



37TH ANNUAL KENTUCKY

# Human Resource Update



presented by HANNA RESOURCE GROUP

## HYBRID EVENT You have options!

Exhibit in person and you'll  
also receive a virtual booth!

Can't attend in person?  
Exhibit virtually!

April 29-30, 2025 | Embassy Suites by Hilton Lexington/UK Coldstream

# Sponsorship Opportunities



# 37th Annual Kentucky Human Resource Update

## Why Attendees Will Come

This conference offers HR professionals the latest information on a wide variety of key human resource topics, including FMLA, ADA, GINA, COBRA, HIPAA, immigration, workers' compensation, unemployment insurance, the Affordable Care Act and more. They are updated on the latest legal developments and will gain a greater understanding of their effects on day-to-day issues in the workplace. This two-day course is consistently rated by attendees as one of our top training seminars.

## Who Attends?

- managers and supervisors
- administration directors
- business owners and CEOs
- human resources personnel
- employee relations specialists
- personnel directors and managers
- senior HR professionals
- HR consultants

## Why Participate?

With an expected attendance of over 100, your company will have the opportunity to connect with your target audience during various dedicated times for sponsors — both breakfasts and all breaks are held with you in the exhibit booth area. Join us for lunch and continue the connections and conversations.

Sponsors enjoy prime exhibit booth placement with ample time for interaction with attendees. Sponsors are key to the overall success of the conference. We welcome your organization's participation and look forward to displaying your logo on the promotional materials and providing your company with added recognition and visibility.

## Learn More About Sponsorship Opportunities

Andrea Flanders  
Director, Sponsor Relations  
Kentucky Chamber of Commerce  
502-848-8786  
aflanders@kychamber.com

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**JOIN US**

\*To join the Kentucky Chamber, contact our membership sales team at 502-695-4700 or [membership@kychamber.com](mailto:membership@kychamber.com).

# 37th Annual Kentucky Human Resource Update

**Presenting Sponsorship** Exclusive Offer **▶ SOLD – Hanna Resource Group ◀**  
\$10,000 Kentucky Chamber member\*

## SPONSOR BENEFITS

### EXCLUSIVE BRANDING OPPORTUNITIES

- Exclusive recognition as presenting sponsor
- Opportunity to serve as program emcee/moderator
- Company name or logo (only one logo per sponsorship permitted) included on:
  - event page on kychamber.com
  - marketing communications
  - rotating sponsor display and signage during event

### HIGH IMPACT OPPORTUNITIES

- Exhibit space – In-person 8' x 10' exhibit booth (includes one 8' skirted table and two chairs) and/or Virtual exhibit space
- Opportunity to kick off the conference, introduce opening speaker and speak about your company
  - In-person option – three minute max
  - Virtual option – you provide a three-minute, pre-recorded video (video guidelines will be provided)
- Recognition from the podium during opening and closing remarks
- Opportunity to provide a giveaway item to all in-person attendees during opening session
- Logo and listing in printed materials

### ACCESS

- Complete list of conference attendees provided after the conference
- Networking opportunities during breakfasts, breaks, lunches
- Receive a registration discount code to share with your clients
- Five complimentary, full-conference registrations for your booth attendants, staff or clients (\$3,475 value) – your attendees choose virtual or in-person

### ADVERTISING OPPORTUNITIES

- Full-page, full-color ad included in conference materials

### VIRTUAL APP BENEFITS

- Banner ad (your company logo) in conference app, powered by Whova
- Recognition in sponsorship section of conference app, powered by Whova
- Virtual exhibit booth on the Whova app, with the following features:
  - Logo, description, website, and contact information
  - Livestream showcase space (via Zoom, Google Hangouts, etc.)
  - Ability to add your video highlighting your services and products
  - The ability to post photos and flyers (pdf)
  - Ability to live chat with attendees through your booth
  - The option to add promotional offers, giveaways, or coupons directly in the app
  - Unlimited booth staff to help manage your booth and interact with attendees
  - Attendees eligible for prizes based on their interactions with sponsors during the event
  - Dedicated Ky Chamber staff available to assist you with your virtual booth setup

**Click Here to Register**



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# 37th Annual Kentucky Human Resource Update

## Gold Sponsorship Two Opportunities

\$5,000 Kentucky Chamber member\*

Lunch – Day One

Lunch – Day Two

## SPONSOR BENEFITS

### EXCLUSIVE BRANDING OPPORTUNITIES

- Recognition as gold sponsor
- Company name or logo (only one logo per sponsorship permitted) included on:
  - event page on kychamber.com
  - rotating sponsor display and signage during event

