

2011/2012



HRPA MARKETING & SPONSORSHIP



Human Resources
Professionals
Association

Introduction

Why is HR an Important Audience? 1
 Why Partner with HRPA? 2
 Member Demographics..... 3

Professional Development

Annual Conference..... 4
 Basic Sponsor Entitlement..... 5
 Sponsor Opportunities 6
 Executive Programs 7
 Conferences and Workshops..... 8
 Webinar Sponsorship and Co-production..... 9

Online Communications

Online Advertising 10

Thought Leadership

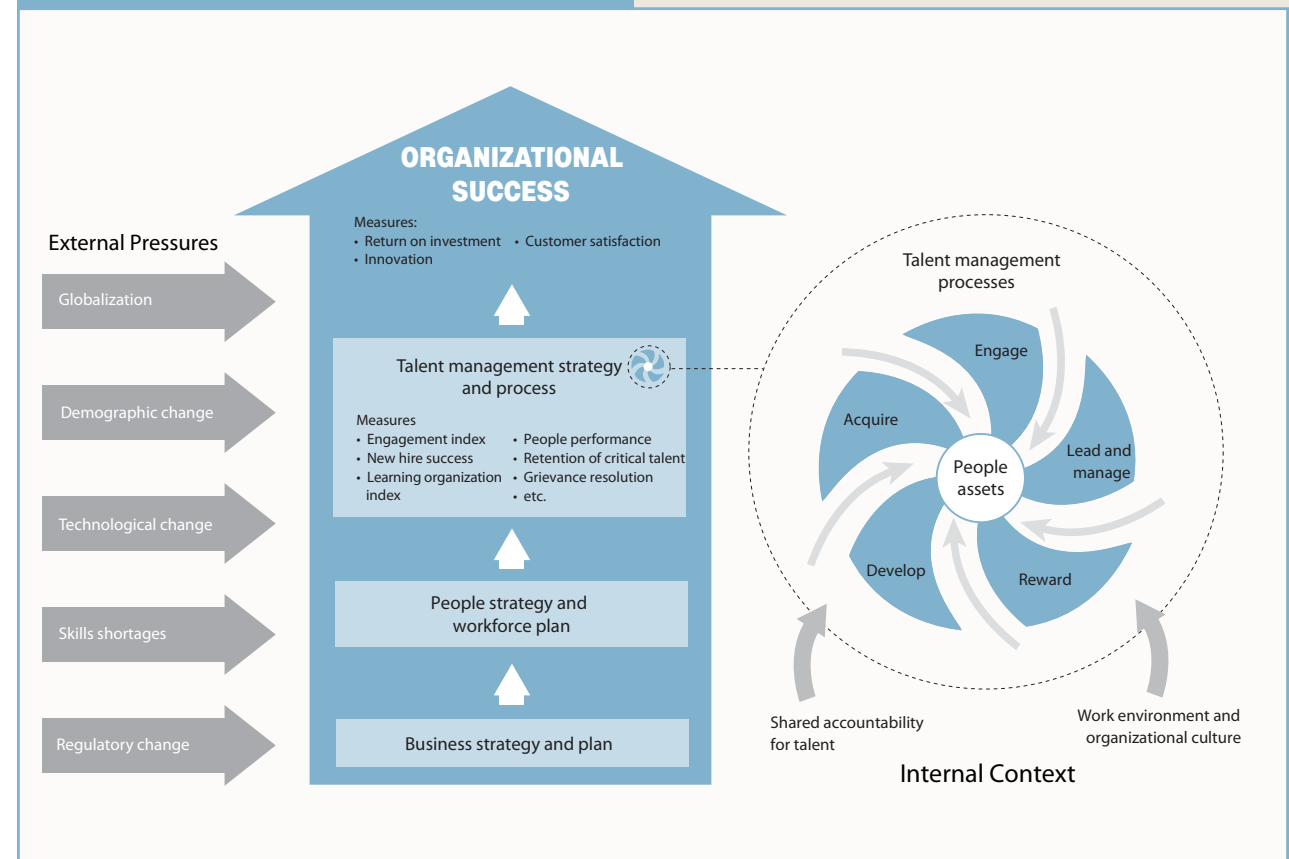
Research 11
 HR Professional Magazine..... 12
 Co-branded Content 13
 HR Summit Awards 14
 Contacts 16

Why is HR an important audience for marketers?

