

# Human Resources Invention Convention

Exhibit • Sponsor • Advertise

**NEHRA**  
2 0 0 3  
**HRIC**  
Human Resources  
Invention Convention

**New  
England's  
Largest HR  
Convention**



**CHARLES  
HANDY**



**DARYL R.  
CONNER**



**ANDREA  
MITCHELL**



**HAROLD S.  
KUSHNER**



**JUAN  
WILLIAMS**

**HR  
MEANS  
BUSINESS**

**Nov. 2-4, 2003**

Rhode Island  
Convention Center  
Providence, RI



[www.nehra.com/exhibitor](http://www.nehra.com/exhibitor)

# Human Resources Invention Convention

## HR MEANS BUSINESS

### What Is The HR Invention Convention?

A NEHRA-SHRM regional convention and exposition

The largest HR convention and exposition in New England

Over 1,300 attendees make this event one that no HR service provider should miss

### Why Does This Convention Attract Decision-Makers?

Known as the best regional HR convention year after year

Outstanding speakers including:

- Charles Handy
- Daryl Conner
- Juan Williams
- Andrea Mitchell
- Harold Kushner

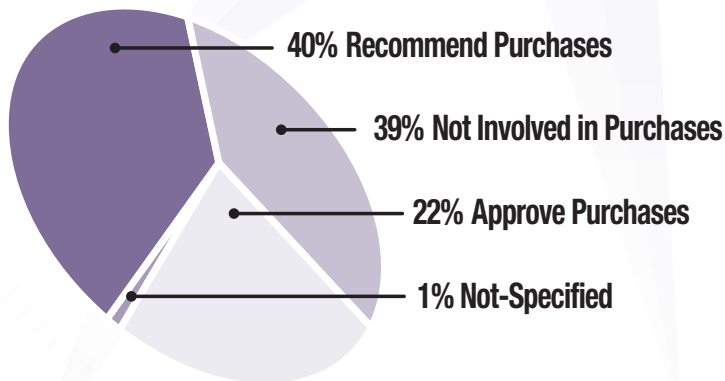
and dozens of other HR thought-leaders

An exclusive HR Executive Track

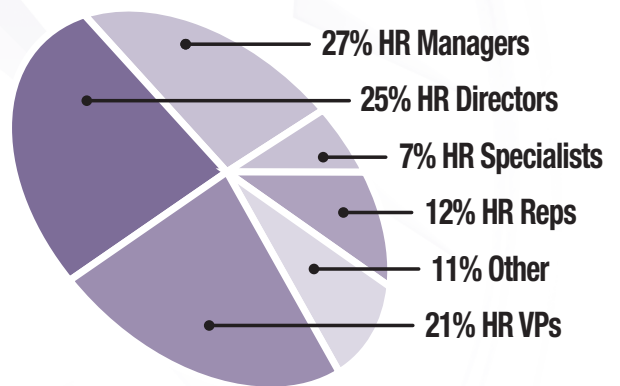
Nationally-recognized sponsors & exhibitors

