

Now What?

The 2020 VT & NH Twin State HR Summit
September 15-17, 2020 | Virtual Conference



Thank you to our conference partners:



SPONSORSHIP & EXHIBITOR PACKAGES

When two leading organizations join forces, great things happen. Realizing in-person conferences would be impossible during this pandemic, the HR State Councils of Vermont and New Hampshire are teaming up to present a 3-day virtual conference, aimed at learning, inspiring, connecting and healing.

Show your company's love for the HR community, who need it now more than ever, by supporting the Twin State Summit with one of our great sponsorship and exhibitor opportunities. Best of all, your company will reach a two-state audience in addition to people who might not otherwise have been able to attend in person!

Your virtual booth is going to be super cool. Not only will attendees be driven to your booth via interest and game incentives, but when they get there, they'll have the opportunity to request information, book appointments, talk to you live, download materials, view videos, join your social media networks, and so much more!

CONFERENCE SCHEDULE:

Tuesday, September 15, 2020
8:00am - 3:00pm

Wednesday, September 16, 2020
13:30am - 5:30pm

Thursday, September 17, 2020
7:00am - 1:00pm

To reserve your sponsor or exhibitor package, contact:

Gregg Shapiro, gregg@greentreeevents.com or
Chelsea Daneault, cdaneault@middlebury.edu

VIRTUAL EXPO SCHEDULE:

The virtual EXPO (when you should be live in your booth) is open:

Tuesday, September 15, 2020
10:30am - 11:00am
12:15pm - 1:00pm
2:00pm - 2:30pm

Wednesday, September 16, 2020
2:30pm - 3:00pm
4:15pm - 5:30pm

Thursday, September 17, 2020
9:45am - 10:15am
11:30am - 11:45am



Sponsorship Packages

For full details on package deliverables, please review page 4

CONFERENCE PARTNERS (2 available)\$5,000

The highest level of support with the most benefits! Your company enjoys top billing, branding across all conference materials and special recognitions before, during and after the conference. Plus, your company is featured with the largest virtual booth, front and center on the platform, multiple ad roll opportunities and special push notifications.

PLATINUM SPONSORS (10 available).....\$3,500

Keynote (4 available) - 2 left!

Sponsor one of our four keynote presenters with the opportunity to speak about your company and introduce the speaker. Also includes recognition in the online bookstore for sponsored keynote's publications.

Cocktails, Mocktails & Bingo! (1 available)

Who doesn't like to kick back and have some fun with their colleagues? With this opportunity, your company is the sole sponsor for the Wednesday evening cocktail reception and bingo game! In addition to package deliverables, a specialy drink will be named after your company, the bingo cards will feature your company branding, and you can even call out the bingo numbers if you like!

Vermont HR Professional of the Year Award (1 available)

With the help of your company, we will recognize Vermont SHRM's 2020 HR Professional of the Year. Your company will receive 5 minutes of virtual podium time to talk about your company, and the opportunity to present the award to this year's recipient.

Granite State Ry Perry HR Hero Award (1 available)

With the help of your company, we will recognize the Granite State HR Conference's 2020 Ry Perry HR Hero Award winner. Your company will receive 5 minutes of virtual podium time to talk about your company, and the opportunity to present the award to this year's recipient.

Keynote Luncheon (1 available)

This exclusive event is only open to All-Access pass holders and will feature a special opportunity for attendees to connect virtually with your company and one of the conference's keynote speakers. As an added bonus – you'll have 4 special passes so you can invite those you haven't had the chance to chat with or show your appreciation to those valued clients!

Registration (1 available)

Your company's name, logo and weblink will be prominently displayed throughout the attendee registration website, which will also include a dedicated screen within the process to pitch your company's services or promote a special offer!

Ice Breaker (1 available)

Help us kick off the conference with a fun scavenger hunt, aimed at facilitating networking and jump starting new relationships. Your company will receive 5 minutes of virtual podium time to talk about your company, and the opportunity to lead this fun ice breaker!