The Human Resources Professionals Association refers to the HR profession as “the essential driver of organizational success”.

FROM STRATEGY AND PLANNING TO EXECUTION, HR IMPACTS IT ALL.

HR plays the central role in talent management strategy and execution. HR is the change agent for organizational culture. And HR managers are influencers, recommenders, specifiers and deciders on a wide range of products and services.



Why partner with HRP A?

Smart marketers want to invest every dollar as efficiently and as productively as possible.

Partnering with HRP A is more than smart.



REACH

With membership now approaching 20,000 (including over half of the total HR community in Ontario and more than half of the combined membership of all HR associations in the country) HRP A gives you access to Canada's largest HR audience and the best demographic mix possible (see Member Demographics).

BRAND VALUE

If people judge you by the company you keep, then partnering with HRP A associates you with the best brand in HR, the largest HR association in Canada and the 3rd largest in the world. Recognized thought leader. The #1 provider of HR professional development in Canada. The #1 HR job board in Canada.

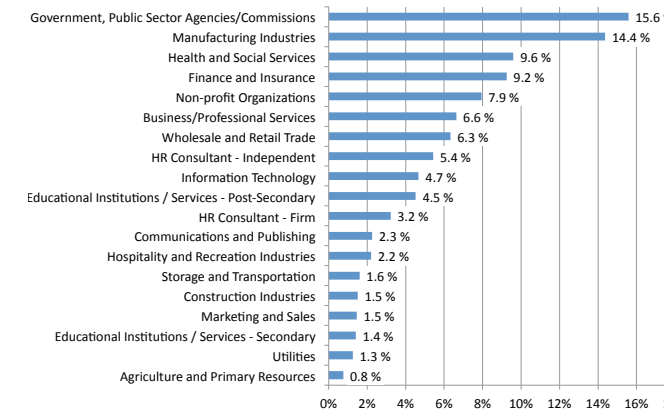
MARKETING VEHICLES

HRP A not only gives you the ability to reach your audience, it provides a variety of vehicles to deliver your message. Choose from HRP A's Annual Conference & Trade Show, professional development and executive events to online communications, thought leadership research, *HR Professional* magazine, HRP A 360 member eNewsletter and more.

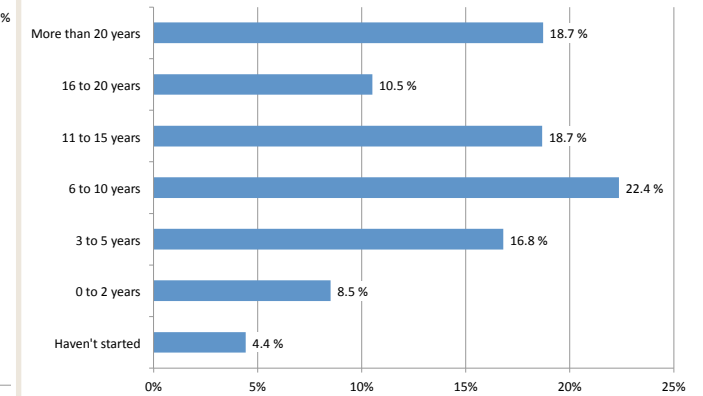
Member Demographics

HRP A members represent the audience you need to reach.

