

2024 CyHRMA Annual Conference

Sponsorship Opportunities



Introduction: CyHRMA, Conference

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 650 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 **2024 CyHRMA Annual Conference** 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.



Sponsorship & Benefits

The CyHRMA Annual Conference, the largest and most important HR event in Cyprus, gives sponsors an unparalleled opportunity to network with 200+ HR Professionals. Corporate Sponsorship has become one of the best forms of business exposure. By sponsoring the 2024 CyHRMA Annual Conference, 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 organization/services, please contact us at info@cyhrma.org. Please note that a number of additional flexible sponsorship packages may be also offered on demand.

Sponsorship Packages

Level of support	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Value/ Benefits	€ 9.000	€ 3.000	€ 850
Exclusivity	1 Gold Sponsor	unlimited	unlimited
Media Exposure (alphabetical order) Corporate logo on all Marketing, Advertisements and Posters	The logo will appear in Priority on all Media	The logo will appear in 2 nd Priority on all Media	The logo will appear in 3 rd Priority on all Media
Company Description in Program	√		
Company Description on Website	√	√	√
Exhibition Area	Booth	Booth	
Free Delegates	up to 6	up to 3	1
Signage	The logo will appear in priority (Comparable size between sponsors on printed Conference background)	The logo will appear in 2 nd priority (comparable size between sponsors on printed Conference background)	The logo will appear in 3 rd priority (comparable size between sponsors on printed Conference background)
Handout sponsor marketing material*	√	√	√ (one promotional item per delegate on the table on the day of the Conference)
Free advertisement in "People & Work"	1 full high-profile page in two issues	1 standard page in one issue	1 half page in one issue
Banner Website	2 banners in home page for 2 weeks	2 banners in home page for 1 week	1 banner in home page for 1 week
Free Email Distribution	3 - within a year from the date of the Conference	2 - within a year from the date of the Conference	
Events	Free participation for 2 persons in 2 workshops and/or business breakfasts organized by the Association within a year from the date of the Conference	Free participation for 1 person in 1 workshop and/or business breakfasts organized by the Association within a year from the date of the Conference	

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.

*All material must be pre-approved by the Association and must be placed by the Sponsors' delegates at the participants' table seat the evening before the Conference takes place.