



**Greater Pensacola  
SHRM  
2024 LEGAL  
CONFERENCE**

**PARTNERSHIP  
OPPORTUNITIES**

**May 8, 2024**

Gateway Church of Christ  
Pensacola, FL



# ABOUT US

The Greater Pensacola Chapter of the Society for Human Resource Management (GPSHRM) was founded in 1967 as a local organization of personnel management professionals. Initially ASAP (American Society for Personnel Administration) as it was called until 1989, helped establish a network among these local personnel professionals, encouraging information sharing and enhanced professionalism. Today, GPSHRM is a leading group of human resource professionals, including benefits administrators, human resource generalists, safety and risk managers, recruiters, interviewers, and legislative liaisons.

National SHRM is the largest human resource management association in the world, with over 150,000 members and 500 chapters nationwide. Both the local and the national organizations provide a vehicle and the leadership through which human resources professionals can continue to advance in their profession. Through practical experience and closed examinations, members can earn the designation of PHR (Professional in Human Resources) and SPHR (Senior Professional in Human Resources). SHRM serves as an authoritative voice in "legislative circles" and actively promotes business views on critical human resources issues. The local organization is instrumental in providing professional assistance to the secondary educational system in Escambia and Santa Rosa counties.



## *Mission*

We create partnerships and connections to educate, serve, advise and empower our local workforce communities.



## *Vision*

To be the premier resource for our local workforce communities

# ABOUT THE EVENT

The 2024 Greater Pensacola SHRM Legal Conference is a premier event designed to bring together Human Resources professionals from diverse backgrounds within both government and private sectors. This conference offers a unique opportunity for attendees to connect, collaborate, and stay abreast of the latest legal developments and best practices in the field of human resources.



## Event Highlights

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### Attendees will access:

**Legal Insights and Updates:** HR Professionals will stay ahead of the curve with the latest legal updates and insights. Legal experts will present on key topics, addressing the evolving legal landscape in human resources. This knowledge is crucial for ensuring compliance and navigating the complexities of HR law.

**Professional Development:** Attendees will have access to sessions focused on enhancing professional skills and knowledge. Workshops, panel discussions, and keynote presentations will cover a range of HR-related subjects, providing practical takeaways that can be applied in the workplace. All sessions will qualify for certification credits.

**Networking Opportunities:** Participants will have the chance to network with fellow HR professionals, legal experts, and industry leaders. This is an ideal forum to exchange ideas, share experiences, and establish valuable connections that can contribute to professional growth.

**Vendor Exhibits:** Our members asked and this year they will get more time with our vendors! The opportunity to explore the latest HR solutions and services through vendor exhibits has been expanded. With your partnership, they will discover innovative technologies and resources that can streamline HR processes and enhance organizational efficiency.



# Partnership Opportunities

Align your company with excellence, gain visibility, and connect with industry leaders at the 2024 Greater Pensacola SHRM Legal Conference. As a sponsor, you become an integral part of an event dedicated to advancing knowledge, fostering connections, and shaping the future of human resources and legal compliance.

	Visionary Sponsor	Strategic Sponsor	Breakfast Sponsor (1) <i>Sold</i>	Lunch Sponsor (1) <i>Sold</i>	Program Sponsor (1) <i>Sold</i>	Tote Sponsor (1) <i>Sold</i>
Investment	\$2,500	\$2,000	\$1,500	\$1,500	\$1,000 + Cost of Programs	\$1,000 + Cost of Totes
Vendor Booth (Electrical Outlet +\$50- Limited Availability)	Prime Location	Prime Location	Prime Location	Prime Location	Prime Location	Prime Location
Booth Attendees (Includes Breakfast & Lunch)	2	2	2	2	2	2
Program Ad	Full Page	2/3 page	1/2 page	1/2 page	1/2 page (Back of Program)	1/2 page
Event Promotion						
GPSHRM Website & Throughout Conference	✓	✓	✓	✓	✓	✓
Printed Materials	✓	✓	✓	✓	✓	✓
Social Media Posts	✓	✓	✓	✓	✓	✓
Chapter Website Banner for 30 days	✓	✓	✓	✓	✓	✓
Logo On all Attendee Lanyards						
Logo Display at Welcome Table						
6 x 8 Logo Display on all conference tables						
Emcee Recognition During Event						
Microphone Time	5 Minute Promo at Conference Start	3 Minute Promo During Door Prize Giveaway	2 Minute Promo @ Breakfast	2 Minute Promo @ Lunch	2 Minute Promo @ Break	2 Minute Promo @ Break
Promotional Item for tote bags	✓	✓	✓	✓	✓	✓
Conference Registration(s)	3	2	1	1	1	1



# Partnership Opportunities

	Lanyard Sponsor (1)	Welcome Table Sponsor	Table Sponsor (2) <i>Sold Out</i>	Exhibitor	Community Partner (Non-Profit Orgs Only)
Investment	\$1,000	\$750	\$750	\$450	\$100
Vendor Booth (Electrical Outlet +\$50- Limited Availability)	✓	✓	✓	✓	✓
Booth Attendees (Includes Breakfast & Lunch)	2	2	2	2	1
Program Ad	1/2 page	1/4 page	1/4 page	1/8 page	Business Card
Event Promotion					
GPSHRM Website & Throughout Conference	✓	✓	✓	✓	✓
Printed Materials	✓	✓	✓	✓	✓
Social Media Posts	✓	✓	✓	✓	✓
Chapter Website Banner for 30 days					
Logo On all Attendee Lanyards	✓				
Logo Display at Welcome Table		✓			
6 x 8 Logo Display on all conference tables			✓		
Emcee Recognition During Event	Conference Start	Conference Start	Conference Start		
Microphone Time					
Promotional Item for tote bags	✓	✓	✓		
Conference Registration(s)	1				



# Thank you!



## Contact

Anna Causey, VP of Programs

Phone 850-433-9996

Website [www.gpshrm.org](http://www.gpshrm.org)

Email [anna@tcbenefitsgroup.com](mailto:anna@tcbenefitsgroup.com)