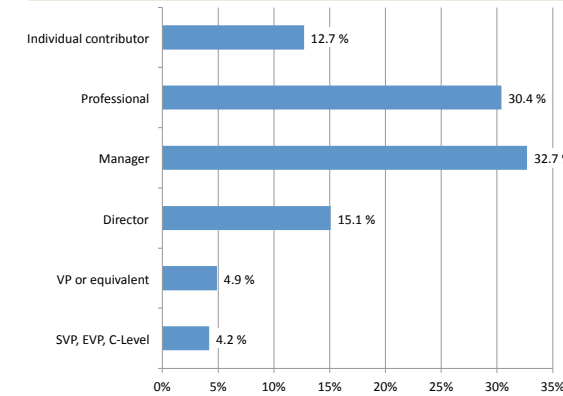
Industry Sector



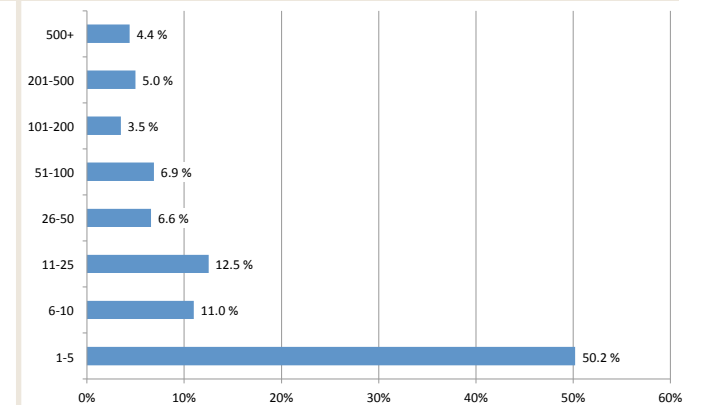
Members by Experience



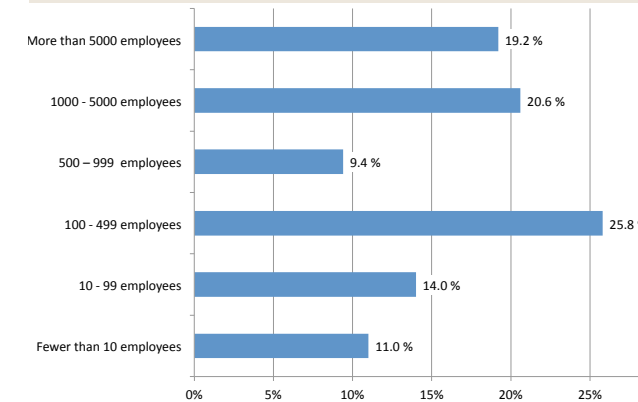
Members by Seniority



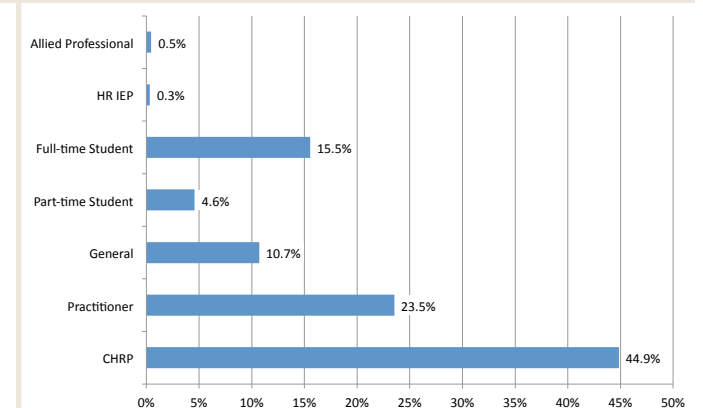
Members in HR Department



Members by Company Size



Members by Member Category



Annual Conference

The premier event of the year for HRP.



This is the premier event of the year for HRP—a three-day forum for HR excellence that attracts over 4,000 HR practitioners from across Ontario and around the world.

Held in the first week of February each year at the Metro Toronto Convention Centre South Building, HR professionals exchange ideas and network with peers from around the world, choose from over 130 unique professional development sessions on the latest HR issues, and learn from the world’s leading business minds and keynote speakers who inspire, motivate and educate.