## Who Attends The HR Invention Convention?

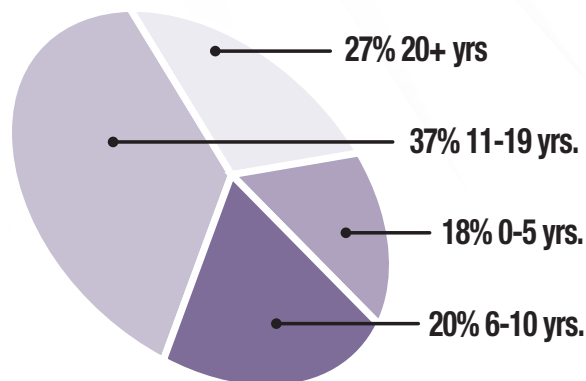
### PURCHASING POWER



### JOB TITLES



### YEARS IN HR



# Exhibitor Information

## Exhibit Booth Rates

### BEFORE June 16

10' x 10'  
\$1,950



### PRIME LOCATION

Additional  
\$500 fee



### AFTER June 16

10' x 10'  
\$2,150



### LEGEND

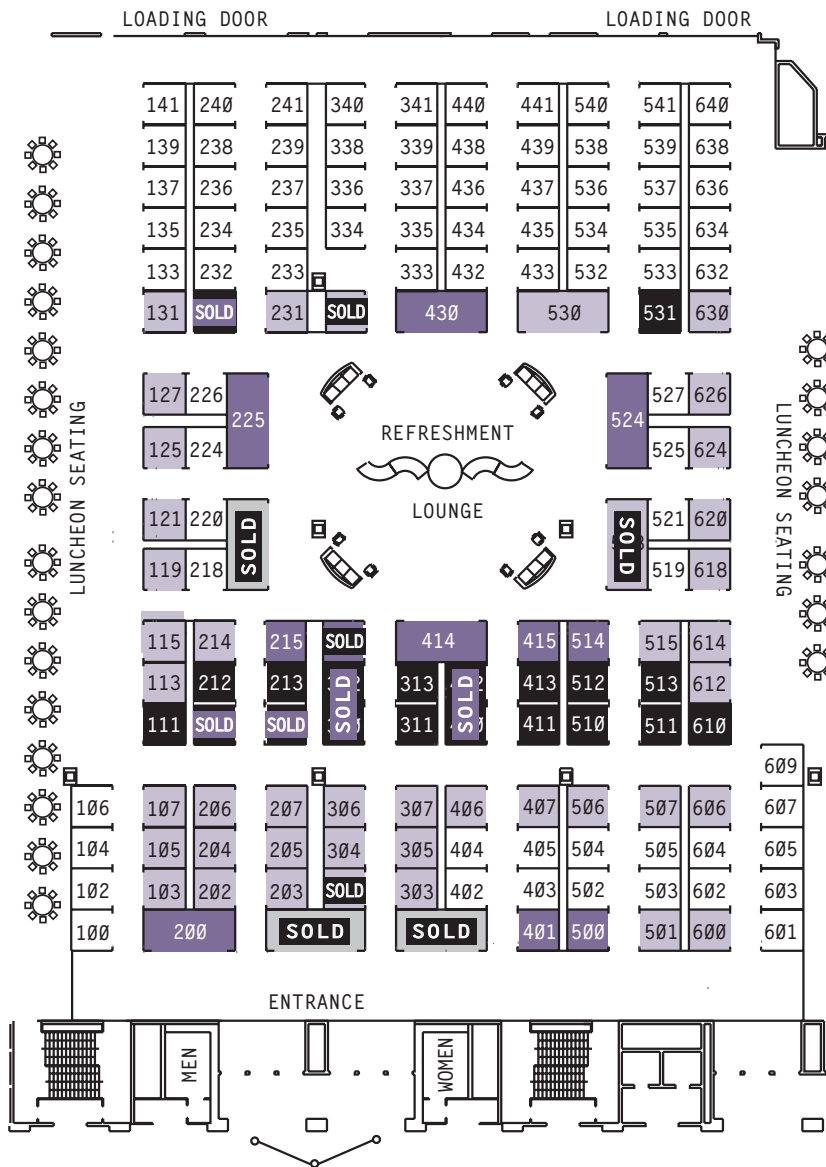
# = **PRIME**  
Booth Locations  
with additional \$500 fee

# = **GOLD**  
Sponsors Only\*

# = **PLATINUM**  
Sponsors Only\*

# = **SILVER/BRONZE**  
Sponsors Only\*

\*Sponsors may choose other spaces if they wish.  
**Platinum/Gold** may choose prime locations.  
**Silver/Bronze** may choose regular locations or pay \$500 additional for a prime location.



## How To Register For An Exhibit Booth

**1** Review the floor plan to the left and indicate your booth preference.

- # Booths with medium shaded purple color indicate **prime locations** with a \$500 supplemental fee.
- # Booths with gray color are reserved for **platinum sponsors**.\*
- # Booths with solid purple color are reserved for **gold sponsors**.\*
- # Booths with solid black color are reserved for **silver and bronze sponsors**.\*

Check [nehra.com/exhibitor](http://nehra.com/exhibitor) for an updated floor plan or contact our Marketing Specialist at **781.239.8710**, [hricexpo@nehra.com](mailto:hricexpo@nehra.com) to determine space availability. Booth assignments are made on a first-come, first-served basis and are confirmed only when a 50% deposit is received.

