



Tampa Florida
October 19-21 2010

HR Gears Up: Revving the HR Engine

Overview

2009 was one bear of a year. While 2010's already shaping up to be a much better year what do companies need to gear up? How can HR and HRO shift companies into higher gear? What could lead HRO initiatives to stall out? The HRO Summit will once again call the most forward-thinking HR executives to assemble at the Saddlebrook Resort in Tampa, FL October 19-21, 2010.

HRO Summit delegates include the **leaders of HR and HR operations** from **large and mid-market companies**, including members of the HROA, HROA Mid-Market, and of the Large Market Buyers Group. Sponsors include the **most prominent providers and advisors** in HR outsourcing, technology, and consulting.

Even in the midst of one of the worst economies on record, HRO Summit delegates came together in 2009 to chart a way out. The 2010 agenda once again brings these leaders together in unprecedented numbers to focus on changing the way HR outsourcing drives business.

The HRO Summit Experience

Why is it called the HRO Summit? Because it's exactly that: a summit, an interactive and collaborative meeting of the minds. Everything from how the Summit is planned, to the sessions selected for the program, to the onsite experience centers around creating an environment where thought leaders can come together to share insights, learn from one another, and work on the tough challenges facing them as individuals, as companies, and as an industry.

Designing the Summit Experience: HRO Summit Advisory Council

Each year we continue to expand our collaborative approach to developing and delivering the HRO Summit Experience. This centers on the Summit Advisory Council. Composed of HR executives and Summit sponsors, the Group advises on the overall Summit Experience and specifically on the program to ensure the best possible experience for our delegates and sponsors. Confirmed sponsors and delegates may participate on the Group by invitation.

"It has been a pleasure to co-chair and participate in HRO Summit. The collaborative environment has resulted in a venue rich in learning and networking. Participants, myself included, appreciate the thought leadership and lessons they take back to drive their organizations' businesses." -- LeAnne Andersen, Head of HR Operations, Best Buy

Designing the Summit Experience: Submitting & Selecting Session Topics

For all sessions, potential presenters/moderators must submit a video synopsis encapsulating the session and its outcomes for delegates. Final approval of all sessions is subject to review and approval by SharedXpertise and the Summit Advisory Council.

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The Onsite Experience: What to Expect

For 2010, we've revamped the program to build on the best of 2009. We'll look to hold three overall types of sessions.

Big Picture Plenary: The macro issues shaping our world.

We're reducing the number of "sit-and-get" sessions, creating instead two to three plenary environments where delegates can interact with new data or insights on the big trends and issues shaping our overall environment: the economy, politics, social movements, emerging technology. These keynote sessions will kick-off and end the summit days with sessions intended to expand our thinking, broaden our horizons, and reinvigorate us as leaders. These sessions work well for presenting groundbreaking concepts (perhaps from a new book), research data, or other information of interest to the whole delegate audience of approximately 200 people.

Persistent Challenges: What's keeping you up at night?

Each year certain issues continue to present new and recurring challenges: governance, change management, transition planning, contract negotiations. These issues and more represent the persistent challenges that never really go away and for which there are tremendous opportunities to share information across all stages of an HRO initiative or experience. In these sessions discussion leaders (often a subject matter expert and a client executive) kick-off the session presenting new data, approaches, or questions to a group of 30-50 delegates who will in turn work in large- and small-group interactions to shed more light on the challenge and create take-aways delegates can apply themselves.

Deep Dives: Rolling up your sleeves to tackle case-based challenges.

These sessions will dive into the specifics of individual cases, take on in-depth explorations into meaty issues, and provide delegates with the opportunity to work up-close with each other. These are in-the-trenches sessions designed for peer-to-peer problem-solving. Typically a discussion leader (often a client executive) helps facilitate the discussion while the actual experience is generated by the participants themselves interacting with each other and the issue. These are great sessions for in-depth case studies, working on specific industry challenges (e.g., standards and practices), or any other issue best suited for small group work.

The Onsite Experience: High Level Agenda

Day 1: Buyer & Providers Apart

Members of the Large Market Buyers Group and Mid-Market buyers will attend sessions on managing contractual relationships, measuring satisfaction, and identifying best practices. These are closed sessions, open to group members-only. Provider members of the HROA may meet in pre-planned committees and other gatherings.

