

### Sponsorship Prospectus Austin 2024

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01.

### **About Live**

### The world's most transformative HR conference

If you've ever been to a Workhuman Live, you know we're not traditional. And that goes for the treatment of our sponsors as well. Workhuman Live is where you make deep connections with our attendees though memorable, highly-integrated experiences. And we can only offer a few of these unique opportunities.

By sponsoring, your brand can connect with the changemakers, culture creators, leaders, disruptors, innovators, and mavericks of the HR industry who are coming to talk about the most pressing workplace issues of today.

#### Who can sponsor?

To be a sponsor, your business must:



Align with Workhuman from a brand/thought leadership perspective



Not be a current or potential competitor in one or more areas of our Workhuman® Cloud suite



Provide a solution that helps enhance the culture of an organization

### Strengths of our Sponsorship Program

Our audience is extremely engaged. They want to meet other providers. They want to meet you.

#### **Exclusivity**

We don't have hundreds of sponsors and exhibitors. You'll have limited competition for the mindshare of this incredible audience.

#### **Integration**

Our sponsors are a part of the overall experience, not disconnected in a separate hall or location.

#### **Ease**

Workhuman will support you every step of the way to ensure a successful sponsorship.

workhuman<sup>\*</sup> live APR 15-18 2024 | AUSTIN

### Keep Austin weird. Make work more human.

Austin is in the midst of a serious boom, with new business sprouting up everywhere you look, making it an exciting location for Workhuman Live 2024. We're gearing up for our biggest conference yet, featuring the cutting-edge content and speakers you love, as well as innovative sessions and special events. After three days of learning, networking, and enjoying the city, you'll be ready to tackle work's top issues head-on.





# Not your typical speakers

These are just some of the speakers who have graced the Workhuman Live stage. Stay tuned to see the 2024 lineup and check out the full list of past speakers <a href="here">here</a>.



**Adam Grant** 



**Amal Clooney** 



**Arianna Huffington** 



**Brené Brown** 



Dr. Bernice A. King



**Dan Heath** 



**Simone Biles** 



Michelle Obama



**Simon Sinek** 



























# Not your typical audience.



Access an incredible community of HR leaders from leading brands.

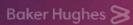


















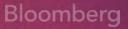








SIEMENS





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#### Who you'll meet

2,000+

attendees

+008

companies represented

48%

director level or above

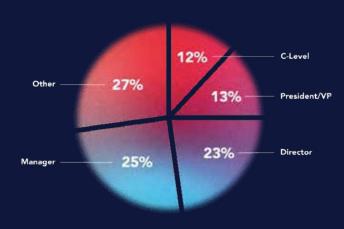
43%

from companies with 2.5k+ employees

#### Company Size (# of Employees)

25% 10,000+ <1,000 - 2,500 - 10,000 1,000 - 2,500 - 5,000

#### Job Title



#### Top industries













#### HEAR WHAT OTHERS HAD TO SAY:

I have attended many large conferences over my career. I really appreciated the personal feel of the WH conference. Networking was easy, the speakers were awesome.

Regardless of where you work, status, position in your life, you will be hard pushed not to resonate with all the topics being discussed and the ability to connect.

The quality and delivery of relevant and timely insights is unmatched. I knew (and know) that the concepts are backed by real data and will make a difference in the workforce right now.

Workhuman Live is collaborative, innovative and exciting. It is an excellent reminder to re-imagine the employee experience and cultural norms that impact the modern workplace.

02.

# Sponsorship

Like we said, we're not your typical event. These aren't your typical sponsorships. By sponsoring Workhuman Live, you're becoming part of the experience. These unique opportunities will get you in front of the audiences you want to reach, in authentic and engaging formats beyond a typical demo. No two brands will show up the same.