Sponsorship Packages

GOLD SPONSORS (8 available)\$2,500

Virtual Selfie (1 available)

Everyone loves a selfie! Your company will be branded on the virtual selfie background attendees use to take and post their selfies to social media and message boards before, during and after the conference. This is a super fun feature and attendees win points in the virtual conference game for participating!

Chef Demo/Lunch (1 available)

Instead of bringing people to the chef, we're bringing the chef to the people! Tuesday's lunch break will feature a live chef demo on how to create the ultimate sandwich/salad. Attendees will follow along before heading off the create and consume their own masterpiece! Your company's branding will be featured on the chef's background, as well as the recipe & shopping list included in the pre-conference swag boxes.

Morning Wellness (2 available)

There's never been a more important time for us to focus on wellness! Thursday morning will feature two 'early bird' sessions, geared towards helping HR professionals recharge and learn valuable relaxation and destressing skills. Your company will be featured during the session, as well as have an opportunity to choose the wellness topic and/or introduce the wellness session instructor.

Giveaways (4 available)

Everyone loves prizes and they'll love you even more for sponsoring them! The conference will feature a virtual game where attendees earn points towards prizes. Your company receives great exposure sponsoring a giveaway with announcements, reminders and push notifications.

SILVER SPONSORS (8 available)\$1,500

Breakouts (8 available) - 5 left!

The breakout sessions are essential programming, teaching new practices, workshopping questions and issues, and providing the professional development credits HR professionals require. Your company will receive special branding during the breakout and will have the opportunity to introduce the speaker(s).



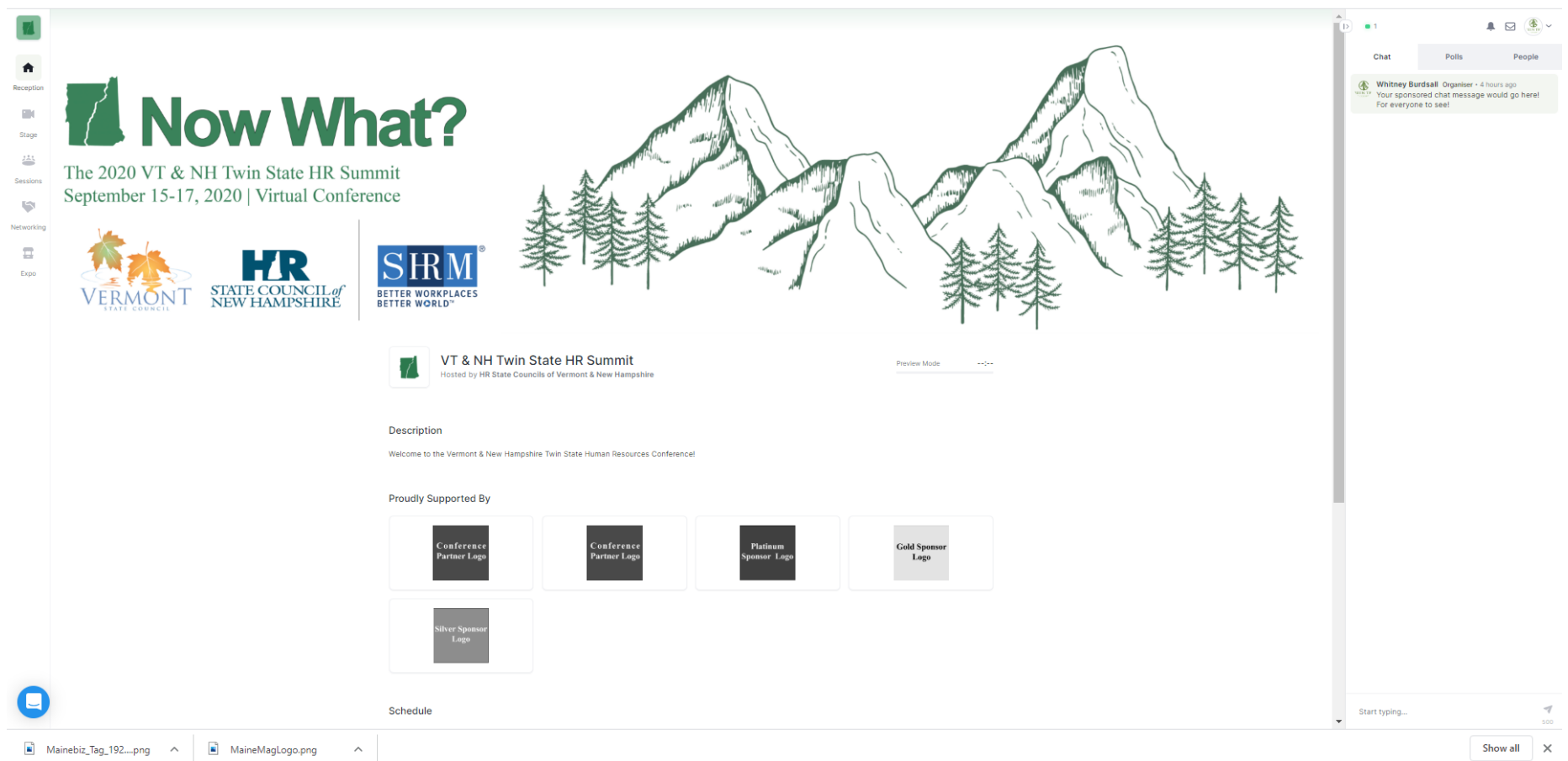
2020 VT NH Twin State HR Summit
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Sponsorship Exhibitor Packages