Days 2 & 3: Full Summit – Buyers & Providers Together

The Summit continues the second and third days with a buyers-only discussion followed by Big Picture Plenary, Persistent Challenges, and Deep Dive Sessions. Big Picture Plenary Sessions are open to all. Other sessions will be open to all or open on an invitation-only basis depending on the content.

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Sponsoring the HRO Summit Experience

As a Summit sponsor your company demonstrates a commitment to creating the collaborative experience of the Summit and extending it throughout the industry. Your 2010 Summit Sponsorship will bring:

- Global exposure for your business to a targeted audience of over 10,000 executives who are members of the HROA, read *HRO Today Magazine*, and/or are considering HRO.
- Strengthen your brand and awareness among senior executives with decision-authority for HR services, outsourcing, and transformation initiatives.
- A forum to demonstrate your expertise to key decision-makers through speaking opportunities.
- Allow you to develop the face-to-face relationships crucial to any business.

Brand Presence at the HRO Summit

To create a better sponsor and delegate experience we've separated the "commercial" from the "content" portions of the Summit. Sponsors will now have the ability to put forward purely "commercial" 30-second to two minute video segments (depending on sponsorship level) that will bookend each session. Sponsors may also submit potential sessions to be held at the Summit. These sessions must be purely content-driven. The "infomercials" that often got embedded in sessions should come out and take place only during the designated commercial segment or video pod.

Below are the levels of sponsorship available: Pricing levels reflect Q2 2010 rates (subject to increase)

Sponsorship Level	#	Branding	Commercial Placement	Exhibit	Passes	Cost
Marquis	1	*****	During Your Exclusive Introduction of a "Big Picture" Plenary Session	Yes	6	\$35,000
Platinum	SOLD OUT	****	At the Introduction of an Exclusive "Persistent Challenges" or Deep Dive Session	Yes	5	\$30,000
Luncheon Keynote	SOLD	**	During Introduction of Keynote Lunch speaker	No	3	\$22,500
Video-Only Segment	1	**	2-3 minute video to precede or follow a plenary session, loop during breaks	No	3	\$15,000
Cocktail reception	SOLD	**	Signage during the reception	No	3	\$15,000
Gold	SOLD OUT	**	Track session of multi-sponsor video pod	Yes	3	\$15,000
Breakfast	2	**	Segment during the breakfast, opening remarks at breakfast, & signage	No	2	\$12,000
Networking Lunch	SOLD	**	Intro of Lunch speaker Day 1 or 3	No	3	\$12,000
Networking Breaks Buyer Only Day	2	**	Signage only	No	2	\$10,000
Lanyard	1	**	No	No	1	\$8,000
Key Cards/Seat Covers	1 of each	**	No	No	1	\$8,000
Networking Breaks Full Summit	4	**	Signage only	No	1	\$7,500
Delegate Bags	1	**	No	No	1	\$7,000
Supporting	10	**	No	No	5 buyer 2 staff	\$4,000

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MARQUIS SPONSOR

BENEFITS

PRESENTATION

- Sponsor may display at least **three** 30-second videos (commercials) throughout the summit.
- Sponsor will have ability to propose and introduce a Keynote Speaker to one of the two morning Big Picture Plenary Sessions. Should you prefer SharedXpertise secure the Keynote Speaker you may still introduce that person and say a few words about your company.
- Ability to propose and participate in (with client) in another session throughout the Summit.

BENEFITS

- Sponsor's **name and logo featured** as the lead sponsor (prime size and location) on all summit materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken.
- Sponsor's **logo** and 30-second **video** prominently **posted on the event Web site** with click-through to sponsor's site.
- Sponsor **acknowledged at the opening** and the end of the event
- Sponsor allocated a 6' Tabletop **prime display space** for their own exhibition stand
- Sponsor's company literature **inserted in all delegate packs**
- Sponsor's **full page 4-color ad and company description** included in the summit program
- Sponsor **mentioned in press releases** featuring the event
- **6 complimentary** summit passes for clients or company representatives
- **6 invitations to the Cocktail Reception on Day One**

SUMMIT ADVISORY COUNCIL

- As the Marquis Sponsor one of your executives will have the ability to sit on the HRO Summit Advisory Council. This council is made up of providers, advisors, and buyers that have demonstrated a consistent leadership in HRO and dedication to making the HRO Summit a success.
- As a Council Member you'll be able to offer feedback on the program itself, network with the other council members, and work closely with the buying community.