Have another idea you want to explore? Let's customize it together. 02.1

# Packages

Sponsor Benefits –	Custom Experiences	Turnkey Moments	Brand Boosters
Event Access	\$100,000+ 7 available	\$50,000 9 available	\$35,000 13 available
Benefit access varies by sponsorship tier:			
Complimentary Full Conference Registrations for your organization's employees, valued at \$2,095 per ticket	2	2	N/A
Complimentary Expo Only registrations for your organization's employees, valued at \$995 per ticket	4	2	2
Option to purchase additional Full Conference registrations at a discounted rate of 20% of current single ticket rate	2	2	2
Option to purchase additional Expo Only registrations at a discounted rate of 20% of current rate	2	2	2
Access to discounted pricing when you bring your organization's HR team (5 or more)	$\overline{}$	$\overline{}$	<b>✓</b>
Special code to share with your qualified customers to purchase full conference registrations at a discounted rate of 20% off the current single ticket rate	$\overline{}$	$\overline{}$	<b>✓</b>
Pre-event breakdown of companies and job titles attending (provided in excel format 2 weeks prior to event start date)	$\overline{}$	N/A	N/A
Mobile app access to network and schedule meetings (available 6 weeks prior to event start date)	$\overline{}$	$\overline{}$	<b>✓</b>
Complimentary invitation for executive/C-level delegate from your company to attend the Workhuman Executive Dinner – based on availability	1	N/A	N/A
Complimentary invitations for two of your executive-level customers that are already attending conference to attend the Workhuman Executive Dinner	2	N/A	N/A

Sponsor Benefits –	Custom Experiences	Turnkey Moments	Brand Boosters
Branding and Communications	\$100,000+ 7 available	\$50,000 9 available	\$35,000 8 available
Benefit access varies by sponsorship tier:			
Your company's full-color logo and company listing on the conference sponsor page on Workhumanlive.com	<b>✓</b>	<b>✓</b>	<b>✓</b>
Deluxe signage with your company's full-color logo in strategic conference locations	$\overline{\mathbf{v}}$	<u>~</u>	~
Premium recognition on large video screens in General Session and Mega Sessions(?)	$\overline{}$	$\overline{}$	~
Mainstage "call out" during MC Welcome Address	$\overline{}$	<u>~</u>	
Your company's full-color logo and company listing on mobile app	$\overline{}$	<u> </u>	<u></u>
Interstitial ad on app	$\overline{}$	N/A	N/A
Banner ad on app	N/A		N/A
Your company's full-color logo included in "Sponsor thank you" footer in pre-, during, and post-event emails	$\overline{}$		<u></u>
Mobile app push notification	2	1	N/A
30-minute product announcement in theater in Workhuman Central (limit one per sponsor)	1	\$XXX	N/A
Option to add on a branded sponsor kiosk in the sponsorship pavilion in Workhuman Central (limit one per sponsor); kiosk includes lead retrieval – limited availability	Included (optional)	Discounted rate of \$15,000	\$15,000

02.2

# Custom Experiences

For those ready to craft an immersive brand experience.

# Sponsor Village

\$150,000, 4 of 4 available

This year, we're recreating a mini version of iconic Rainey Street within Workhuman Central. A select group of sponsors will have the chance to create a branded container space in our sponsor village. Workhuman will drive traffic to this area through messaging and onsite activation.

#### **INCLUDES:**

- · Branded container
- Sponsor signage
- Custom Experiences benefits package

#### **OPTIONAL ADD ONS:**

- · Branded yard décor
- Yard games (i.e. Jenga, corn hole, 'fire' pits)