	Conference Partners \$5,000	Platinum Sponsor \$3,500	Gold Sponsor \$2,500	Silver Sponsor \$1,500	Exhibitor \$800
Pre-Conference Advertising					
Conference Theme Artwork	Logo				
Conference Website	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Company Name
Conference Marketing Materials	Logo & Link	Logo & Link	Logo	Logo	
Attendee List Pre-Conference	Yes	Yes	Yes		
Social Media Callouts	8	6	3	2	1
Swag Box Insert* (TBD)	Yes	Yes			
At The Conference					
Booth Size	Large	Medium	Medium	Standard	Standard
Booth Prioritization	First Tier	Second Tier	Third Tier	Fourth Tier	Fifth Tier
Mainstage Break Adroll	2 slides/30-sec ad	2 slides/15-sec ad	1 slide	1 slide	Logo on Expo Slide
Web Banner	Yes	Yes			
Sponsored Chat Message	3	1	1	1	
Gamification* (TBD)	Yes	Yes	Yes	Yes	Yes
All-Access Passes	5	4	3	2	2
Post Conference					
Attendee List Post-Conference	Yes	Yes	Yes	Yes	Yes
Lead Report of Visitors to Your Booth	Yes	Yes	Yes	Yes	Yes
Company Description in Post-Event Email/Survey	Yes	Yes	Yes		
Access to Event Data	Yes	Yes			
Access to Event Recordings/Transcripts	Yes	Yes			
Exclusive Opportunities	2 available	10 available:	8 available:	8 available:	
	Conference Partner (2)	Keynote Session (4) - 2 left!	Virtual Selfie (1)	Breakout Sessions (8) - 5 left!	
* Crossed out indicates 'sold'		Cocktail & Bingo Reception (1)	Chef Demo/Lunch (1)		
		Vermont HR Award (1)	Morning Wellness (2)		
		New Hampshire HR Award (1)	Giveaways (4)		
		Keynote Luncheon (1)			
		Registration (1)			
		Ice Breaker (1)			

* We are still evaluating the opportunities available in the virtual conference platform that's been contracted for the event. Some deliverables may not be possible.