COST

- \$35,000
- HROA Member Rate: \$29,750 (15% discount)

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PLATINUM SPONSOR **SOLD OUT**

BENEFITS

PRESENTATION

- Sponsor may display at least **two** 30-second video (commercials) throughout the summit.
- Sponsor will have ability to propose a Persistent Challenge or Deep-Dive Session topic.
- Ability to exclusively host their proposed session with a client.

BRANDING

- Sponsor's **name and logo featured** as a platinum sponsor (prime size and location) on all summit materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- Sponsor's **logo** and **video** prominently **posted on the event Web site** with click-through to sponsor's site
- Sponsor **acknowledged at the opening** and the end of the event
- Sponsor allocated a 6' Tabletop **prime display space** for their own exhibition stand
- Sponsor's company literature **inserted in all delegate packs**
- Sponsor's **full page 4-color ad** included in the summit program
- Sponsor **mentioned in press releases** featuring the event
- **5 complimentary** summit passes for clients or company representatives
- **5 invitations to the Cocktail Reception on Day One**

ADVISORY COUNCIL

- As a Platinum Sponsor one of your executives will have the ability to sit on the HRO Summit Advisory Council. This council is made up of providers, advisors and buyers.
- As a member you'll be able to offer feedback on the program itself, network with the other members and work closely with the buying community.

COST

- \$30,000
- HROA Member Rate: \$25,500 (15% discount)

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Keynote – LUNCHEON Sponsor **SOLD**

BENEFITS

PRESENTATION

- Brief welcome and thank you remarks during luncheon.
- Ability to propose a Big Picture Plenary speaker/topic to occur during lunch.
- Prime spot for 30 second **video** commercial during lunch immediately preceding the speaker. Should you prefer SharedXpertise secure the Keynote Speaker you may still introduce that person and say a few words about your company.

BRANDING

- Sponsor's **name and logo featured** as a lunch sponsor in the program next to the luncheon and logo on all signage related to the luncheon including special signage throughout the luncheon room
- Sponsor's **logo and video in the program and on event Web site** with link to sponsor's site
- Sponsor **acknowledged at the opening** and the end of the event
- Sponsor may hand out literature or branded item to all luncheon attendees and brand luncheon room as desired (free standing only)
- Sponsor's **full page 4-color ad** will be included in the summit program
- **3 complimentary** summit passes for clients or company representatives
- **3 invitations to the Cocktail Reception on Day One**

COST

- \$22,500
- HROA Member Rate: \$19,125 (15% discount)

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GOLD SPONSOR **SOLD OUT**

BENEFITS

PRESENTATION

- Sponsor may display at least **one** 30-second video (commercials) throughout the summit.
- Sponsor will have ability to propose a Persistent Challenge or Deep-Dive Session topic.
- Ability to co-host or co-facilitate with a client and other Gold Sponsors their proposed session.

BRANDING

- Sponsor's **name and logo featured** as a gold sponsor on all summit materials, including: invitations, preliminary programs, advertisements, event posters, and any additional promotional efforts undertaken
- Sponsor's video and logo **posted on the event web site** with click-through to sponsor's site
- Sponsor **acknowledged at the opening** and the end of the event
- Sponsor allocated a 6' Tabletop **display space** for their own exhibition stand.
- Sponsor's company literature **inserted in all delegate packs**.
- Sponsor's **½ page 4-color ad** included in the summit program
- Sponsor **mentioned in press releases** that features the event
- **3 complimentary** summit passes for clients or company representatives
- **3 invitations to the Cocktail Reception on Day One**

COST

- \$15,000
- HROA Member Rate: \$12,750 (15% discount)

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VIDEO FEATURE

BENEFITS

VIDEO PRESENTATION / PRODUCTION

- Highlighting services/contributions to the field: testimonials, services, executive remarks, etc. Precedes or follows a session; loops during breaks. We can produce for you (additional fees apply).
- Post summit, we will post video to HROA.org for a period of 6 months.