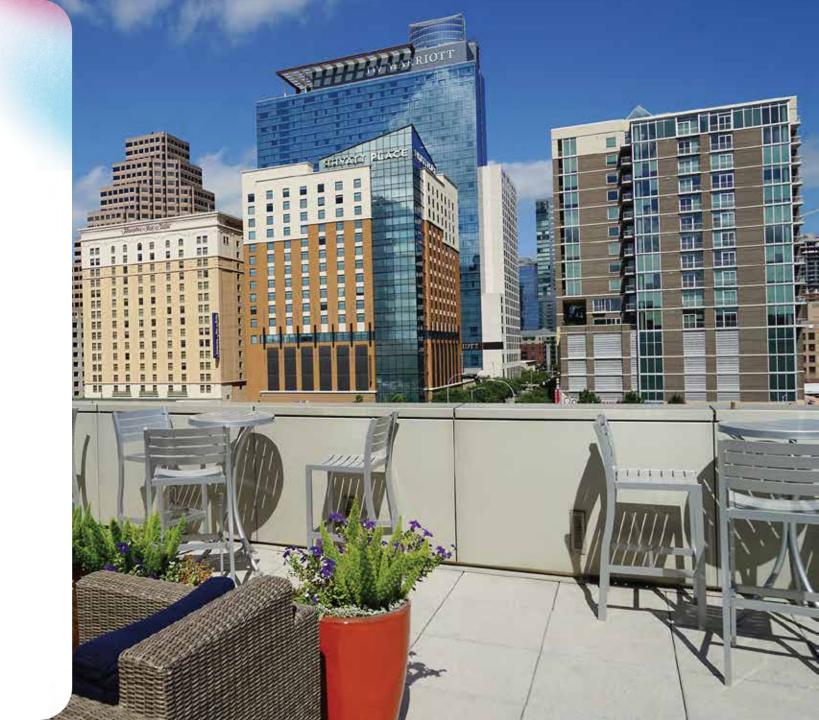


### **Urban Oasis**

\$100,000; 1 of 1 available

Give attendees a space to relax and recharge between sessions by taking over the Level 4 Terrace at the convention center (available to attendees during conference hours Monday, April 16 – Wednesday, April 18).

- Lounge furniture
- Greenery + décor
- Sponsor signage (meterboard & tabletop)
- · Infused water station
- Custom Experiences benefits package



### Café

\$100,000; 1 of 1 available

Everybody runs on... [insert your brand name here!] Get in front of every attendee with a sponsorship of the café space within Workhuman Central. Your brand will be the hot spot of the conference.

- Café named after your organization
- Sponsor signage (meterboard & tabletop)
- Coffee cups or sleeves branded with your logo
- Custom Experiences benefits package



# All-Attendee Party

\$100,000; 1 of 1 available

The Wednesday night party is our biggest evening event at Workhuman Live - a great opportunity to reach attendees outside of their busy event schedules.

As the exclusive sponsor of our all-attendee party, you will receive significant brand exposure in pre-event and onsite party promotions.

- "Presented by" company mentions on all-attendee party promotions (pre-event and during event, digital and print)
- Sponsor signage
- Mainstage mention ahead of party to drive attendance
- Custom cocktail and mocktail named after your organization
- · Custom Experiences benefits package



02.3

### Turnkey Moments

For those interested in smaller moments that matter, with minimal lift from you.

# Headshot studio

\$50,000; 1 of 1 available

Give attendees something they want – professional headshots!

- Physical build of headshot space within Workhuman Central
- 2 headshot backdrops
- Photographers
- Makeup artists
- Digital delivery of headshots to attendees, including a co-branded email header from sponsor brand and Workhuman
- Sponsor signage
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village at a discounted rate



# Refresh + Recharge

\$50,000; 2 of 2 available

Our popular lounge spaces provide ample opportunity to capture attendees' attention throughout the event. Give attendees a space to relax and recharge (literally) as they casually connect in Workhuman Central.

- Sponsor signage (meterboard & tabletop)
- Charging areas
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village at a discounted rate



# **Meditation Sessions**

\$50,000; 1 of 1 available

Help attendees relax and refocus during guided meditation sessions throughout the event (4-6 sessions will be planned).

- Sponsor signage
- "Sponsored by" company mentions on mediation promotions (pre-event and during event, digital and print)
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village at a discounted rate



### **Morning Yoga**

\$50,000; 1 of 1 available

Invite attendees to jump-start their day with energizing morning yoga! Promotes health, wellness and casual connections (2-4 sessions will be planned).

- Sponsor signage
- "Sponsored by" company mentions on morning yoga promotions (pre-event and during event, digital and print)
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village at a discounted rate