Reception Page (home base for attendees)



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VERMONT STATE COUNCIL
HR STATE COUNCIL of NEW HAMPSHIRE
SHRM BETTER WORKPLACES BETTER WORLD®

VT & NH Twin State HR Summit
Hosted by HR State Councils of Vermont & New Hampshire

Description
Welcome to the Vermont & New Hampshire Twin State Human Resources Conference!

Proudly Supported By

Conference Partner Logo
Conference Partner Logo
Platinum Sponsor Logo
Gold Sponsor Logo
Silver Sponsor Logo

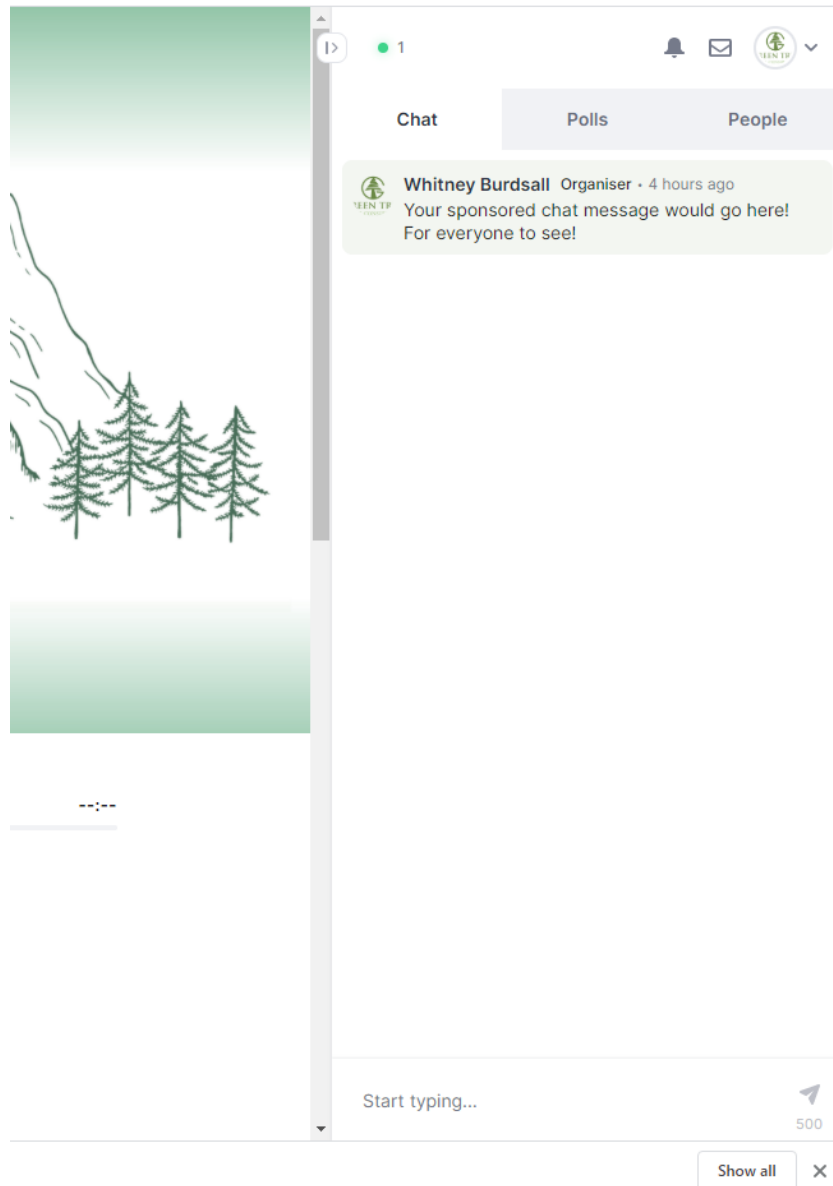
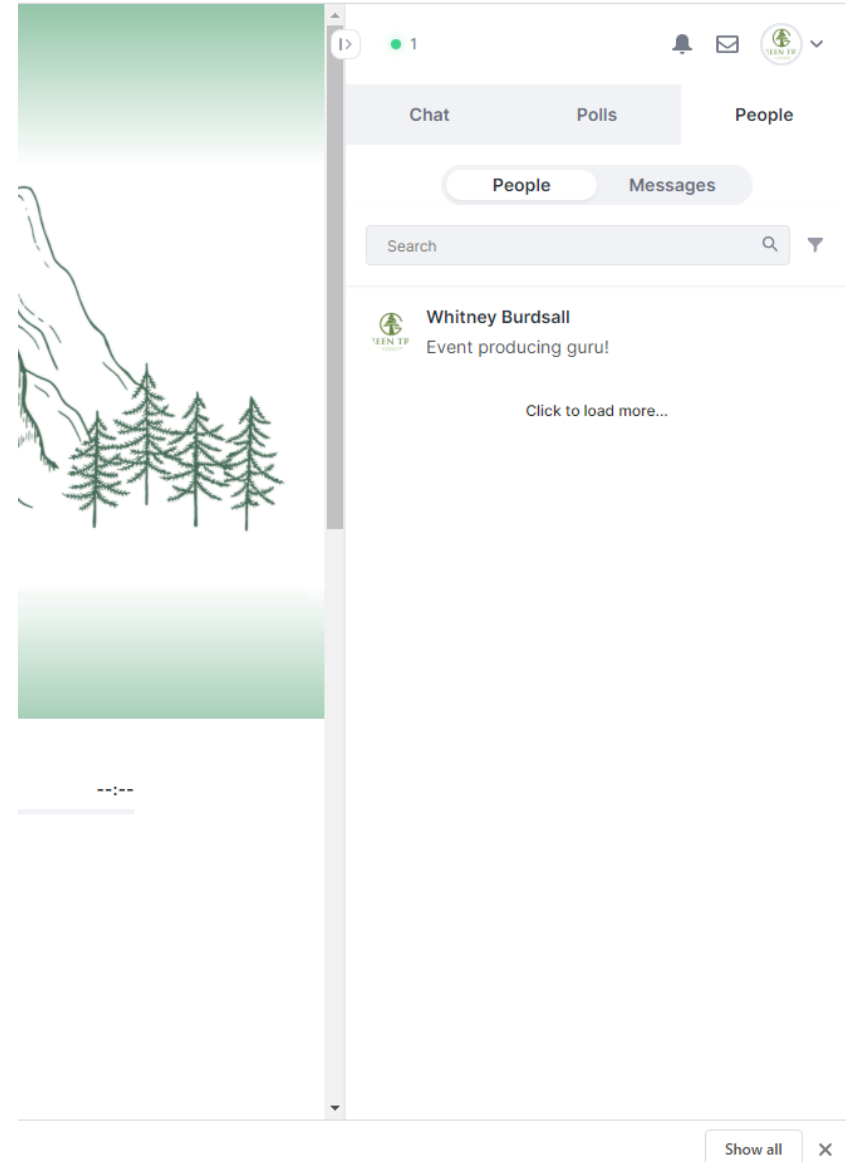
Schedule