Become an Exhibitor

Many HR professionals use the Annual Conference & Trade Show as a “one-stop shop” for business services. A quality audience matched by 30,000 sq. ft. of exhibition space creates a trade show opportunity that attracted 272 exhibitors in 2011.

For more information on becoming an exhibitor, contact:
Sasha Stone
 Specialist, Tradeshow & Sponsorship
 sstone@hrpa.ca
 (416) 923-2324 x 347

Booth spaces are available in single, double, triple or island.

Your fee includes:

- Booth space
- Carpeted isles
- 50-word description on conference website
- Listing and location in onsite mini-planner given to all delegates
- Continental breakfast within the trade show
- Complimentary refreshment stations
- Identification sign in the booth
- Professional security overnight and during move-out
- Tickets to networking evening events
- Exhibitor Support Centre
- Virtual Trade Show

Basic Sponsor Entitlements

HRP’s Annual Conference & Trade Show sponsorship is about more than sales leads. It’s an opportunity to align your brand with Canada’s largest HR conference and trade show.

Sponsorship of a conference event—keynote speeches, seminars, evening socials—gets you noticed by some of Canada’s most influential business decision makers and showcases your organization to the Canadian HR community. Sponsorship of activities, signage and promotional items create top-of-mind awareness of you and your business.

Entitlements	Bronze	Emerald	Silver	Gold	Platinum
Company logo on all print promotions	•	•	•	•	•
Acknowledgment on the web as a specific level sponsor	•	•	•	•	•
Company logo displayed prominently on banners and signage	•	•	•	•	•
Various tickets to speaker presentations and evening events	•	•	•	•	•
Package specific entitlements (i.e. tote bags, pens, notepads, lanyards etc.)	•	•	•	•	•
Conference Full Pass (number of passes increases with level)	•	•	•	•	•
Prime booth space at the trade show	•	•	•	•	•
Advertisement in the annual conference program (size of ad increases with level)				•	•
Sponsor introduction of the speaker/event				•	•
Link on HRP conference website				•	•
Company logo displayed prominently on large screens at the event				•	•
Company logo included in e-mail blasts to all HRP members promoting the conference					•
Opportunity to distribute approved sponsor products/materials at the event					•

For more information on Sponsorship, contact:
Sherrydawn Warren, CEM
 Manager, Sponsorship & Logistics
 swarren@hrpa.ca
 (416) 923-2324 x 345

HRPA is committed to providing professional development and information programming for HR professionals in the leadership stage of their careers. HRPA Executive Programs are an ideal way to reach a high-level, executive audience.

Keynotes

Here is an opportunity to associate your brand with some of the world's leading motivators and business thinkers. Introduce the keynote speaker and get prominent logo exposure before, during, and after the keynote presentation.

Evening Events

It's not just a great and highly memorable sponsor opportunity; it's a fun time that event goers will talk about for months. A branded, themed event where you are the host. Welcome guests and entertainers. Great networking.

Super Sessions

These "must attend" professional development sessions are so popular they demand their own signage. Your logo gets noticed by everyone.

Tote Bags

Distributed to all attendees, these bags with your logo are not only handy during the conference but, as many delegates will tell you, they make great carry-alls for years afterward.

Twitter Wall

Visible to all conference delegates and trade show attendees. Twitter Wall lets attendees interface during the conference via Twitter. Sponsors have the opportunity to promote your corporate message via video stream.

Sessions

More than 130 sessions. Over 4,000 delegates. That's a lot of exposure for your logo on directional onsite signage for all sessions.

Pens and Notepads

Branded pens and notepads distributed to all delegates. Always in demand. Always popular.

Mini-planners

As any veteran conference attendee will tell you, these onsite pocket planners, featuring sessions, trade show listings and maps, are invaluable. They never go anywhere without them—and your logo.

Health Breaks

Signage with your logo appears at each break station within the tradeshow. What better way to add health and wellness to your brand's attributes.