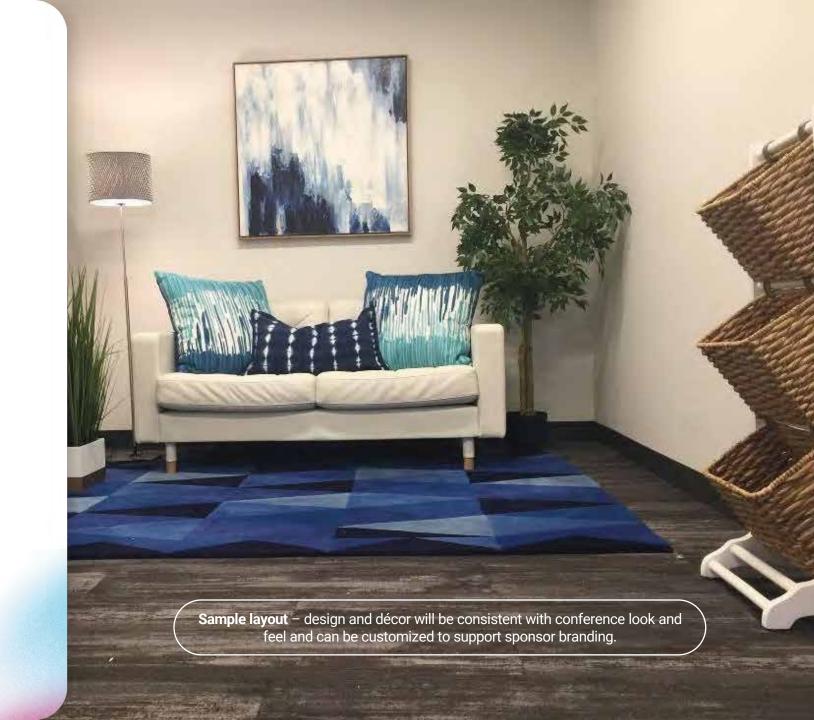


### Mother's Room

\$50,000; 1 of 1 available

Welcome nursing moms to Workhuman Live with a cozy, private space to make their event experience as comfortable as possible!

- Sponsor signage
- "Sponsored by" company mentions on Mother's Room promotions (pre-event and curing event, digital and print)
- Furniture
- Décor
- Supplies
- Refrigerator
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village at a discounted rate

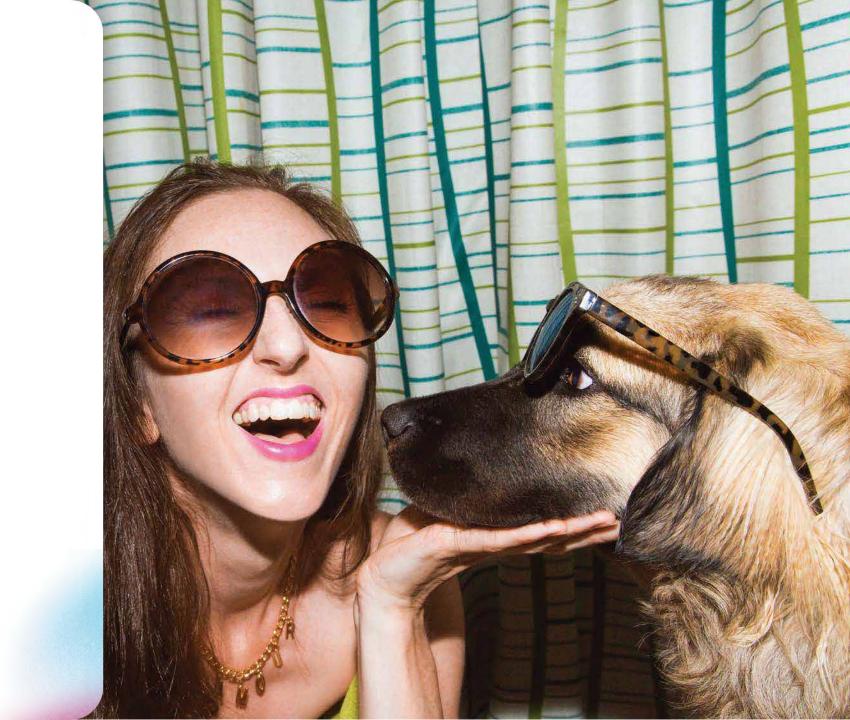


### **Pet Therapy**

\$50,000; 1 of 1 available

Delight attendees with a fun break time activity playing with local therapy dogs in a 2-hour pet therapy zone!

- Sponsor signage
- "Sponsored by" company mentions on pet therapy promotions (pre-event and during event, digital and print)
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village at a discounted rate



### **Attendee Totes**

\$50,000; 1 available

Whatever floats your tote. The attendee tote continues to be one of the most popular items for attendees. See your logo on the bag and on their arm all week long. Attendees will choose from a selection of bag designs and the bags will be silk-screened onsite. Bag will be pre-printed with your company's logo and the Workhuman Live logo.

