSOR	NAME BADGE SPONSOR	EXHIBITOR SPONSOR	MATERIALS SPONSOR
\$750	\$500	\$500	\$250	\$100
EXCLUSIVE	ONLY	EXCLUSIVE	ONLY	OPEN
THREE			SIX	
☐	☐	☐	☐	☐

Please complete form and EMAIL to
either: Victoria.lusk@hubinternational.com

chairrcc@roswellnm.org

OR CALL:

Vicki Lusk at (575) 640-3774

Andrea Moore at (575) 623-5695

COMPANY NAME: _____

FIRST NAME: _____ LAST NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

BILLING EMAIL: _____

TELEPHONE NUMBER: _____

COMPANY WEBSITE: _____

AUTHORIZED BY: _____

PREFERRED PAYMENT METHOD: CHECK CREDIT CARD (through website)

If requesting an invoice, fill out this registration form and scan or email the form. If there is a specific department or person who needs to receive the invoice, please provide that email **in addition** to yours when you email this form to **both** **Victoria.lusk@hubinternational.com** and **treasurer@snmshrm.org**. A link to access your invoice electronically will be provided to the email address above. You can save, print and/or pay the invoice via this link or you can mail in a check.

SNMSHRM Federal ID# 85-0349713

To mail your check payment, enclose with this form and mail to: **Treasurer, SNMSHRM, P. O. Box 1028, Las Cruces, NM 88004-1028**. For payments online, email treasurer@snmshrm.org to be sent an electronic invoice with link to pay with credit card.

****Registration Due by February 15, 2023****

****Payment must be received no later than February 15, 2023****