



**HRMAC**

Human Resources Management  
Association of Chicago

*The Chicago area's  
premier annual event  
for human resources  
professionals.*

# SUMMIT 2009

**Exhibitor / Sponsor Prospectus**

**WEDNESDAY, OCTOBER 21, 2009**

**DONALD E. STEPHENS CONVENTION CENTER  
ROSEMONT, IL**

# About SUMMIT



This one-day blockbuster event features nationally-recognized thought leaders from inside and outside the human resources profession. Program sessions address key topics to enable HR professionals to develop and execute the strategies needed to align their people practices with the organization's overall goals and contribute to the bottom line. Now in its 12th year, Summit has grown into the eagerly-anticipated annual event for HR professionals in the Chicago area.

Summit is sponsored by the Human Resources Management Association of Chicago (HRMAC), the Chicago area's premier resource for advancing workplace strategy and leadership. HRMAC membership is comprised of over 700 organizations with a network of over 5,000 HR professionals participating in education and networking events throughout the year. HRMAC has been redefining the role of human resources since 1915.

## We Bring Quality Buyers to You!

Promotion of SUMMIT 2009 has already begun and will increase throughout the year. The event will be promoted at nearly 30 HRMAC programs and events, as well as

- Direct mail campaigns
- Public relations push
- Email and fax blasts
- Promotional audio podcasts
- Special web site with complete program information and virtual trade show featuring your company

## Who Should Exhibit

If you are a purveyor of products or services that provide solutions for today's human capital challenges, then Summit is for you. At SUMMIT 2009 you can reach out to new prospects, reinforce current relationships and gain new market ideas that will help increase your sales volume and profits.

## Why You Need to Be at Summit This Year

In a struggling economy it is essential to maintain relationships with your current clients and continue to build your customer pipeline. Today more than ever your clients need to see that your business is strong and ready to help them find solutions for their challenges that can contribute to their bottom line. **Plus...**

**Summit is a Local Show** – No expenses for out of town travel and no or limited shipping and drayage expenses.

**All-Inclusive Booth Packages** – Booths are carpeted and include basic furnishings and signage. One full and one exhibit-only badge are included with each booth rented.

**Low Labor Costs** – Some materials may be carried into the convention center which saves on shipping and labor fees.

## SUMMIT 2009 Exhibit Space



## Exhibit Fees

**We've held the member standard booth price since 2001!**

	On or Before 7/24/09	After 7/24/09
Member Standard Booth	\$ 895	\$ 995
Non-member Standard Booth	\$ 1,395	\$ 1,495
Member Select Booth	\$ 995	\$ 1,095
Non-member Select Booth	\$ 1,495	\$ 1,595
Member Premium Booth*	\$ 1,395	\$ 1,495
Non-member Premium Booth*	\$ 1,895	\$ 1,995

Membership must be current at time of Summit to be eligible for Member rates.

\* There are a limited number of premium booths located in the high-traffic lobby area with extended hours. Plus, this booth selection includes our integrated Traffic Builder Program.

## SUMMIT 2009 Exhibits

### Your Booth Includes:

- 10' x 10' booth with company ID sign
- Standard 8' high back drape with 3' high side rails
- 6' skirted 42" counter height table, 2 barstools, 1 wastebasket
- 1 complimentary conference registration (includes lunch)
- 1 complimentary exhibit only badge (includes lunch)
- Complimentary full membership mailing list (pre-conference)
- Single listing in virtual trade show
- Company contact information and description in on-site program guide
- Continental breakfast, lunch and refreshment breaks throughout the day
- Attendee mailing list (post-conference)

*Note: The Exhibit Hall is carpeted. Electrical service is not included in your booth fee. You will receive instructions to order booth services once your exhibit application has been processed.*

## Virtual Tradeshow

The key to a successful tradeshow begins with pre-show promotion. Heighten your company's visibility through the HRMAC web site. All exhibitors receive a free listing. Sponsors receive two listings.