Chat
Polls
People

Whitney Budsall Organizer • 4 hours ago
Your sponsored chat message would go here!
For everyone to see!

Start typing...

Show all

Sponsored chat messages:**Discover people & make connections:**

Sponsor logos are live links to whichever page the sponsor chooses.

The screenshot displays a virtual booth for the "VT & NH Twin State HR Summit". The interface is divided into three main sections: a left sidebar, a central content area, and a right sidebar.

Left Sidebar: Contains navigation icons for Reception, Stage, Sessions, Networking, and Expo. At the bottom is a blue circular icon with a white envelope.

Central Content Area:

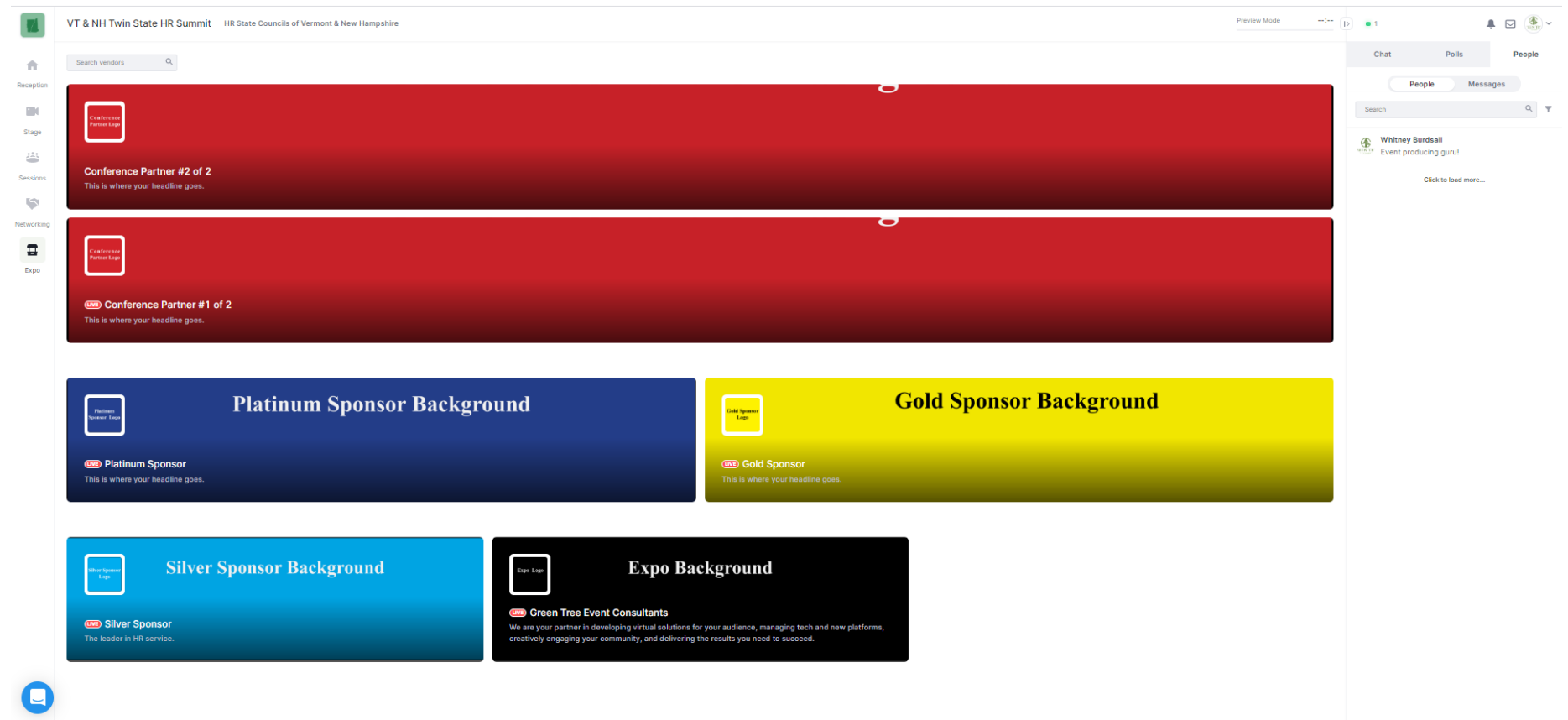
- Header:** "VT & NH Twin State HR Summit" with a small map of Vermont and New Hampshire, and "Hosted by HR State Councils of Vermont & New Hampshire".
- Description:** "Welcome to the Vermont & New Hampshire Twin State Human Resources Conference!"
- Proudly Supported By:** A row of five sponsor logos: "Conference Partner Logo" (red), "Conference Partner Logo" (dark grey), "Platinum Sponsor Logo" (dark grey), "Gold Sponsor Logo" (light grey), and "Silver Sponsor Logo" (dark grey).
- Schedule:** "September 15" with a "Search segment" input field.