BRANDING

- Sponsor's **name and logo featured** as a Video Feature Sponsor on all summit materials, including: invitations, programs, ads, event posters, and any additional promotional efforts undertaken
- Sponsor **acknowledged at the opening** and the end of the event
- Sponsor allocated a 6' Tabletop **display space** for their own exhibition stand
- Sponsor's ½ **page 4-color ad** included in the summit program
- Sponsor **mentioned in press releases** that features the event
- **3 complimentary** summit passes for clients or company representatives

COST

- \$15,000
- HROA Member Rate: \$12,750 (15% discount)

COCKTAIL RECEPTION SPONSOR -- **SOLD**

BENEFITS

BRANDING

- Sponsor's **name and logo featured** as a cocktail reception sponsor in the programs next to the reception listing and logo on all signage related to the reception
- Sponsor's **logo posted in the program** on both event Web sites with link to sponsor's site
- Sponsor **acknowledged at the opening** and the end of each event
- Literature or branded item distributed to all reception attendees; brand room as desired Sponsor's ½ **page 4-color ad** included in the summit program
- 2 complimentary summit passes and reception for clients or company representatives

COST \$15,000. HROA Member Rate: \$12,750 (15% discount)

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Breakfast Sponsor

BENEFITS

PRESENTATION

- Brief welcome and thank you remarks during breakfast

BRANDING

- Sponsor's **name and logo featured** as a breakfast sponsor in the programs and logo on all signage related to the breakfast
- Sponsor's **logo prominently posted in the program on event Web site** with link to sponsor's site
- Sponsor will be **acknowledged at the opening** and the end of the event
- Sponsor may hand out literature or branded item to all breakfast attendees and brand breakfast room as desired (free standing only)
- Sponsor's **½ page 4-color ad** will be included in the summit program
- **2 complimentary** summit passes for clients or company representatives to event
- **2 invitations to the Cocktail Reception on Day One**

COST \$12,000 HROA Member Rate: \$10,200 (15% discount)

NETWORKING BREAKS SPONSOR

BENEFITS

BRANDING

- Sponsor's **name and logo featured** as the sponsor for the networking break in the event program
- Sponsor may distribute **logoed items and handouts** in the networking break area and may **brand the networking area** as desired (free-standing only)
- Sponsor's logo **posted in the program on the event Web site** with link to sponsor's site
- Sponsor **acknowledged at the opening** and the end of the event
- Sponsor's **½ page 4-color ad** included in the summit program
- **2 complimentary** summit passes and reception for clients or company representatives

COST

- \$10,000 (Buyer Only Day) or \$7,500 (Full Summit)
- HROA Member Rate: \$8,500 (Buyer Only Day) or \$6,375

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OTHER SPONSORSHIP OPPORTUNITIES

LANYARDS - KEY CARDS- SEAT COVERS

BENEFITS:

- Logo on lanyards or key cards, given to each delegate at registration (sponsor to provide lanyards)
- **1 complimentary summit pass & 1 invitation to the Cocktail Reception on Day One**

COST:

- \$8,000, HROA Member Rate: \$6,800 (15% discount)

DELEGATE BAGS

BENEFITS:

- Corporate identity on summit bags, given to each delegate upon registration
- One page company profile inserted into all delegate bags
- ½ page ad in Summit Program
- **1 complimentary summit pass ,& 1 invitation to the Cocktail Reception on Day One**

COST:

- \$7,000 HROA Member Rate: \$5,950

SUPPORTING SPONSOR

BENEFITS:

- 5 Tickets for current clients or prospects. Must be practitioners (Buyers)
- 2 Tickets for your staff/company representative
- Company logo listed in event brochure as a supporting sponsor
- **All 7 people are invited to the Cocktail reception on Day One**

COST: \$4,000

Other ideas regarding sponsorship opportunities are welcome. For more information contact:

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