## Who Attends

Over 800 human resources professionals – from HR generalists to managers to senior executives are expected. Here is a sample of the companies represented in 2008:

Argonne National Laboratory	Motorola
The Boeing Company	Navistar
Baxter International	NES Rentals & Holdings
Blue Cross Blue Shield of Illinois	Nicor
Bowe Bell & Howell	NorthShore University
Brunswick Corporation	HealthSystems
CDW Corporation	OfficeMax
City of Chicago	Panduit Corporation
CNH American	PepsiAmericas
Conseco Services	Philips Lighting Electronics
Discover Financial Services	Select Hotels Group
Edward Don & Company	Sun-Times Media Group
Forsythe Technology	True Value Company
Harris Bank & Trust	U.S. Cellular
Hospira	United Airlines
Hu-Friedy Corporation	USG Corporation
Hyatt Corporation	W.W. Grainger
Jones Lang LaSalle	Walgreen Company
MB Financial	William Blair & Company
McCain Foods USA	World Kitchen
Millward Brown	Veolia ES Technical Solutions

## SUMMIT 2009 Sponsorship Program (includes booth benefits above)

Enhance your company's presence at SUMMIT 2009 through a variety of image-building and marketing opportunities. Your company can leverage your brand image to SUMMIT 2009 attendees by being part of a high profile food function or contributing to a specific item such as the badge lanyards. Depending on your company's needs, these high impact items will give your organization the competitive edge to stand out and be noticed. To reserve your sponsorship or for more information, contact Pam Marshall at 312.981.6790 or pmarshall@hrmac.org.

Sponsorship Levels	Sponsorship Opportunities	Additional Conference Registration	Promo in HRMAC Publications	Link from HRMAC Website to Company Website	Literature in Conference Bag, Session Table Tents	VIP Seating	Signage at Sponsored Event	Recognition at General Session	Recognition on Signage in Registration Area	Logo on Sponsored Item**	Logo on Napkins**	Traffic Builder Program	Sponsor Ribbons	Two Listings in Virtual Tradeshow	Recognition in On-Site Program**
<b>Platinum Level</b> \$10,000	Keynote Speaker/ General Sessions (4) <b>3 LEFT</b>	1	X	X	X	X	X	X (logo)	X (logo)			X	X	X	X (logo)
	Conference Bag <b>SOLD</b>	1	X	X	X	X		X (logo)	X (logo)	X		X	X	X	X (logo)
<b>Gold Level</b> \$7,500	Badgeholder/Lanyards		X	X	X			X (logo)	X (logo)	X		X	X	X	X (logo)
	Luncheon <b>SOLD</b>		X	X	X		X	X (logo)	X (logo)			X	X	X	X (logo)
<b>Silver Level</b> \$5,500	Morning Beverage Break <b>SOLD</b>		X				X	X	X		X	X	X	X	X
	Afternoon Beverage Break		X				X	X	X		X	X	X	X	X
	Continental Breakfast <b>SOLD</b>		X				X	X	X		X	X	X	X	X
	Communication/ Registration Center		X				X	X	X			X	X	X	X
	Dessert Reception		X				X	X	X		X	X	X	X	X
	On-Site Program <b>SOLD</b>		X					X	X	X		X	X	X	X
<b>Bronze Level</b> \$3,500	Attendee Roster		X					X	X	X		X	X	X	X
	Program Tab (4)		X					X	X	X		X	X	X	X
	Networking Lounge <b>SOLD</b>		X			X (on tables)	X	X	X			X	X	X	X
	Note Pads <b>SOLD</b>		X					X	X	X		X	X	X	X
	Cyber Café / Member Center		X			X (on counter)	X	X	X			X	X	X	X
	Young HR Leaders Lunch		X			X (on tables)	X	X	X			X	X	X	X

\*\* Subject to deadlines

## SUMMIT 2009 Show Schedule

### Tuesday, October 20, 2009

Premium Booth Move-In	3:00 p.m. – 9:00 p.m.*
Select and Standard Booth Move-In	4:30 p.m. – 9:00 p.m.*

### Wednesday, October 21, 2009

Premium Booth Move-In	6:00 a.m. – 7:00 a.m.
Select and Standard Booth Move-In	6:00 a.m. – 9:00 a.m.
Premium Booths Open	7:15 a.m. – 3:15 p.m.
Exhibit Hall Open	9:15 a.m. – 3:15 p.m.
Move-Out – all booths	3:15 p.m. – 6:00 p.m.

**Refreshment Breaks, Dessert Reception and Drawings will be held in Exhibit Hall.**

\* No exhibit services/labor available after 4:30 p.m.