Lanyards

Branded lanyards are distributed to all attendees. They carry your logo every day at the conference and then every day at the office until next year.

Because leadership excellence is not a destination, it's an ongoing journey.

EXECUTIVE IN THE CITY™

Inspiration for Leaders, EXECUTIVE IN THE CITY™ is focused on inspiration by leaders for senior leaders and seasoned entrepreneurs who are expected to lead people and executive teams to business success. Located in different cities such as Toronto and New York, EXECUTIVE IN THE CITY™ will connect leaders to ideas and people that will make a difference in how they think and act as leaders. EXECUTIVE IN THE CITY™ includes: buzz-worthy events, VIP forums, and leader2leader (L2L) dialogues.

Executive Forum

Executive Forum is focused on programs and insights for senior HR leaders who are expected to guide the CEO and build and align people strategies for business success. All programs reflect global and local business challenges and are relevant to actual day-to-day and strategic HR business needs. The Executive Forum includes: peer-attended, pertinent information sessions, round tables that reflect business and leadership challenges, invitation-only intimate get-togethers with special guests, and certificate and accredited development programs that advance knowledge and careers.

Sponsorship Package matrix

Entitlement	EXECUTIVE IN THE CITY™	Executive Forum
Company logo on all print promotions	●	●
Company logo displayed prominently on signage	●	
Sponsor has the opportunity to introduce the speaker/event	●	●
Company Logo on Executive Web Page	●	●
Additional tickets for sponsored events	●	●
Opportunity to distribute service/product materials at event		●
Access to participant list	●	●



For more information on Executive Programs, contact:
Dawn Case, CHRP
 Director, Professional Development
 dcase@hrpa.ca
 (416) 923-2324 x 336

Besides hosting the largest annual HR Conference & Trade Show in Canada, HRPA offers other conferences that focus on individual issues critical to HR professionals. These events provide in-depth reviews of trends, best practices, challenges and strategies geared to specific practice areas.

We also offer Workshops targeted to HR executives and directors that focus in on key issues within a specific industry sector.

Always well attended, these conferences and workshops provide sponsors with the opportunity to place their brand front and centre with HR decision-makers.

Sponsorship Package matrix

Entitlements	Silver	Gold	Diamond
Company logo on all print promotions	●	●	●
Acknowledgment on the web and conference program as a specific level sponsor	●	●	●
Company logo displayed prominently on signage	●	●	●
Link on HRPA conference website		●	●
Opportunity to distribute approved sponsor products/materials at the event		●	●
Sponsor introduction of the speaker/event			●
Company logo included in e-mail blasts to all HRPA members promoting the conference			●
Conference Passes			●

For more information on Sponsorship, contact:
Sherrydawn Warren, CEM
 Manager, Sponsorship & Logistics
 swarren@hrpa.ca
 (416) 923-2324 x 345

Got a message you think HRPA's members would be interested in hearing about? Let us know. If we agree, we can connect you to our members through a live webinar format. You supply the PowerPoint presentation and the subject matter expert, and we will do the rest.

HRPA's co-produced webinar services include:

- Creation of a unique, permanent presentation webpage in Adobe Connect Pro
- Posting of presentation to Adobe Connect Pro page
- Orientation and rehearsal for presenters
- Promotion of the event, including an email announcement to all members and two follow up reminders
- Event registration
- Technical production of the event, including recording for on-demand applications
- IP audio (teleconference connection optional)
- Moderator
- Post-production
- Hosting with link from your website (*1 Year*)

For more information on Webinars, contact:
Dawn Case, CHRP
 Director, Professional Development
 dcase@hrpa.ca
 (416) 923-2324 x 336

HRPA communicates with its members primarily through email—messaging that is sent to all 19,000 members several times a month. Details of HRPA's online advertising opportunities can be found at www.hrpa.ca/advertise but they are summarized below:

News eBroadcast

Every month, HRPA's eBroadcast reaches 98% of members, delivering Association news and industry updates to both members and readers in the broader HR community. Published every third Wednesday. Various banner sizes and positions available. A weekly digest is published every Friday and reaches approximately 2,500 members.