**2** Complete the registration form on the right-hand page and return it along with a 50% deposit.

Be sure to list multiple booth locations in your order of preference. Once your registration and 50% deposit are received, you will be mailed a comprehensive exhibitor packet with further registration and ordering information.

**3** To secure your booth space, complete payment must be received by September 1, 2003.

### Exhibit Hall Hours

#### Sunday, November 2

Exhibitor registration begins 11:00 am  
Exhibitor move-in 12:00 pm – 6:00 pm

#### Monday, November 3

Exhibit Hall opens 7:15 am – 6:30 pm  
\*Continental breakfast in exhibit hall 7:15 am – 8:15 am  
\*Refreshment break in exhibit hall 10:00 am – 11:00 am  
\*Buffet luncheon and networking in exhibit hall 12:30 pm – 2:30 pm  
\*Reception in exhibit hall 5:30 pm – 6:30 pm

#### Tuesday, November 4

\*Buffet luncheon and networking in the exhibit hall 11:45 am – 1:15 pm  
Exhibit hall closes 1:15 pm  
Exhibit hall breakdown 1:15 pm – 4:00 pm\*\*  
\* **Dedicated exhibit hall hours**  
\*\* Exhibit booth may not be broken down prior to 1:15 pm on Nov. 4th.

### Exhibit Booth Details

#### Attendee Registration – \*NEW OPTION\*

Each exhibit booth includes two full convention registrations or you can exchange one or both full convention registrations for a two-day exhibit hall only pass. Two additional exhibit hall only passes are available at \$75 per person, per expo day. If you wish to register more than four exhibitors, they must register at the full convention registration rate and will have admittance to all convention activities.

#### Included in Booth

- carpeting
- one 8' skirted table
- two folding chairs
- 8' high back drape
- 3' high side drape
- waste basket

Additional exhibitor needs such as:

- electrical
- computer rentals
- telephone/Internet lines
- furniture
- cleaning
- labor, etc.

will need to be ordered by the exhibitor. Complete ordering and registration information will be mailed in an exhibitor manual once your booth order is confirmed.

#### Hospitality Suite

As a HRIC sponsor and/or exhibitor, you will have use of NEHRA's hospitality suite outside of the exhibit hall where you can entertain prospective clients in a comfortable environment.

### Exhibitor Agreement

The exhibitor agrees to protect, indemnify, defend and save NEHRA, the exhibit hall and their employees and agents harmless against all claims, causes of action, and suits accruing or resulting from any damage, injury or loss to any persons, including but not limited to persons for whom the exhibitor may be liable under workers' compensation law and the exhibitor him/herself, and from any loss, damage, cause of action, claims, or suits for damages, including but not limited to loss of property, goods, ware or merchandise caused by, arising out of, or in any way connected with the exercise by the exhibitor of the privileges granted herein.

### Booth Cancellation Policy (non-sponsor)

A refund will be provided if written notice of cancellation is received before September 1, 2003. A \$100 administration fee will be assessed to all cancellations. No refunds will be issued for cancellations received after September 1, 2003 or for exhibition "no shows".

### Certificate of Insurance

All exhibitors must provide proof of insurance or an executed letter of indemnification to be allowed in the exhibit hall no later than September 15, 2002. Should a Certificate of Insurance not be received by September 15, 2002, the exhibit space may be canceled without refund or monies. The following insurance is required as a minimum:

1. Comprehensive General Liability insurance including contractual liability with limits of at least \$1,000,000 per personal injury for each occurrence and \$500,000 for each occurrence of property damage.
2. Worker's Compensation to full compliance of federal and state laws covering all of the exhibitor's employees for any work done on the exhibitor's behalf.

