Hosted by The University of Alabama, the 63rd Annual HRM Conference will be held October 19-20, 2017 in Birmingham, Alabama. The conference is presented by experienced human resource and employment law experts from across the state and is designed to develop the full range of skills and knowledge vital to the success of the contemporary human resource professional.
EXHIBIT OPPORTUNITY

WHY EXHIBIT?
Exhibit at the HRM Conference and you will have:

- The opportunity to share your resources, products and dynamic ideas
- A venue in which to strengthen your existing customer relationships
- An ideal scenario for obtaining and nurturing new leads

WHO WILL BE THERE?
The people who attend the HRM Conference are most commonly executives, human resource managers and practitioners. Additionally, our participants come from the following functional areas within organizations:

- Employee and industrial relations
- Organizational development
- Benefits and compensation
- Selection and placement
- Training and development
- Safety and security
- Legal compliance
- Small business owners and managers

EXHIBITOR REGISTRATION - $500
The exhibitor fee covers one complete registration package which includes a skirted exhibit table, conference program book, refreshment breaks, continental breakfast and lunch. Door prizes are encouraged!

SETUP
Thursday, October 19, 2017
7 - 9 a.m.

DEDICATED EXHIBIT TIMES
Thursday, October 19, 2017
9 - 10 a.m.
10:45 - 11:15 a.m.
2:45 - 3:15 p.m.

Friday, October 20, 2017
8 - 8:45 a.m.
9:45 - 10 a.m.
11:15 - 11:30 a.m.

MORE INFORMATION
Agenda, professional approvals and online registration: hrm.ua.edu

CONTACT US
Questions? Contact Vikki Chavis at vchavis@ccs.ua.edu or 205-348-3029.
SPONSORSHIP OPPORTUNITIES

PRESENTING CORPORATE SPONSOR  $9,500
(two available)
Sponsoring at this level will allow the HRM Conference to continue to grow and provide the best overall experience for participants.

Sponsors Receive:
- Sponsor logo and link to website on the conference website and in all conference email messages
- Five complete registration packages
- Complementary exhibit table
- Signage throughout the conference
- Podium recognition and ability to introduce keynote speaker at the conference
- Banner placement on stage during keynote presentations
- Opportunity to include information in conference book
- Electronic file of all event attendees prior to and following conference
- Opportunity to present a 30-minute vendor showcase to demonstrate your product and/or service during a breakout session

GOLD SPONSOR               $2,000
(two available)
Sponsors Receive:
- Recognition as lunch sponsor
- Sponsor logo and link to website on the conference website and in select conference email messages
- Three complete registration packages
- Exhibit Table
- Signage on the main screen prior to speakers’ presentations and during lunch

SILVER SPONSOR                  $1,600
(two available)
Sponsors Receive:
- Recognition as co-sponsor of the hors d’oeuvres and bar at the evening reception
- Listing on conference website and in select email messages
- Two complete registration packages
- Exhibit Table
- Signage on the main screen prior to speakers’ presentations and during lunch

BRONZE SPONSOR                 $800
(six available)
Sponsors Receive:
- Recognition as sponsor of breakfast or refreshment break
- Listing on conference website and in select email messages
- One complete registration package
- Exhibit Table
- Signage on the main screen prior to speakers’ presentations and during lunch

If you wish to make a financial contribution of an amount not listed above, please contact Vikki Chavis at vchavis@ccs.ua.edu or 205-348-3029.
# Registration Options

<table>
<thead>
<tr>
<th>Register Online</th>
<th>Register by Phone</th>
<th>Register by Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>hrm.ua.edu</td>
<td>205-348-3000</td>
<td>Registration Services, The University of Alabama Box 870388, Tuscaloosa, AL 35487</td>
</tr>
</tbody>
</table>

**First:** 
**Middle Initial:** 
**Last:** 
**Preferred Name:** 
**Company/Organization Name:** 
**Mailing Address:** 
**City:**
**State:**
**Zip:**
**Email Address:**
**Phone:**
**Job Title:**

**How did you find out about this program?**

- [ ] Enclosed is a check for $ made payable to THE UNIVERSITY OF ALABAMA
- [ ] Charge $ to credit card: [ ] Master Card [ ] VISA [ ] American Express [ ] Discover

**Card #:**
**Exp. Date:** /

**Security / Verification / CVV Code:** (Three or four digit code on back or front of credit card.)

**Authorizing Signature:**

---

# 63rd Annual Human Resources Management Conference

October 19-20, 2017  
Hyatt Regency - the Wynfrey Hotel  
1000 Riverchase Galleria, Hoover, AL 35244  
Program# X7-403-18

**Sponsorships**

- [ ] $9,500 Presenting Corporate Sponsor  
  *Includes 5 registrations*
- [ ] $3,000 Platinum Sponsorship  
  *Includes 4 registrations*
- [ ] $2,000 Gold Sponsorship  
  *Includes 3 registrations*
- [ ] $1,600 Silver Sponsorship  
  *Includes 2 registrations*
- [ ] $800 Bronze Sponsorship  
  *Includes 1 registration*
- [ ] $150 Additional Personnel

**Exhibit Only**

- [ ] $500 Exhibit Booth

A certificate verifying attendance and contact hours will be issued to all participants. Note: The University of Alabama is committed to complying with the Americans with Disabilities Act. Requests for accommodation of physical and/or dietary needs should be made at least 30 calendar days in advance of the program date. Please email your request to vchavis@ccs.ua.edu. A portion of the invoice amount for this program will go to the Capstone Lifelong Learning Foundation to support activities of The University of Alabama and the College of Continuing Studies. Need our STAARS Vendor Number? Please use VC000118827 for UA College of Continuing Studies.

---

**Contact Information for Attendees (Please Base Quantity on Your Level of Support.)**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

hrm.ua.edu