CyHRMA ANNUAL CONFERENCE 2027 / SPONSORSHIP OPPORTUNITIES

HR FORWARD 2027

From “So What?” to “What’s Next?”

“Less prediction. More action. Real value.”

14 MAY 2027 • THE LANDMARK, NICOSIA, CYPRUS

Why partner with CyHRMA?

Build brand recognition, develop meaningful professional relationships and contribute relevant expertise to the conversation on AI, organisational change and the future of work.

Who the conference is designed for

HR leaders and practitioners • Business and senior executives • Learning, talent and organisational development professionals • People and technology specialists

Choose your level of partnership

PLATINUM STRATEGIC PARTNER **€8,000 | ONLY 1**	Strategic positioning • 6 tickets • Priority main-stage activation and brand location • Enhanced report + debrief
GOLD **€4,000 | UP TO 5**	Direct engagement • 3 tickets • Dedicated brand table • Interactive main-stage activation • Detailed report
SILVER **€2,000 | UP TO 5**	Brand presence • 2 tickets • Preferential additional ticket rate • Basic impact summary
BRONZE **€950 | UP TO 7**	Focused visibility • 1 ticket • Pre-session screens • Email distribution
SUPPORTER **€400 | UNLIMITED**	Support the HR community • Core visibility • Website and sponsor wall • Delegate bag item

Proposed partnership opportunities • Full benefits and conditions on pages 2–3.

02 / PARTNERSHIP BENEFITS

Turn visibility into engagement

Five partnership levels. Find the right fit for your organisation.

Benefit	Supporter €400 Unlimited	Bronze €950 Max. 7	Silver €2,000 Max. 5	Gold €4,000 Max. 5	Platinum €8,000 Max. 1
Core visibility	Yes	Yes	Yes	Yes	Yes
Logo in conference highlight video	Yes	Yes	Yes	Yes	Yes
Logo on conference website	Yes	Yes	Yes	Yes	Yes
Company description on website	—	—	—	Yes	Yes
Logo on slides/screens before sessions	—	Yes	Yes	Yes	Yes
On-site sponsor wall / signage	Yes	Yes	Yes	Yes	Yes
Post-event thank-you mention	Yes	Yes	Yes	Yes	Yes
Dedicated social media announcement	—	—	—	Yes	Yes
Complimentary conference tickets	—	1	2	3	6
Preferential rate for additional tickets	—	—	Yes	Yes	Yes
Promotional item in delegate bag	Yes	Yes	Yes	Yes	Optional
Networking / Brand Presence Area	—	—	—	Yes Dedicated table	Yes First choice of location
Main-stage interactive activation	—	—	—	Yes Up to 10 min	Yes 10 min / priority
Speaker Dinner invitation (13 May)	—	—	—	1 guest*	2 guests*
Senior executive panel nomination	—	—	—	Possible	Priority opportunity
Free email distribution	—	1	1	1	2
Post-event impact report	—	—	Basic summary	Detailed report	Enhanced report + debrief

Benefit conditions

Video subject to final production. Platinum has separate website positioning and premium signage; sponsor profiles, social announcements and email distribution are subject to CyHRMA editorial approval. Pre-session logos rotate by tier. Post-event thanks via email and/or social media. Additional-ticket discount to be defined; final Platinum ticket count subject to confirmation. Bag items supplied by sponsors and subject to size/quality rules.

Impact reporting uses aggregated data where available: attendance, seniority, sector mix, international participation, digital/social reach, activation/QR engagement and photos. No personal delegate data without explicit consent.

03 / EXPERIENCE PARTNERSHIPS

Put your brand at the heart of it

Additional opportunities • Limited availability, typically first-come, first-served.

Opportunity	Indicative price	Sponsor benefits & conditions
Speaker Dinner Partner – 13 May	**€1,500**	Discreet branding, acknowledgement, up to 2 senior guest invitations. Dinner remains informal and relationship-led; no commercial presentation.
Workshop Knowledge Partner	**€2,000–€2,500 / workshop**	Workshop branding, 2 passes, acknowledgement, possible expert nomination. Any speaker/expert role remains subject to content quality and editorial approval.
International Delegates Partner	**€3,000–€4,000**	Association with internationalisation effort; branding around hosted/visiting delegates and related communications. Final deliverables depend on actual international delegate program.
Live Poll / Audience Voice Partner	**€1,500**	Association with live audience polling and selected on-screen insights. Sponsor does not control questions or results.
Registration Experience Partner	**€1,000**	Branding at registration area and selected physical/digital touchpoints. Subject to venue layout.
Lanyard & Badge Partner	**€1,200–€1,500**	Sponsor-branded lanyard and approved badge co-branding. Design approved by CyHRMA.
Conference Bag Partner	**€1,800–€2,000**	Co-branded bags for delegates. Only if bags remain part of 2027 delegate experience.
Delegate Notebook Partner	**€2,000**	Co-branded notebooks for all delegates. Design and production approved by CyHRMA.

Partnership framework

• All partnerships are subject to venue capacity, brand balance and delegate experience. Platinum is exclusive; other numerical limits are shown on pages 1–2.

• Gold and Platinum activations (up to 10 minutes) may include a poll, challenge, demonstration, exercise, insight reveal or panel participation. Content, format and presenter require prior approval; no sales pitch or automatic speaking slot. Panel nominations depend on editorial fit.

• Brand presence and activations must comply with venue, safety and program requirements. Platinum has first choice of available location; no shell-scheme booth unless separately agreed.

• Dinner invitations depend on final format, capacity and guest list. Dinner branding remains discreet and relationship-led. Member communications must be content-led and useful.

LET'S CREATE A PARTNERSHIP THAT WORKS FOR YOUR BRAND