Certificates of insurance are to name NEHRA as additional insured and the name and address of the exhibit facility: Rhode Island Convention Center, One Sabin Street, Providence, RI 02903.

# Exhibitor Booth, Sponsorship & Advertising Order Form

The HR Invention Convention — November 2-4, 2003 — Rhode Island Convention Center, Providence, RI

## 3 EASY WAYS TO REGISTER:

**1 Fax**  
  
 781.237.8745

**2 Mail**  
  
 NEHRA HRIC 2003  
 One Washington Street, Suite 101  
 Wellesley, MA 02481-1706

**3 NEHRA website:**  
[nehra.com/exhibitor](http://nehra.com/exhibitor)  


### IMPORTANT: PLEASE COMPLETE ALL INFORMATION BELOW

The person listed here will be the primary pre-event contact for exhibiting or sponsorship. However, this does not constitute registration for the convention. A detailed packet of information will be sent to you upon booth registration, including information on how to register individuals for the exhibit hall only and for the full convention.

Name (Ms./Mr./Dr.): \_\_\_\_\_ Nickname: \_\_\_\_\_  
 Title: \_\_\_\_\_ Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Website (URL): \_\_\_\_\_

#### Exhibitor Registration

**50% DEPOSIT REQUIRED TO CONFIRM EXHIBIT BOOTH SPACE. REMAINING BALANCE DUE BEFORE SEPTEMBER 1, 2003.**

YES, my company would like to exhibit at the HR Invention Convention. I've read the Exhibitor Agreement, Booth Cancellation Policy and Certificate of Insurance Policy and agree to the terms.

Exhibitor signature: \_\_\_\_\_ Date: \_\_\_\_\_

BEFORE June 16	PRIME LOCATION	AFTER June 16
10' x 10' \$1,950	Additional \$500 fee 	10' x 10' \$2,150

Please list desired location (booth #) in order of preference (see floor plan):  
 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

Please list any companies that you wish not to be located near:  
 A: \_\_\_\_\_ B: \_\_\_\_\_ C: \_\_\_\_\_

#### Sponsor Registration


Please sign me up for sponsorship at the following level:


**SOLD** PLATINUM — \$18,000  GOLD — \$10,500  SILVER — \$8,000  BRONZE — \$5,500


Sponsors are invoiced upon commitment to a convention sponsorship. To hold a position, 50% of the sponsorship fee must be received by NEHRA within 30 days. The final payment must be received prior to August 1, 2003. Since significant sponsor benefits accrue through convention marketing visibility, no sponsorship cancellations are accepted, no refunds will be provided, and full payment for the sponsorship is required.

For more information on securing a sponsorship, email: [vmontanaro@nehra.com](mailto:vmontanaro@nehra.com) or call: 781-239-8709.

#### On-Site Program Advertising

Full Page — 7"(w) x 10"(h) 

Half Page — 7"(w) x 4.75"(h) 

Quarter Page — 3.312"(w) x 4.625"(h) 

#### EXHIBITORS & SPONSORS

\$550

\$375

\$275

#### NON-EXHIBITORS & NON-SPONSORS


\$800

\$475


\$375


#### SPECIAL ADVERTISING POSITIONS - (ADDITIONAL \$250)

**SOLD** Opposite table of contents..... 

**SOLD** Inside front cover..... 

**SOLD** Second right-hand page..... 

Opposite president's message..... 

Opposite convention-at-a-glance..... 

**ADVERTISING DEADLINES:**  
 This form due **SEPTEMBER 8**  
 Camera-ready artwork due **SEPTEMBER 19**

**Ad Specifications:** Ads are preferred in PDF (electronic) format on PC-format ZIP 100 disk or CD-R, or by email to [hricadvertising@nehra.com](mailto:hricadvertising@nehra.com). Ads must be submitted with a laser or fax proof. All PDF files must contain high-resolution graphics, and all objects must be specified as grayscale or CMYK colors. All CMYK colors will be printed as grayscale composite. Files specified with RGB colors will not output correctly and will not be accepted. All fonts must be embedded and Acrobat Distiller font subset should be set to 100% to guarantee correct output. NEHRA assumes no responsibility for the output of electronic files not set up as requested.

