

WEST TEXAS HR SYMPOSIUM

THE LARGEST HR CONFERENCE IN WEST TEXAS

SPONSORSHIP GUIDE

**DEVELOPING
GREAT
ORGANIZATIONAL
CULTURE ACROSS
WEST TEXAS**

MAY 6-7, 2021

**LUBBOCK CIVIC CENTER &
AUDITORIUM**



ABOUT THE SYMPOSIUM

The West Texas HR Symposium, founded in 2019, was created to better serve the Greater West Texas community and combine the resources of the local HR community in support of Texas SHRM. Hosting more than 400 attendees from around West Texas, Southeastern New Mexico, Southwestern Oklahoma, and Southern Colorado. The Symposium provides human resource professionals, business owners, lawyers, certified public accountants, and those who are interested in the HR industry a place to network, attend sessions, and get business done. The Symposium is hosted by West Texas HR Symposium, Inc.

Why should your company attend?

In 2019, the Symposium hosted 425+ HR leaders and influencers from over 50 cities in 5 states. In 2020, the Symposium hosted a virtual conference with 200+ attendees with only 3 months of planning after pivoting from a live event. According to attendees surveyed, **90% of attendees** visited with exhibitors in the Showcase, **88% of attendees** will return and **93% will recommend the symposium** to a friend or colleague. With excitement like that, you can't afford to miss out!

IMPORTANT DATES

January 4th - February 14th, 2021

Early Registration for Sponsors
and Attendees

February 15th - April 25th

Regular Registration for Sponsors
and Attendees

April 26th - May 2nd

Late Registration for Sponsors

May 2nd

Sponsor Registration Deadline
(or when all booths are sold)

May 6th - May 7th

2021 West Texas HR Symposium

ABOUT THE VENUE

Located in downtown Lubbock, the facility has 1500 onsite free parking spaces. The central location of the Civic Center provides easy access to hotels, the Depot District, a variety of restaurants, shopping, Texas Tech University and Preston Smith International Airport.

Theater: 1,395 seats (including mobility impaired)

Classrooms: 7 rooms - 40 to 100 seats

Convention Space: 40,000 square feet of column free space



SYMPOSIUM HOTELS

Overton Hotel & Conference Center

The brightest star on Lubbock's metropolitan skyline, the Overton Hotel & Convention Center, is conveniently located in the heart of the Hub City just steps from Texas Tech University.



Cotton Court Hotel

Cotton Court Hotel offers a city-inspired boutique hotel experience in the heart of downtown Lubbock. Close to local businesses, and offering ample space for meetings and events, Cotton Court is a refuge for the modern traveler.



Holiday Inn Express & Suites - Downtown/University

Located only a few minutes drive to the Buddy Holly Museum, The Silent Wings Museum, and the Depot District where you can enjoy great food and entertainment. Also close to many businesses, shopping, restaurants, and Texas Tech University.



KEYNOTE SPEAKERS



**JOHNNY C. TAYLOR JR.,
SHRM-SCP**

PRESIDENT & CEO,
SHRM



JULIE WEBER

VP, CPO
SOUTHWEST AIRLINES



MIKE SARRAILLE

CO-AUTHOR
THE TALENT WAR



GEORGE RANDLE

CO-AUTHOR
THE TALENT WAR

BREAKOUT SESSIONS

Breakout Session Topics will feature presentations focusing on:

- Business Acumen & HR Strategy
- Employment Law & Labor Relations
- Human Resource & Organizational Development
- Talent Acquisition & Workforce Planning
- Total Rewards & Risk Management

Sessions will be accredited for Continuing Education for those with SHRM & HRCI Credentials for Recertification



BECOME A SPONSOR

Increase your company's visibility and participate as an official sponsor of the West Texas HR Symposium. With packages available to fit most budgets, you can build your brand awareness. Reach HR professionals and business owners who influence and make critical decisions to benefit their organizations.

