

1) Platinum Sponsorship

BUILD YOUR BRAND • CULTIVATE RELATIONSHIP • COLLECT SALES
LEADS

The Northstate Society for Human Resource Management invites you to our annual conference in Redding, CA, October 8, 2019. This HR Summit will be headquartered at the beautiful Gaia Hotel and Spa in Anderson, California. The event combines our annual educational summit and our annual exhibitor showcase into one event for our Northstate SHRM members, National SHRM members, local business owners, managers, staff and HR Professionals.

This event represents an excellent opportunity for our business partners to participate in a conference that will potentially attract over 140 attendees. We are excited to bring these opportunities to you, our regional business associates. What better opportunity to reach your target market?

Sponsorship provides your company with a high degree of visibility, additional networking opportunities, and contributes to the success and excitement of the conference. We invite you to select the most appropriate sponsorship for your company. Act quickly – sponsorships approved by July 1 will be included in the preliminary marketing brochure. Your company will also receive recognition in the conference on-site program, as well as on-site signage during the event. Sponsorship will be considered on a first come, first serve basis.

This ONE Premium Platinum Sponsorship Includes:

- Premium logo placement on signage, printed materials, website, and conference bag
- Exhibit Booth with table drape and two chairs
- Participation in the exhibitor hall

- Recognition in the conference program
 - Electronic list of attendees prior to the conference
 - Four representatives – housed inside the exhibit hall, lunch included
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2-in-1 Video Training with Jack Smalley – Managing Conflict – Building Trust

Jack Smalley presented the following special double-feature presentation to NorthstateSHRM on 04/21/2015 which includes the following sessions that he graciously shared permission to Northstate SHRM to share with members and guests for their internal use only.

- 1) Restoring Trust in the Workplace while living in Distrusting Times
- 2) Managing Conflict and Change to Enhance Morale and Team Building

Enjoy online access with unlimited views for 30 days

Video Part 1

“Restoring” Trust in the Workplace While Living in Distrusting Times

It’s no secret that trust in the workplace is at its lowest level in decades. According to Gallup, only 29% of employees are fully engaged and the most populated generation in the workplace – the Millennials – is firing out résumés due to a lack of trust in leadership resulting in organizational dissatisfaction. We’ve been surrounded by massive fraud and scandal in business from the banking industry to the energy sector.

Can trust be restored in the workplace? Yes, but it is a

marathon, not a sprint. Trust, not money, is the currency of business and life. During this session, we'll identify whether we are "blind trusters" or "distrusters." We'll also discuss the secrets behind the most trusted companies and how trust impacts retention, sales, customer service, and profits.

Restoring trust in our workplace begins with each of us. As leaders, we must understand, accept, and take ownership of how every daily decision we make impacts others. In today's highly competitive business environment, remaining No. 1 has become the new standard and can only be achieved by developing a culture of trust with your employees and external customers.

Video Part 2

Managing Conflict and Change to Enhance Morale and Team Building

This program is designed to assist supervisors at all management levels. All professional relationships experience some type of conflict. This is normal, natural and sometimes even necessary for growth and development.

This seminar will discuss:

- Myths and truths of conflict
- The need to change your "old thinkers"
- Sources of organizational conflict and successful ways to overcome them
- Seven types to conflict resolution and examples of the successes of each step
- Best team building practices used by today's most successful companies
- The leader's role in team management
- Change management
- Management's role during the communication and implementation process
- Traits of the problem employee
- Successful ways of handling the problem employee.

2) Gold Sponsorship

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Includes:

- Logo placement on signage, printed materials,

- website, and conference bag
 - Lunch sponsor
 - Exhibit Booth with table drape and two chairs
 - Participation in the exhibitor hall
 - Recognition in the conference program
 - Electronic list of attendees prior to the conference
 - Two representatives – housed inside the exhibit hall, lunch included
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3) Silver Sponsorship

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Includes:

- Logo placement on signage, printed materials and website
- Breakfast sponsor
- Exhibit Booth with 6' table drape and two chairs
- Participation in the exhibitor hall
- Recognition in the conference program
- Electronic list of attendees prior to the conference
- Two representatives – housed outside of exhibit hall, lunch provided

Event Sponsorship

An opportunity for your business to partner with the Northstate Chapter of Society for Human Resources Management (SHRM) in the promotion of information, services and products of interest to the professionals of the Human Resource Community.

With the Event Sponsorship fee your business will receive the following considerations:

- Up to 5 free meeting registrations is provided for the representatives and guests of the sponsor
- Sponsor will be introduced during the business portion of the meeting
- Sponsor will present a 5 minute summary of their

services

- Sponsor may set up a display in the registration area
- Sponsor may place brochures, business cards, etc. about their services on each table
- Sponsor may offer raffle prizes to be given away during the event
- Sponsor's ad will be displayed on the event page and in e-blasts advertising for the event
- If you sponsor 4 events or more, your logo is featured on the front page of the Northstate SHRM website

Non-Designated Membership Fee

Northstate SHRM is a 100% SHRM Affiliate Chapter. This allows us to offer a greater set of SHRM resources to our Chapter Members including thousands of California specific tools, policy templates and information.

There is no annual fee for membership with when Northstate SHRM is designated as your primary Chapter.

If you have designated a different chapter as primary, there is a \$25 annual fee.

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