HRPA eLaw eBroadcast

Employment Law at Work is a monthly publication that reaches 99% of members and covers news and perspective on employment law in Canada, including listings of pending legislation all across the country. Published every second Wednesday. Various banner sizes and positions available.

Weekly Hire Authority Jobs Report

The Jobs Report is a listing of all new job postings on the Hire Authority job board and is broadcast to all members. Published every Monday. 728 x 90 leaderboard.

Hire Authority Job Board

Hire Authority is Canada's leading online job board dedicated to the HR profession. Over 7,000 registered job posters, over three million searches in the past 12 months and 250,000 monthly page views.

HRPA websites

HRPA operates several websites, including

- HRPA.ca
- HRexec.ca
- HireAuthorityCanada.com

Numerous online advertising opportunities are available.

For more information on Online Advertising, contact:

Alana Place
Naylor, Inc.
aplace@naylor.com
(204) 975.0460

The mission of HRPA is to be a human resources thought leader.

Human Resources Research Institute (HRRI)

The Human Resources Research Institute operates at arms-length from HRPA, though the Association is its sole shareholder. HRRI funds advanced studies in HR through scholarships; it funds evidence-based research with practical application for HR professionals; and it awards prizes for the best PhD dissertation and Master's thesis in HR in Canada.

In each case, there is opportunity for category exclusive sponsor branding, for multi-year financial commitments at or above \$10,000 annually. The sponsor—for example, in the case of academic scholarships—is provided with naming of the scholarship, identification on all scholarship-related materials, including nomination forms, awards, advertising, posters, etc., as well as all internal and external email communications to HRPA members and post-secondary institutions across Canada.



Partnering on Proprietary Research

In addition to research conducted by HRPA and HRRI, HRPA also makes its research capability available to 3rd parties to help conduct business intelligence and informational studies. Some proprietary research HRPA has co-produced for 3rd party partners includes:

- Use of Loyalty Reward Programs for Employee Retention
- HR Information Systems and Acquisition Strategies
- Benefit Strategies for Older Workers

For more information on how you can partner with HRRI or HRPA, contact:

Chris Larsen
Vice President
Marketing & Membership
clarsen@hrpa.ca
(416) 923.2324 x 335

HR Professional magazine continues to set the standard for human resources professional publications in Canada. It is one of our members most highly valued benefits.

There are two types of partnering opportunities with HR Professional: advertising and editorial.

Advertising

Advertising sales for HR Professional are handled by a third party. They include various pricing for full page and page sections as well as flyers polybagged with the magazine when it is mailed.

For more information, contact
Alana Place
Naylor, Inc.
aplace@naylor.com
(204) 975.0460

HR Professional Editorial

HR Professional regularly works with individuals whose employment or practice provides them with original and important insights into HR issues and trends. As a leading provider of HR products and services, if you feel your editorial contribution to HR Professional will add to the body of HR thought leadership, we would like to hear from you.

For more information, contact
Laurie Blake
Editor, HR Professional
lblake@naylor.com
(905) 830-0552



Do you have thought-leading subject matter expertise? HRPA produces more than 200 professional development events annually. If you would like to share that expertise with our members—and we agree it is something our members would benefit from—we have several professional development formats available:

- Half-day and one-day seminars
- Webinars, produced by you, or co-produced with us (see page 9)
- PD in a Box™, ready-to-serve seminars, just add facilitator

For more information, contact:
Dawn Case, CHRP
Director, Professional Development
dcase@hrpa.ca
(416) 923-2324 x 336





The HR Summit Awards recognizes outstanding achievement in human resources leadership, program development and implementation across Canada. Nominations are put forth by human resources and business professionals who recognize great work when they see it. Canada's benchmark for human resources excellence, the HR Summit Awards include:

Seven awards for a team, organization and/or individual:	Three awards for individuals:
<ul style="list-style-type: none"> • Overall Talent Management • Innovation In Total Rewards • Innovation In Employment Branding • Corporate Social Responsibility • Corporate Governance and Strategic Leadership • HR Challenge • Employer Champion Of IEP 	<ul style="list-style-type: none"> • HR Academic Of The Year • HR Professional Of The Year • HR Rising Star



Nominations

You almost certainly know an individual, team or organization who exemplifies achievement in human resources leadership, program development and implementation. Visit www.hrsummitawards.com and get them recognition for their successes.