Sponsorships include:

- Booth Space and all items included in sponsorship level
- Logo, company description and sponsor recognition on the sponsor page of the conference website
- Inclusion in pre-conference marketing and communications including digital and print when sponsorship is mentioned
- Company appreciation in Keynote Session pre-slides
- Recognition in printed Conference Guide
- Complimentary booth staff registrations based on sponsorship level
- Participation in Keynote and Breakout Sessions
- Social Media Promotion via Symposium Social Media Pages on LinkedIn, Facebook, and Twitter

SPONSORSHIP LEVELS

Diamond Level - \$2499

20' x 10' prime booth; six complimentary registrations for booth staff; and eight items from benefits menu.

Platinum Level - \$1999

20' x 10' prime booth; six complimentary registrations for booth staff; and six items from benefits menu.

Gold Level - \$1499

10' x 10' prime booth; four complimentary registrations for booth staff; and six items from benefits menu.

Silver Level - \$999

10' x 10' prime booth; two complimentary registrations for booth staff; and four items from benefits menu.

Bronze Level - \$749

10' x 10' prime booth; two complimentary registrations for booth staff; and two items from benefits menu.

BENEFITS MENU

- Two Minutes Podium Time during Keynote Sessions *
- Four Complimentary Conference Registrations *
- Post Conference Attendee E-Mail List **
- Digital Advertisement on Symposium Website
- Dedicated Sponsored Email sent pre-symposium to attendees sent by Symposium
- Video posted to Symposium Social Media channels (video provided by sponsor)
- Monthly Sponsored Social Media Posts on Symposium leading up to Symposium and one month following
- Marketing Material or Give-Away given at Check-In for attendees

*For Diamond and Platinum Only

**Includes only attendees who opt-in to receive sponsor emails

ADDITIONAL OPPORTUNITIES

Increase your organization's visibility with these unique opportunities. These opportunities do not include booth space.

Member's Only Lounge Host - \$999

Host members of Texas SHRM Chapters and SHRM in the Member's Only Lounge. Your organization will get naming rights and the ability to have promotional materials in the lounge.

Thursday Night Mixer Host - \$999

Join attendees after the first day sessions with hors d'oeuvres and live music. Your organization will get two minutes of speaking time during the mixer.

Breakout Session Venue Sponsor - \$499

Your organization will have naming rights to one of the five breakout session classrooms for the course of the Symposium



ADDITIONAL INFORMATION

Attendee Demographics:

- Number of Organizations Attended: 300+
- Number of Cities Represented: 50+
- Size of Organizations Attended:
 - 2-49 Employees: 25%
 - 50-99 Employees: 20%
 - 100-249 Employees: 25%
 - 250-499 Employees: 15%
 - 500-999 Employees: 10%
 - 1000+ Employees: 5%
- Titles of those who have attended: CEO, CFO, CHRO, President, Vice President, VPHR, SVP Human Resources, Director of Human Resources, Director of Finance, Director of Compensation and Benefits, Director of Administration, General Manager, Executive Director, Controller, HR Manager, Branch Manager, Office Manager, HR Coordinator, HR Assistant, Payroll Administrator, Consultant, Risk Manager, Administrative Assistant

Schedule and Overview:

- Wednesday, May 5th
 - Sponsor/Vendor Set-Up: 12:00-5:00pm
- Thursday, May 6th
 - Registration/Check-In: 7:00-8:00am
 - Convention Hall Open: 7:00am
 - Opening Keynotes: 8:00-12:00pm
 - Lunch: 12:00-1:00pm
 - Breakout Sessions: 1:00-5:00pm
 - Convention Hall Closes: 5:00pm
 - Mixer: 5:00-7:00pm
- Friday, May 7th
 - Convention Hall Open: 7:00am
 - Breakout Sessions: 8:00-12:00pm
 - Lunch: 12:00-1:00pm
 - Breakout Sessions: 1:00-5:00pm
 - Convention Hall Closes: 2:00pm
 - Sponsor/Vendor Tear Down: 2:00-5:00pm

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