



EMERGING STRONGER – THE HRP A 2021 SUMMER CONFERENCE

Burnout • Re-opening Workplaces • Evolution of Culture

Overview:

Today's HR Professionals are faced with the constant demands of a disrupted world of work.

HRPA's Summer Conference aims to address some of the biggest issues facing organizations today and equip HR professionals to help lead their workplaces into the future.

Why Sponsor?

The HRP A Summer Conference has been crafted to increase your brand's visibility and gain prominence and accessibility to key HR professionals, leaders, and decision-makers.

Dates

July 27-29, 2021

Time

9:00am-1:00pm

Audience

- HR Managers
- HR Directors
- HR Business Partners
- And more!

Attendance

1000+ Expected Attendance

An Exclusive Audience:

23,000+

Members and
Students

40,000

HRPA.ca Monthly
Website Visits

100,000+

Social Media
Audience

23,000+

Weekly email
impressions

Sponsorship Opportunities and Rates*:

Features	Presenting Sponsor \$15,000 (1 Opportunity)	Keynote Sponsor \$8,000 (2 Opportunities)	Session Sponsor \$2,500
Recognition as the exclusive Presenting Sponsor of the event on all marketing materials (website, virtual event, email, social, and more †)	X		
Logo Recognition in Conference Lobby	X		
15 Minute speaking opportunity	X		
Verbal recognition by event chair	X		
15-30 second commercial intro to sponsored keynote		X	
Opportunity to provide a digital resource that will be shared with event attendees through email	2	1	
Logo recognition on conference landing page	X	X	X
Logo recognition in sponsored session		X	X
Recognition on social media	see feature 1 †	1	
Logo recognition in HRPAs weekly newsletter	see feature 1 †	1	
Complimentary registration passes	8	4	1
Event attendee list**	All Registrants	Keynote Registrants	Session Registrants

*Sponsorship features are subject to change based on availability. All content subject to HRPAs approval.

**Attendees who have opted in to receive sponsor communications.

† Presenting Sponsor Recognition on all marketing Materials.

If these opportunities do not meet your needs, let us know! We may be able to design a unique sponsorship that is more aligned with your goals.

Multi-event sponsorship packages are also available for our Summer, Fall and Winter conferences.

TO BECOME A SPONSOR OR FOR MORE INFORMATION, CONTACT:

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