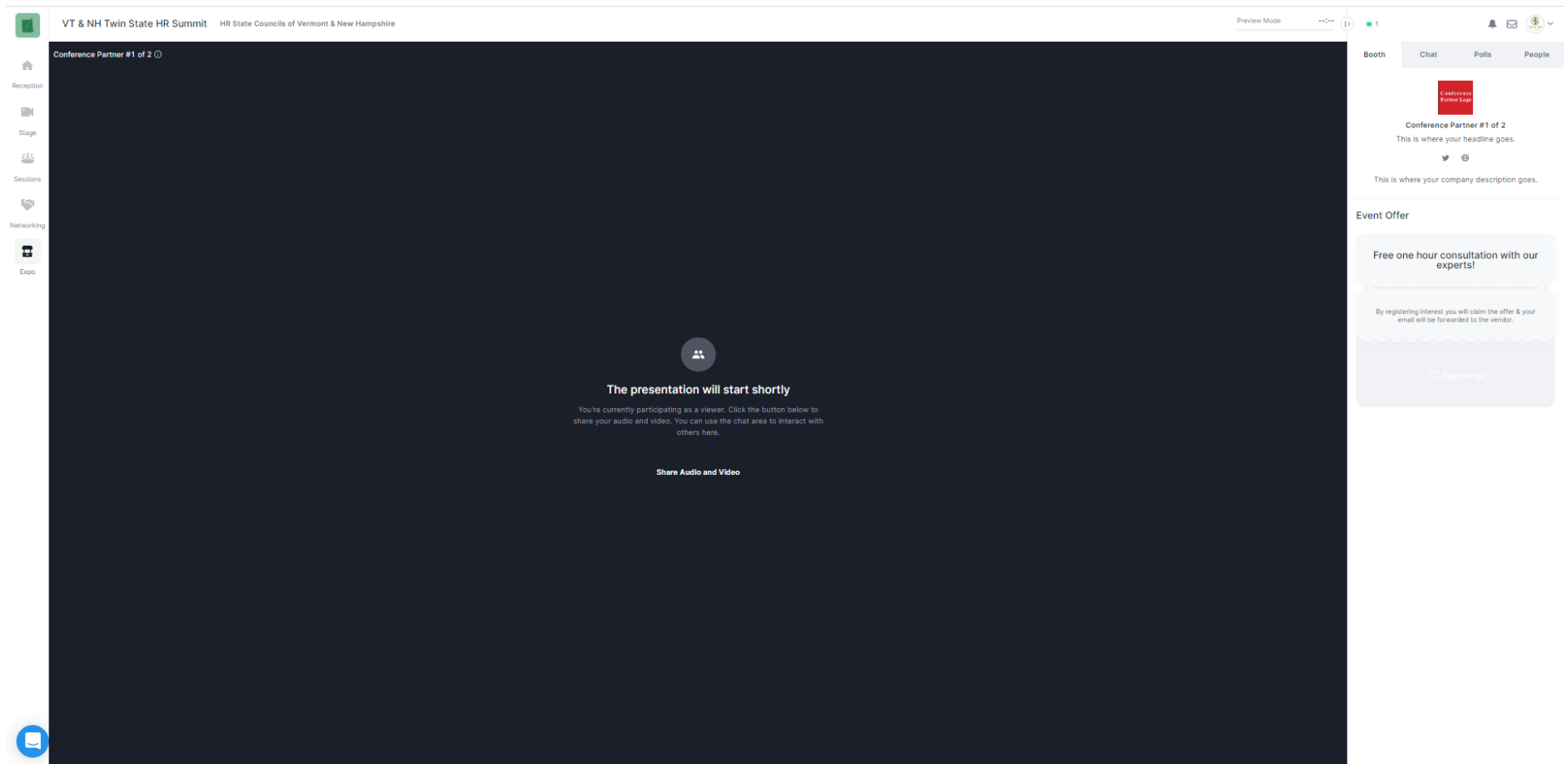
Right Sidebar:

