

# 2017 CyHRMA Annual Conference & Expo

## Sponsorship Opportunities



### Introduction: CyHRMA, Conference and Exhibition

**The Cyprus Human Resource Management Association. Who we are:** It was established in 1991 in Nicosia and it is the Cypriot Professional and Scientific Association that counts over 450 members from the areas of Human Resource Management, Industrial Relations, and Training and Development. The Association serves its members by offering opportunities for learning, development, updates on the latest trends in current HR issues and professional recognition. At the same time it strives to constantly inform the business world and society in general about the vital importance of human capital to the success of Organizations.

The **2017 CyHRMA Annual Conference & Expo** will host distinguished forward-thinking speakers from both Cyprus and abroad, who will share their experiences in the field of Human Resource Management and present specialized knowledge, innovative ideas, practical and tested solutions and practices as well as recommendations which HR Professionals can implement.

The Conference is addressed to Human Resource and Industrial Relations Managers, Line managers with People Management responsibility, Human Resource and Industrial Relations Management Service Providers, Management Consultants, Professional Trainers from all sectors of economic activity: Public, Semi-Government and Private Sector.

**Exhibition:** Exhibitors will be showcasing the latest services, products and technologies that can support the HR Department of your organization!



### Sponsorship & Benefits

The CyHRMA Annual Conference, the largest and most important HR event in Cyprus, gives sponsors and exhibitors an unparalleled opportunity to network with 100+ HR Professionals. Corporate Sponsorship has become one of the best forms of business exposure. By sponsoring the 2017 CyHRMA Annual Conference & Expo, you will be given the opportunity to:

- Gain exposure with your key customer audiences
- Promote your company throughout our Conference, Publications, Website and Social Media
- Increase your brand recognition and awareness of your company among industry executives and HR Professionals
- Network with prospective clients and explore new business opportunities
- Help companies to identify their weaknesses and demonstrate how to address them by implementing innovative practices

### How to become a Sponsor

In case you would like to support the Annual Conference through advertising your organisation/services, please contact us at [info@cyhrma.org](mailto:info@cyhrma.org). Please note that a number of additional sponsorship packages may be also offered on demand.

