

WELU sponsorship offer

workplace & employment law update

Nov. 18th & Dec. 2nd



EverythingHR



With over 800 registrants expected, use WELU to build and maintain relationships with your client base. **Sponsor WELU and gain visibility and/or purchase bulk registrations to support your clients' compliance needs.**

WELU Event Sponsorship

WELU Event Sponsorship Details

Sponsorship is for **November 18 and December 2.**

- **Diamond (\$9,500):** Platinum-level plus
 - Full attendee list (for both events)
 - 2-minute pre-keynote speaking opportunity
 - Branding in main registration lobby
 - 24 additional attendee registrations: 72 total (\$5,400 value)
- **Platinum (\$7,500):** Gold-level plus
 - 2-minute post-keynote speaking opportunity
 - 24 additional registrations: 48 total (\$3,600 value)
- **Gold (\$4,950):**
 - One 25-minute breakout session with attendee list from breakout session
 - 24 total attendee registrations (\$2,040 value) including a virtual lobby per event.
 - Sponsorship recognition and logo on website, attendee, materials, break slides and event marketing.



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Bulk Registration Purchase By September 30

\$95	1 to 11 registrations
\$90	12 to 23 registrations
\$85	24 to 47 registrations*
\$80	48 or more registrations*

Bulk Registration Purchase Details

Advance purchase and payment required. Must be purchased by September 30 to lock in pricing tier (price per registration) for all future registrations.

Virtual Registration Lobby: Personally Host Your Clients at either WELU
With a minimum purchase of 24 registrations per event, a branded virtual registration lobby will be set up so that you can directly interact and network with your invited guests before the program, during lunch and/or at breaks, if you'd like! Or, you can have us handle your morning lobby. Virtual lobbies are only available to entities purchasing registrations for multiple companies (clients) to create more client engagement. The minimum per event price for this virtual registration page and lobby is based on no less than 24 paid registrations per date (\$2,040).

Training@EmployersGroup.com to purchase or for questions

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Sponsorship. This sponsorship confirms that the individual named below will be the contact and agrees to the terms for WELU sponsorship. Once processed, there are no refunds on fee paid. Fee must be paid prior to Employers Group fulfilling sponsorship benefits. Attendee substitutions will be permitted up to one day before. Day of substitutions will not be permitted. **RETURN TO training@employersgroup.com.**

Once processed, you will be provided further instructions on what is needed to complete your sponsor set up, including providing your organization's logo. For those sponsorships that include a branded registration page, we will invoice you for all registrations that exceed your registration cap.

WELU Event Sponsorship Details

Sponsorship is for November 18 and December 2.

- **Diamond:** includes Platinum plus attendee list, 2-minute pre-keynote speaking opportunity, branding in main registration lobby and 24 additional attendee registrations (72 total). **\$9,500**
- **Platinum:** includes Gold plus a 2-minute post-keynote speaking opportunity, and 24 additional registrations (48 total). **\$7,500**
- **Gold:** includes one 25-minute breakout session, 24 total attendee registrations with virtual registration lobby at each event, sponsorship recognition and logo on website, attendee list, materials, break slides and other. **\$4,950**
- **Registrations:** Volume Discounts are:

\$95	1 to 11 registrations
\$90	12 to 23 registrations
\$85	24 to 47 registrations*
\$80	48 or more registrations*

* a virtual lobby will be provided to those purchasing 24 or more registrations (minimum \$2,040 per event); otherwise, attendees will be registered in our general registration lobby.

SPONSOR CONTACT

NAME	EMAIL ADDRESS	SPONSOR FOR
		<input type="checkbox"/> Diamond <input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Registrations Indicate Quantity: _____

COMPANY

Company Name or EG / EHR Member ID # (if any)	Contact Phone Number (Primary Contact)
Contact Person & Title	Authorized Company Signature

PAYMENT

__ Credit Card	Card Type & Number	
	Name on Card	
	Signature / eSign	
	Expiration Date	
	Authorization Code	
__ Invoice me	Employers Group encourages credit card payments for expeditious processing of your sponsorship. Should you be invoiced, sponsorship will not be processed until funds are received.	

Based on the sponsorship fees listed, please charge / invoice me the amount indicated below.

\$ _____

Return via scan/email to training@employersgroup.com or fax to 213.226.0216

By signing this registration form, you agree to the terms of this form.



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Attendee Profile

Sponsorship and exhibiting exposure will be throughout the day to approximately 850-1000 decision makers from more than 500 employers. Attendees seek ideas and solutions for critical HR, benefits, people and performance issues facing organizations today. In most cases, they are the decision makers, the direct buyer of services, or strong influencers one person removed from final decisions.

Anticipated demographics based on prior years:

Industries: Over 45% are manufacturers with 20% coming from professional services, and the remaining 35% being distributed among many remaining industries. 75% have operations outside of California.

Employer Size

- 20% have fewer than 100 employees
- 35% have between 100-500 employees
- 20% have between 500-1,000 employees
- 25% have more than 1,000 employees

Attendees

- 60% oversee the HR function for their organization
- 10% are in non-HR positions
- 100% outsource some function of HR

Sponsored Attendees: 35% of attendees have received a complimentary registration on behalf of a sponsor, exhibitor or speaker, which paid for their attendance.

Please contact Jeffrey Hull at 213.999.3941 for more information
or jhull@employersgroup.com