#### **INCLUDES:**

- Approximately 2,000 bags (one per attendee)
- · Your company logo on the bag
- · Workhuman Live logo on the bag
- Three custom (3) designs for the registration bags will be designed and available for attendees to choose from onsite
- Turnkey Moments benefits, including option to rent a kiosk in the sponsor village at a discounted rate



Sample
design + bag tote selection has
not been
finalized;
attendees will
have 2-3 design
variations to
choose from as
part of the
experience.

### Attendee Water Bottle

\$50,000; 1 available

Stay hydrated! Sustainable and useful, water bottles have become a staple at Workhuman Live. Let attendees bring your brand everywhere with this bottle pick up activation, integrated with an infused water station.

- Approximately 2,000 water bottles (one per attendee)
- Your company logo on one side of the bottle
- Workhuman Live logo and message on one side of the bottle
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village at a discounted rate



02.4

### Brand Boosters

For those interested in simple but memorable brand moments.

# Inspirational messages

\$35,000; 1 of 1 available

Delight attendees with inspiring words and thoughtful amenities that will make their day! Positive, inspirational mirror cling messages will be applied in two high-traffic bathrooms with your logo featured. Handy grab-and-go items extend your brand reach.

- Decal branding in two restrooms (option to submit designs or have our team design)
- Logo-branded mints
- Décor
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village



# Digital Billboard

\$35,000; 3 of 3 available

Promote your brand on the big screen with a digital billboard within the convention center. A variety of placements are available throughout the convention space in highly visible and trafficked areas.

#### **INCLUDES:**

- Placement of 1 static image or video on a large display within the Austin Convention Center
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village

\*NOTE – digital billboards will rotate through custom messages, wayfinding, and general announcements.



### Attendee Notebooks

\$35,000; 1 of 1 available

Give attendees something they can carry throughout the conference – and carry home with all their learnings. Includes a branded 4x6 notebook with pen holder and pen.

#### **INCLUDES:**

- Approximately 2,000 notebooks with pen holder and pen (one per attendee)
- Distribution to attendees on General Session seats on Tuesday morning
- · Your company's logo on front
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village

#### Sample layout -

Item selection has not been finalized; design will be consistent with conference look and feel and can be customized to support sponsor branding.



### Wellness Kit

\$35,000; 1 of 1 available

Wellness on-the-go. Keep the good vibes rolling with a wellness gift set attendees can use to unwind from a long day, or to reminisce at home. Wellness products will be packaged in a branded bag.

#### **INCLUDES:**

- Approximately 2,000 wellness kits, including wellness and relaxation items
- Distribution to attendees on General Session seats on Tuesday afternoon
- · Your company's logo on bag/kit
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village

#### Sample layout -

Kit selection has not been finalized; design and décor will be consistent with conference look and feel and can be customized to support sponsor branding.



# **Charging Station**

\$35,000; 2 of 2 available

Branded multi-device charging stations placed strategically throughout conference. Available for attendees to charge up quickly.

#### **INCLUDES:**

- · Branded multi-device charging station
- Brand Boosters benefits, including option to rent a kiosk in the sponsor village

#### Sample layout -

Stations have not been finalized; design and décor will be consistent with conference look and feel and can be customized to support sponsor branding.



# **Networking Break**

\$35,000; 4 of 4 available

There are four strategically timed networking breaks in Workhuman Central (either right before or right after General Session, which is connected to Workhuman Central). Each networking break will feature a treat from a local business and will incorporate creative messaging along with branded signage.

- Sponsor signage
- Sponsorship of one 30+ minute break
- "Sponsored by" company mentions on networking break promotions (pre-event and during event, digital and print)
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village



### **Event Wifi**

\$35,000; 1 of 1 available

Keep attendees connected data-free with the sponsorship of the event wifi.

- Sponsor signage
- "Sponsored by" company mentions on wifi promotions, wifi instructional signage throughout conference areas, and on exclusive mobile app wifi section
- · Your company's name worked into wifi password
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village