Sponsorship

Show your appreciation for human resources by sponsoring this event. Contact Sasha Stone at 416-923-2323 x 347 or ssone@hrpa.ca.



Carswell HR Rising Star Award
Melissa Gare,
HR business partner at Lanxess



Toronto Star HR Professional of the Year Award
Ruth Brothers, a senior HR executive who has worked at Teva Canada, CAE and General Electric



Right Management HR Academic of the Year Award
Andrew Templer, professor of management at the University of Windsor



Rogers Communication Innovation in Total Rewards Awards
Reid Lewis, vice-president of human resources at ConAgra Foods Canada



TD Insurance Meloche Monnex Corporate Governance and Strategic Leadership Award
Chris Bart, founder, principal and lead professional of The Directors College at McMaster University



Workopolis Innovation in Employment Branding Awards
Trillium Health Centre's campaign for People Promise



HR Challenge Awards
Heidi Flynn, senior HR business partner at Accucaps Industries



Overall Talent Management Award
Michelle Manglal-Lan, HR consultant at Siemens Canada



Corporate Social Responsibility Award
The Home Depot Canada



Grand & Toy Employer Champion of IEP Awards
St. Michael's Hospital Internationally Educated Professionals Integration and Transition Program – Funded by the Government of Ontario and Citizenship and Immigration Canada

Exhibiting with HRP

Sasha Stone
Specialist, Tradeshow & Sponsorship
sstone@hrpa.ca (416) 923-2324 x 347

Professional Development and Executive Program Sponsorship

Sherrydawn Warren, CEM
Manager, Sponsorship & Logistics
swarren@hrpa.ca (416) 923-2324 x 345

Professional Development Content & Speaking Opportunities

Dawn Case, CHRP
Director, Professional Development
dcase@hrpa.ca (416) 923-2324 x 336

Online Marketing

Alana Place
Naylor
aplace@naylor.com (204) 975-0460

Research and Thought Leadership

Chris Larsen
VP Marketing & Membership
clarsen@hrpa.ca (416) 923-2324 x 335

HR Summit Awards

Sasha Stone
Specialist, Tradeshow & Sponsorship
sstone@hrpa.ca (416) 923-2324 x 347

About HRP

The Human Resources Professionals Association (HRPA) is Canada's HR thought leader with more than 19,000 members in 28 chapters in Ontario. HRP is internationally recognized for its knowledge, innovation and leadership. It connects its membership to an unmatched range of HR information resources, events, professional development and networking opportunities and it annually hosts the world's second largest HR conference. In Ontario, HRP grants the Certified Human Resources Professional (CHRP) designation, the national standard for excellence in human resources management.

Chapters

- Algoma
- Barrie & District
- Brockville & District
- Durham
- Grand Valley
- Grey Bruce
- Guelph & District
- Halton
- Hamilton
- Kent
- Kingston
- London & District
- Niagara
- North Bay
- Northumberland
- Northwestern Ontario
- Ottawa
- Peel
- Peterborough
- Quinte
- Sarnia & District
- Stormont, Dundas & Glengarry
- Sudbury
- Timmins & District
- Toronto
- West Toronto
- Windsor & District
- York Region



HRPA
MARKETING & SPONSORSHIP
HRPA
MARKETING & SPONSORSHIP
HRPA
MARKETING & SPONSORSHIP
HRPA
MARKETING & SPONSORSHIP

2011/2012