### HIGH IMPACT OPPORTUNITIES

- Exhibit space – In-person 8' x 10' exhibit booth (includes one 8' skirted table and two chairs) and/or Virtual exhibit space
- Opportunity to introduce speaker (day one or day two – choose one) and speak about your company
  - In-person option – three minute max
  - Virtual option – you provide a three-minute, pre-recorded video (video guidelines will be provided)
- Recognition from the podium during opening and closing remarks
- Opportunity to provide a giveaway item to all in-person attendees
- Logo and listing in printed materials

### ACCESS

- Complete list of conference attendees provided after the conference
- Networking opportunities during breakfasts, breaks, lunches
- Receive a registration discount code to share with your clients
- Three complimentary, full-conference registrations for your booth attendants, staff or clients (\$2,085 value) – your attendees choose virtual or in-person

### ADVERTISING OPPORTUNITIES

- Half-page, color ad included in conference materials

### VIRTUAL APP BENEFITS

- Banner ad (your company logo) in conference app, powered by Whova
- Recognition in sponsorship section of conference app, powered by Whova
- Virtual exhibit booth on the Whova app, with the following features:
  - Logo, description, website, and contact information
  - Livestream showcase space (via Zoom, Google Hangouts, etc.)
  - Ability to add your video highlighting your services and products
  - The ability to post photos and flyers (pdf)
  - Ability to live chat with attendees through your booth
  - The option to add promotional offers, giveaways, or coupons directly in the app
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# 37th Annual Kentucky Human Resource Update

## Silver Sponsorship Three Opportunities

\$2,500 Kentucky Chamber member\*

Breakfast/Breaks – Day One

Breakfast/Breaks – Day Two

Dessert Break – Day One

## SPONSOR BENEFITS

### EXCLUSIVE BRANDING OPPORTUNITIES

- Recognition as a silver sponsor
- Company name or logo (only one logo per sponsorship permitted) included on:
  - event page on kychamber.com
  - rotating sponsor display and signage during event

### HIGH IMPACT OPPORTUNITIES

- Exhibit space – In-person 8' x 10' exhibit booth (includes one 8' skirted table and two chairs) and/or Virtual exhibit space
- Recognition from the podium during opening and closing remarks
- Logo and listing in printed materials

### ACCESS

- Complete list of conference attendees provided after the conference
- Networking opportunities during breakfasts, breaks, lunches
- Receive a registration discount code to share with your clients
- Two complimentary, full-conference registrations for your booth attendants, staff or clients (\$1,390 value) – your attendees choose virtual or in-person

### ADVERTISING OPPORTUNITIES

- Quarter-page, full-color ad included in conference materials

### VIRTUAL APP BENEFITS

- Banner ad (your company logo) in conference app, powered by Whova
- Recognition in sponsorship section of conference app, powered by Whova
- Virtual exhibit booth on the Whova app, with the following features:
  - Logo, description, website, and contact information
  - Livestream showcase space (via Zoom, Google Hangouts, etc.)
  - Ability to add your video highlighting your services and products
  - The ability to post photos and flyers (pdf)
  - Ability to live chat with attendees through your booth
  - The option to add promotional offers, giveaways, or coupons directly in the app
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# Sponsorship Investment

## 37th Annual Kentucky Human Resource Update

April 29-30, 2025

Embassy Suites by Hilton Lexington/UK Coldstream

### REGISTRATION INFORMATION Please print:

Mr.  Ms.

Prefix Name Title

Company/Organization

Street address

City State Zip

Phone Fax E-mail address

### PLEASE SELECT ONE OF THE FOLLOWING INVESTMENT OPPORTUNITIES

- Presenting Sponsorship – Exclusive  
\$10,000 Kentucky Chamber member
- Gold Sponsorships  
\$5,000 Kentucky Chamber member
- Silver Sponsorships  
\$2,500 Kentucky Chamber member

### REGISTRATION OPTIONS



**Phone**  
Andrea Flanders  
502-848-8786

**E-mail**  
aflanders@kychamber.com

**Mail**  
Kentucky Chamber  
464 Chenault Road  
Frankfort, KY 40601

### METHOD OF PAYMENT

- Check # \_\_\_\_\_ enclosed. Payable to: Kentucky Chamber of Commerce
- Please bill my company. PO # \_\_\_\_\_ (not required)
- Please charge to my  Visa  Mastercard  Am Express

Cardholder's name Cardholder's signature (required)

Card number Expiration date 3- or 4-Digit security code

\*I understand that by providing the phone, fax number and e-mail information above on behalf of the person/company/organization specified above, I am authorized to and hereby consent for the person/company/organization to receive communication by or on behalf of the Kentucky Chamber of Commerce.

The Kentucky Chamber of Commerce reserves the right to, at its sole discretion, refuse any advertising. Due to the fact that sponsorships are limited, upon acceptance of your registration no refunds will be granted.



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