If you are not submitting electronic files, camera-ready requirements are: an ad slick, laser, or film; surrounded by a lined border; line screen = 133LPI; B/W or grayscale only. If not submitted electronically, film is strongly recommended for ads with shades of gray and/or photos. RRED; No bleeds.

By submitting this form, you understand that, and agree that, this form is a binding contract for on-site program advertising, cannot be canceled and is non-refundable.

#### PAYMENT INFORMATION REQUIRED

EXHIBIT BOOTH \$ \_\_\_\_\_  
 50% DEPOSIT REQUIRED

SPONSORSHIP \$ \_\_\_\_\_  
 50% DEPOSIT REQUIRED

PROGRAM ADVERTISING \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

I HAVE ENCLOSED CHECK # \_\_\_\_\_

IN THE AMOUNT OF \$ \_\_\_\_\_

MADE PAYABLE TO NEHRA HRIC 2003.

PLEASE CHARGE \$ \_\_\_\_\_ TO MY:

MASTERCARD 

VISA 

AMEX 

CARD #: \_\_\_\_\_

EXP: \_\_\_\_\_ / \_\_\_\_\_  
 MONTH / YEAR

SIGNATURE \_\_\_\_\_

**Fax or mail this form and payment to:**  
**FAX: 781.237.8745**

**NEHRA HRIC 2003**  
**One Washington Street, Suite 101**  
**Wellesley, MA 02481-1706**

**Questions? Call: 781.239.8710 or**  
**e-mail: [hricexpo@nehra.com](mailto:hricexpo@nehra.com)**

# SPONSORSHIPS

## PLATINUM SPONSOR BENEFITS

Limited to three platinum sponsors

### PRE-CONVENTION

**SOLD**  
(\$15,000)

- Logo on pre-convention mailings to more than 60,000 HR professionals
- Window of opportunity (March 3 – March 14) to select exhibit booth before selection is open to public
- Logo on Invention Convention home page and sponsor page of NEHRA's website with a link to your corporate website
- Recognition in NEHRA's September, October and November *Meeting Bulletins*, each mailed to over 8,000 HR professionals
- Complimentary one-time use of convention attendee mailing list (pre-convention or post-convention)

### AT THE CONVENTION

#### Exhibit Hall/Registration

- Double exhibit booth in prime location\* (\$5,300 value)
- Four full convention registrations (\$3,260 value)
- Up to six complimentary two-day exhibit hall only passes for employees of the platinum sponsor company (\$900 value)

#### Logo/Company Name Visibility

- Logo on registration bags and company name on name badge lanyards
- Verbal recognition, logo visibility and industry segment displayed exclusively at Charles Handy and Juan Williams keynote addresses
- Verbal recognition, logo visibility and industry segment displayed at each keynote address and at Monday evening event
- Logo featured most prominently on the fifth level of the convention center for the entire convention (level where all workshops and keynotes will be held)
- Logo featured most prominently in the exhibit hall
- Full-page B&W convention program ad – positioned inside front cover or first right-hand page or opposite table of contents page (\$800 value)
- Logo and 35-word company profile on platinum sponsor page in convention program
- Highlighted 35-word company profile, company name and contact information in exhibitor & sponsor guide in convention program
- Logo in fall issue of *Insights* magazine, distributed to all convention attendees and mailed to over 4,000 NEHRA members
- One registration bag insert

#### Exclusive Events/Recognition

- 10 tickets to private President's reception
- Four tickets to HR Executive and Sponsor reception
- Reserved front row seating for two at each keynote address
- Sponsor ribbons

#### Other Services

- Use of NEHRA Hospitality Suite to entertain clients

EXTENDED (12 MONTH) BENEFITS	VALUE
• One-time use of post-convention mail list of HR Executive program registrants (approximately 100 names)	\$ 300
• Two-time use of NEHRA mailing list (6,700 names x 2)	\$ 2,030
• Two full page B&W ads in the winter and/or spring issue of <i>Insights</i> (4,000 member circulation)	\$ 1,900
• 2004 Awards Dinner — complimentary registration and head table seating	\$ 80
• 2004 Diversity Dinner — complimentary registration and head table seating	\$ 80
• Website banner advertising for 12 months (10,000 views per month)	\$ 1,100
• One basic HR Yellow Pages listing on nehra.com for 12 months	\$ 125

\* IF A PLATINUM SPONSOR CHOOSES NOT TO HAVE AN EXHIBIT BOOTH, PRICE WILL BE REDUCED BY \$3,000.