# Sponsorship Packages

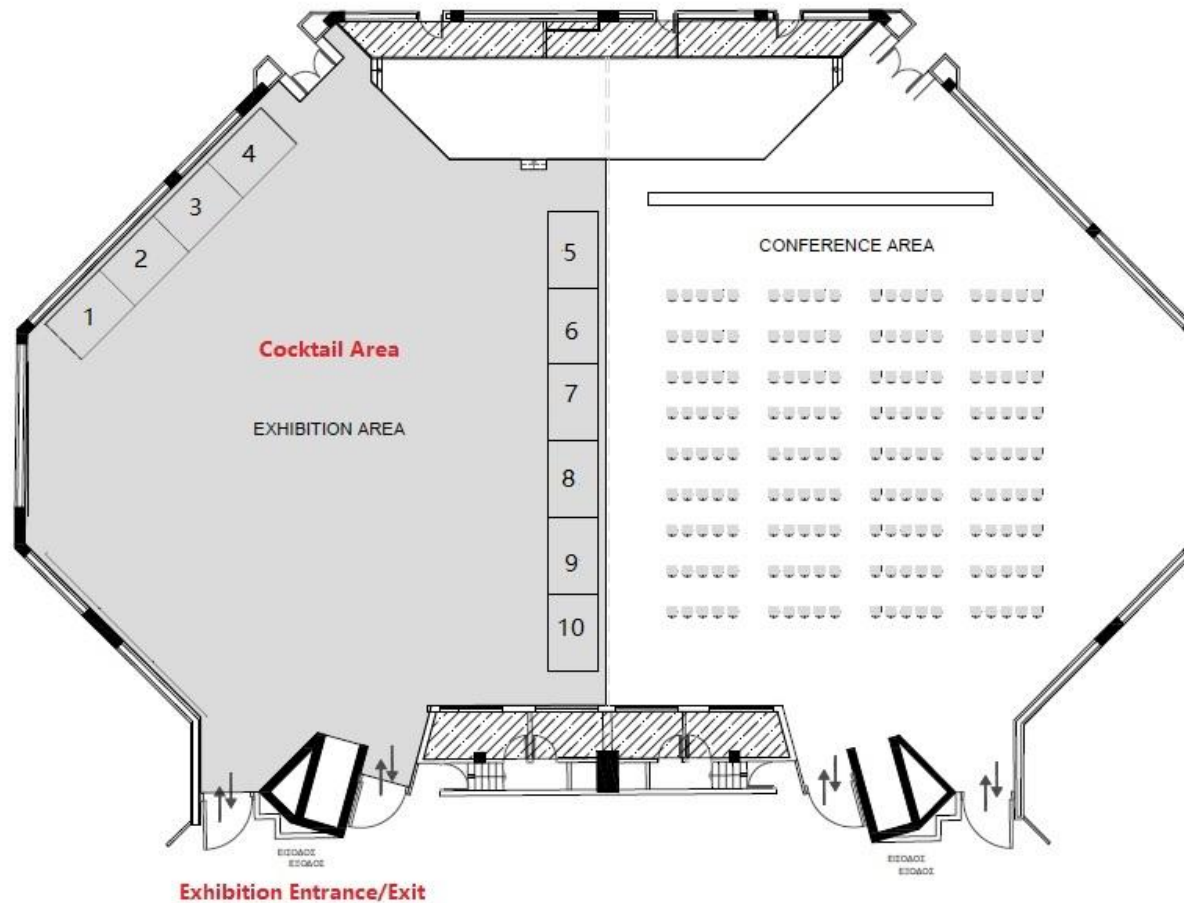
Level of support	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXHIBITOR
Value/ Benefits	€ 7.000	€ 3.000	€ 800	€ 350+VAT (Corporate Members) € 450+VAT (Non Corporate Members)
Exclusivity	1 Gold Sponsor	up to 3 Silver Sponsors	unlimited	up to 15 Exhibitors
Media Exposure (alphabetical order)	The logo will appear in First Line (largest size)	The logo will appear in Second Line (medium size)	The logo will appear in Third Line	The logo will appear under the Exhibitors' Section
Company Description in Program	√			
Company Description on Website	√	√	√	listing only
Free Conference Delegates	up to 7	up to 3	2	1
Booth in Exhibition Area	2 booths	1 booth		√
Booth Staff				up to 2
Signage	One banner behind podium			
Handout sponsor marketing material*	√	√		
Pre- & post- conference attendees' list (Name, Company, Email Address)	√	√	√	√
Showcase your service/product through a 3min presentation during Conference (alphabetical order)				√
Invite clients at your booth at pre-determined time				√
Free advertisement in "People & Work"	1 full high profile page in two issues	1 standard page in two issues	1 standard page in one issue	
"Human.Net" Sponsorship	1 issue		1 issue	
Banner Website	1 banner in home page for 2 weeks	1 banner in any page except home page for 2 weeks	1 banner in any page except home page for 1 week	
Free Email Distribution	3	2	1	
Events	Free participation for 2 persons in 2 workshops and/or business breakfasts organized by the Association	Free participation for 1 person in 1 workshop and/or business breakfasts organized by the Association		

# Conference & Exhibition Layout

## Standard booth package:

3m<sup>2</sup> x 2m<sup>2</sup> booth with counter and two high stools

Identification sign



## Terms & Conditions

1. All above benefits will be pre-agreed with the Association and will be finalized in the Sponsorship Agreement.
2. Formally invited guests of the Association and guests/members that are participating as speakers to the conference will not be counted as part of the free delegates quota entitled by each sponsor.
3. The payment of the sponsorship fee will have to be made on signing of the sponsorship agreement.

*\*If participant packs are available, material can be included. Otherwise, the material can be placed at the tables. All material must be pre-approved by the Association and must reach the offices of the Association 5 days prior to the Conference.*