## SUMMIT 2008 Attendee Testimonials

*“The annual HRMAC Summit continues to be the premier development event for HR professionals in the Chicagoland area. The content is timely, the speakers are leaders in their fields, and the event is structured to encourage connectivity between participants. All in all, an outstanding value for the HR professional who wants to grow his or her career.”*

*“I was very impressed with SUMMIT 2008. Great venue with exceptional speakers with relevant content, and the opportunity to network with some high caliber HR executives with top Chicago firms.”*

## Traffic Builder – Attendee Show Floor Promotion

Every participating company has the opportunity to donate a prize for our integrated Traffic Builder Program. Prize drawings will be held during the afternoon refreshment breaks. Winners will be directed to the prize donor's booth to pick up their prize. Full conference attendees are required to complete their special **Traffic Builder Game Card** by visiting HRMAC sponsor and premium booths for validation. Two great marketing vehicles: your company name listed as a donor in the official attendee roster, plus the opportunity to meet your winner!

## HRMAC Membership Information

Organizations that provide products and services to support human resources operations are welcome to join HRMAC under our Professional Services Membership program. Special pricing is available for small businesses and sole practitioners. With your HRMAC membership you become part of Chicago's human resources community with opportunities to network and share in professional development activities with the area's HR leaders. Join today and take advantage of member-only exhibit discount rates! For more information, contact Pam Marshall at 312.981.6790 or pmarshall@hrmac.org.



Visit our web site at [www.hrmac.org](http://www.hrmac.org)

## SUMMIT 2008 Exhibitors/Sponsors

Ability Links Program a program of Marianjoy Rehabilitation Hospital	Lee Hecht Harrison
Advanced Resources LLC	Light-Speed Research
Alliant Credit Union	Loyola University Chicago Institute of Human Resources & Employment Relations
Aon Consulting	The Management Association of Illinois
Arlington Resources, Inc.	Manpower
Assurance Agency	MCU – MeadowsCredit Union
Aurico Reports, Inc.	Medieval Times
Award Concepts, Inc.	The Mentor Group, Inc.
Baxter Credit Union	Michael C. Fina
Benedictine University	Michael Quinlan, Inc.
Berger Mobility Services	Mind Leaders
Bernard HODES Group	MRA – The Management Association, Inc.
BlessingWhite, Inc.	MTM Recognition
Brimstone Consulting Group LLC	Northwestern University Master's Program in Learning & Organizational Change
Buck Consultants	O.C. Tanner Company
Bureau of National Affairs	The OMS Ltd.
Capital H Group	Pace Suburban Bus System
Challenger, Gray & Christmas, Inc.	Perspectives, Ltd.
CHC Wellness	Premier Luxury Suites
ChicagoJobs.com	Psychological Associates
Choose Your Gift, division of Bennett Brothers	Randstad
City Staffing	RecruitaStar
Council for Adult and Experiential Learning	Resources Global Professionals
Deloitte Consulting LLP	Right Management
Edward Jones	RSM McGladrey Inc., Strategy and Human Capital
employeescreenIQ	Jason Philip Seiden & Associates LLC
Executive Coaching Connections	Seyfarth Shaw LLP
Flex Execs Management Solutions	SHL
Hewitt	SilkRoad Technologies
Hilb Rogal & Hobbs (HRH)	Snelling Staffing Services
HR Solutions	SSP-BPI Group
Humana Inc.	Talent Drive
illumina	Towers Perrin
Impact Group	Ultimate Software
Infinisource, Inc.	Velocity Resource Group
inlingua/Accuworld	Watson Wyatt Worldwide
Intelius	Wind in Sails – Experience HR, Inc.
Interim HR World, Inc.	Windy City Fieldhouse
IOR Global Services	Wolters Kluwer Law & Business
JB Training Solutions	Workplace Solutions, LLC
JR Katz	Zurich
Kelly Services	
Kensington International, Inc.	
Language and Culture Worldwide, LLC	
Leading Apartments	

## CONTACT OUR TEAM FOR MORE INFORMATION OR TO MAKE YOUR SHOW RESERVATIONS.

### LINDA GRIFFIN OR ALISON RODRIGUEZ (EXHIBITS)

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