## GOLD SPONSOR BENEFITS

Industry exclusivity - only one gold sponsor per industry

### PRE-CONVENTION

(\$10,500)

- Logo on pre-convention mailings to more than 60,000 HR professionals
- Window of opportunity (March 3 – March 14) to select exhibit booth before selection is open to public
- Logo on sponsor page of NEHRA's website with a link to your corporate website
- Recognition in NEHRA's September, October and November *Meeting Bulletins*, each mailed to over 8,000 HR professionals
- Complimentary one-time use of convention attendee mailing list (pre-convention or post-convention)

### AT THE CONVENTION

#### Exhibit Hall/Registration

- Exhibit booth in prime location\* (\$2,650 value)
- Two full convention registrations (\$1,630 value)
- Two complimentary two-day exhibit hall only passes (\$300 value)

#### Logo/Company Name Visibility

- Logo and industry segment displayed at the Andrea Mitchell, Daryl Conner and Harold Kushner keynote addresses
- Logo prominently displayed on the fifth level of the convention center for the entire convention (level where all workshops and keynotes will be held)
- Logo featured prominently in the exhibit hall
- Logo on back cover of convention program
- Logo and 35-word company profile on gold sponsor page in convention program
- Highlighted 35-word company profile, company name and contact information in exhibitor & sponsor guide in convention program
- Logo in fall issue of *Insights* magazine, distributed to all convention attendees and mailed to over 4,000 NEHRA members
- One registration bag insert

#### Exclusive Events/Recognition

- Five tickets to private President's reception
- Two tickets to HR Executive and Sponsor reception
- Reserved front row seating for two at each keynote address
- Sponsor ribbons

#### Other Services

- Use of NEHRA Hospitality Suite to entertain clients

EXTENDED (12 MONTH) BENEFITS	VALUE
• One-time use of post-convention mail list of HR Executive program registrants (approximately 100 names)	\$ 300
• One-time use of NEHRA mailing list (6,700 names)	\$ 1,015
• Two half page B&W ads in the winter and/or spring issue of <i>Insights</i> (4,000 member circulation)	\$ 1,040
• 2004 Awards Dinner — complimentary registration	\$ 80
• 2004 Diversity Dinner — complimentary registration	\$ 80
• Website banner advertising for 6 months (10,000 views per month)	\$ 650
• One basic HR Yellow Pages listing on nehra.com for 12 months	\$ 125

\* IF A GOLD SPONSOR CHOOSES NOT TO HAVE AN EXHIBIT BOOTH, PRICE WILL BE REDUCED BY \$1,500.



# SPONSORSHIPS

## SILVER SPONSOR BENEFITS

## BRONZE SPONSOR BENEFITS

### PRE-CONVENTION

(\$8,000)

- Recognition in pre-convention mailings to more than 60,000 HR professionals
- Window of opportunity (March 3 – March 14) to select exhibit booth before selection is open to public
- Link from NEHRA's website to your corporate website
- Recognition in NEHRA's September, October and November *Meeting Bulletins*, each mailed to over 8,000 HR professionals
- Complimentary one-time use of convention attendee mailing list (pre-convention or post-convention)

### AT THE CONVENTION

#### Exhibit Hall/Registration

- Exhibit booth\* (\$2,150 value, prime location would have additional fee)
- Two full convention registrations (\$1,630 value)
- Two complimentary two-day exhibit hall only passes (\$300 value)