- Chat:** Includes "Polls" and "People" tabs. Below are "People" and "Messages" tabs, a search bar, and a list of participants. One participant is "Whitney Burdsall" with the bio "Event producing guru!". Below the list is a "Click to load more..." link.

Top Bar: Shows "Preview Mode", a "1" in a green circle, and icons for notifications, email, and a user profile.

Footer: A URL bar at the bottom left shows "https://www.greentreeevents.com".

Expo booths are prioritized by size of tile and order of display:

Sponsor & exhibitor booths are live during expo breaks...

...and feature a slide or video during non-expo times:

(Attendees can visit the expo at any time during the event, not just the expo times. But switching to a slide/video during non-expo times means the sponsor/exhibitor isn't trapped at their desk for the entire event. Attendees are still able to view slides/videos, request contact info, enter contests, make connections, etc.

VT & NH Twin State HR Summit HR State Councils of Vermont & New Hampshire

Preview Mode

New England Made Giftware & Specialty Food Shows Introduction

Watch later Share

Reception

Stage

Sessions

Networking

Expo

Booth

Chat Polls People

Conference Partner Logo

Conference Partner #2 of 2

This is where your headline goes.

This is where your company description goes.

Event Offer

Enter to win a free iPad!

By registering interest you will claim the offer & your email will be forwarded to the vendor.

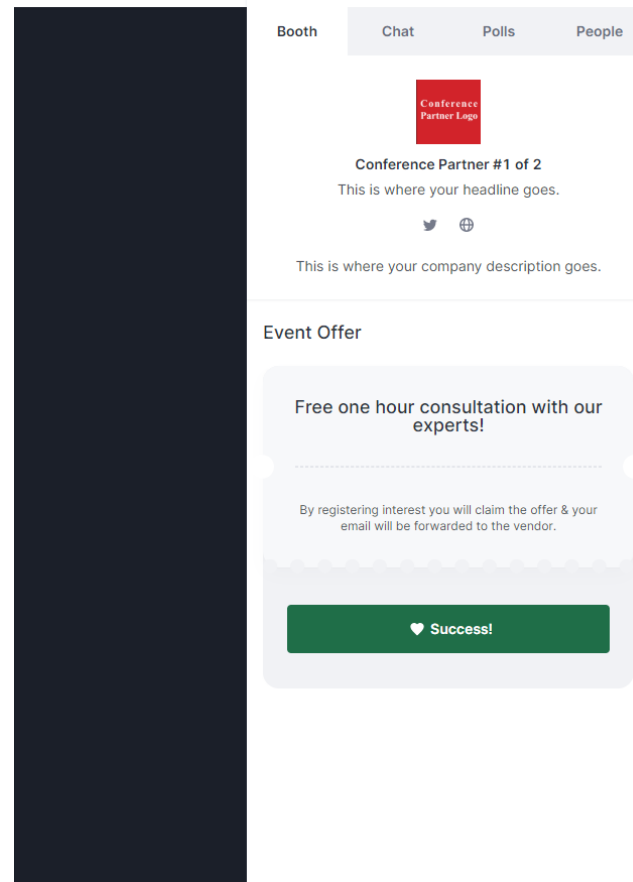
Enter Contest

Stefa Normantas

SHOW PRODUCER

New England Made Giftware & Specialty Food Shows

Lastly, all booths feature a call-to-action button, completely customizable by the sponsor/exhibiting company:



For more information, contact Gregg Shapiro at gregg@greentreeevents.com or Chelsea Daneault at cdaneault@middlebury.edu