#### Logo/Company Name Visibility

- Logo displayed on the fifth level of the convention center for the entire convention (level where all workshops and keynotes will be held)
- Logo displayed in exhibit hall
- Company name recognition on silver sponsor page in convention program
- Highlighted 35-word company profile, company name and contact information in exhibitor & sponsor guide in convention program
- Recognition in fall issue of *Insights* magazine, distributed to all convention attendees and mailed to over 4,000 NEHRA members

#### Exclusive Events/Recognition

- Three tickets to private President's reception
- One ticket to HR Executive and Sponsor reception
- Reserved front row seating for two at each keynote address
- Sponsor ribbons

#### Other Services

- Use of NEHRA Hospitality Suite to entertain clients

### EXTENDED (12 MONTH) BENEFITS VALUE

- |   |          |
|---|----------|
| • One-time use of post-convention mail list of HR Executive program registrants (approximately 100 names)   | \$ 300   |
| • One-time use of NEHRA mailing list (6,700 names)  | \$ 1,015 |
| • Sponsorship of two regional breakfasts — includes pre-event publicity to 8,000, custom signage and resource table (approximately 50-75 attendees per breakfast) | \$ 1,100 |
| • Two half page B&W ads in the winter and/or spring issue of <i>Insights</i> (4,000 member circulation)   | \$ 1,040 |
| • Website banner advertising for three months (10,000 views per month)  | \$ 375   |
| • One basic HR Yellow Pages listing on nehra.com for 12 months  | \$ 125   |

\* IF A SILVER SPONSOR CHOOSES NOT TO HAVE AN EXHIBIT BOOTH, PRICE WILL BE REDUCED BY \$1,000.

### PRE-CONVENTION

(\$5,500)

- Recognition in pre-convention mailings to more than 60,000 HR professionals
- Window of opportunity (March 3 – March 14) to select exhibit booth before selection is open to public
- Link from NEHRA's website to your corporate website
- Recognition in NEHRA's September, October and November *Meeting Bulletins*, each mailed to over 8,000 HR professionals
- Complimentary one-time use of convention attendee mailing list (pre-convention or post-convention)

### AT THE CONVENTION

#### Exhibit Hall/Registration

- Exhibit booth\* (\$2,150 value, prime location would have additional fee)
- Two full convention registrations (\$1,630 value)
- Two complimentary two-day exhibit hall only passes (\$300 value)

#### Logo/Company Name Visibility

- Company name displayed on the fifth level of the convention center for the entire convention (level where all workshops and keynotes will be held)
- Company name displayed in exhibit hall
- Company name recognition on bronze sponsor page in convention program
- Highlighted 35-word company profile, company name and contact information in exhibitor & sponsor guide in convention program
- Recognition in fall issue of *Insights* magazine, distributed to all convention attendees and mailed to over 4,000 NEHRA members
- Sponsor ribbons

#### Other Services

- Use of NEHRA Hospitality Suite to entertain clients

### EXTENDED (12 MONTH) BENEFITS VALUE

- |  |        |
|--|--------|
| • Sponsorship of one regional breakfast — includes pre-event publicity to 8,000, custom signage and resource table (approximately 50-75 attendees per breakfast) | \$ 550 |
| • One quarter page B&W ad in either the winter or spring issue of <i>Insights</i> (4,000 member circulation)   | \$ 340 |
| • Website banner advertising for one month (10,000 views per month)  | \$ 125 |
| • One basic HR Yellow Pages listing on nehra.com for 12 months   | \$ 125 |

\* IF A BRONZE SPONSOR CHOOSES NOT TO HAVE AN EXHIBIT BOOTH, PRICE WILL BE REDUCED BY \$1,000.

## SPONSOR COMMITMENT

### PAYMENT, CANCELLATION AND REFUND POLICY – IMPORTANT

Sponsors are invoiced upon commitment to a convention sponsorship. To hold a position, 50% of the sponsorship fee must be received by NEHRA within 30 days. The final payment must be received prior to August 1, 2003. Since significant sponsor benefits accrue through convention marketing visibility, no sponsorship cancellations are accepted, no refunds will be provided, and full payment for the sponsorship is required.

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