



16-18th November 2010
Amsterdam, The Netherlands

Shifting into High Gear

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 do to shift into high gear? What could lead HRO initiatives to stall out? The HRO Summit Europe, for the 7th year will once again call the most forward-thinking HR executives to assemble at the Mövenpick Hotel Amsterdam City Centre, Holland November 16-18, 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.

"This remains the leading venue for HRO practitioners and those looking to be better informed about what HRO might have to offer their organizations. Stimulating debate both on the stage and in the wings!" Mike Friend, Director, Harris Interactive, Nov 2009

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 programme, to the onsite experience centres 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 centres 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.

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.

The Onsite Experience: What to Expect

For 2010, we've built 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 250 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 workshop sessions on the pre-conference day, 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 around 35 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 and are represented in our 'Summit-within-a-Summit' sessions.



16-18th November 2010
Amsterdam, The Netherlands

Sponsorship of HRO Summit Europe will...

- Provide a more defined proposition than other events
- Give all sponsors the ability to participate in the development of the conference
- Allow an opportunity for more varied packages suited to your organization and event objectives
- Provide global exposure for your business to a targeted audience of senior executives via the SharedXpertise community and the pages of HRO Today Europe
- Strengthen your brand image/awareness amongst senior executives looking at or already engaged in shared services, BPO, recruitment, payroll and learning
- Allow you to demonstrate your expertise to key decision-makers through speaking opportunities
- Allow you to develop the face-to-face relationships crucial to any business.

Below are the levels of sponsorship available:

There is a strict limit to the number of sponsors in line with the packages below.

Type	Number	Branding	Speaking	Exhibition	Staff Passes	Client Passes*	Cost	Cost HROA ***
Marquis	3 1	* * * * *	Plenary + Panel	Display space	4	8	€ 35,000	€ 29,750
Platinum	6 3	* * * * *	Panel	Display space	3	6	€ 26,500	€ 22,525
Stream Host	4 2	* * * * *	Case Study	N/A	3	6	€ 22,500	€ 19,125
Networking Dinner	SOLD	* * *	Dinner	N/A	3	6	€ 22,500	€ 19,125
Lunch	2	* *	N/A	N/A	2	4	€ 16,500	€ 14,025
Stream Sponsors	9 2	* *	Stream	N/A	2	4	€ 15,000	€ 12,750
NEW: Event Film Sponsor	1	* *	N/A	N/A	2	4	€ 15,000	€ 12,750
Workshop Sponsors	SOLD	* *	Workshop	N/A	2	4	€ 15,000	€ 12,750
Welcome Reception	SOLD	* *	N/A	N/A	2	4	€ 11,000	€ 9,350
Breakfast	SOLD	* *	N/A	N/A	2	4	€ 11,000	€ 9,350
Video	1	* *	3-5 min video	N/A	2	4	€ 11,000	€ 9,350
Key Card	SOLD	* *	N/A	N/A	2	4	€ 9,000	€ 7,650
Voting System	1	* *	N/A	N/A	2	4	€ 9,000	€ 7,650
Dinner Transportation	1	* *	N/A	N/A	1	3	€ 5,000	€ 4,250
Lanyard	SOLD	* *	N/A	N/A	1	3	€ 5,000	€ 4,250
Room Drops	SOLD	* *	N/A	N/A	1	3	€ 5,000	€ 4,250
Thought Leadership Pavilion	SOLD	* *	N/A	N/A	1	3	€ 5,000	€ 4,250
Event Supplement**	10	* *	N/A	N/A	1	3	€ 3,850	€ 3,850



HRO EUROPE SUMMIT

16-18th November 2010
Amsterdam, The Netherlands

* For every client registered that is over and above the number in the sponsor package, the sponsor will receive a €250 rebate

** From 1st October 2010 the package will cover attendance only and not include coverage in the event supplement

*** Sponsors that are HROA Members in good standing are entitled to a 15% discount off the listed prices.

2009 Sponsors

"The HRO Europe Summit was better than ever this year! Outsourcing use and interest continues to increase and it is nice to have someone like SharedXpertise pull the thought leaders, industry experts and buyers together in an excellent forum for networking, learning and next practice sharing!" Zachary Misko I Global Director KellyOCG – RPO



"The 2009 HRO conference, including the two summits on Recruitment and Learning, offered good insights and great networking opportunities in a suitable venue. The link between human capital management and HR outsourcing was explored in a number of interesting ways. It was well-worth while attending and IBM will certainly also participate in 2010."

Sonia van Ballaert, Director, of HR & Learning Europe, IBM



16-18th November 2010
Amsterdam, The Netherlands



The Onsite Experience: High Level Agenda

"The HRO Summit Europe offered current and real information on HR service delivery from various angles and –most importantly– with plenty of case studies to learn from. The atmosphere of sharing and networking further helped to make this a valuable and worthwhile event." Synco Jonkeren, EquaTerra

Day 1: Buyer & Providers Apart

Members of the buying community will attend focussed workshops on sessions such as governance, change management, managing contractual relationships, professional development, measuring satisfaction, and identifying best practices. These are closed sessions, open to buyer members-only. Provider members are free to meet and network in the venue at this time until the welcome reception joins the groups together in the evening.

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

The Summit continues the main conference second and third days to include the Big Picture Plenary, Persistent Challenges, and Deep Dive Sessions. Other sessions will be open to all or open on an invitation-only basis depending on the content.

"Excellent content. Very well organised and facilitated. A very good atmosphere ideal for networking. Thank you very much!" Rosalind Barbier, Legal & General

"Great opportunity to debate, network and learn from some of the top professionals in the European HR Shared Services/BPO arena". Paul Harrison, Sun Microsystems

91% of 2009 attendees would recommend the conference to colleagues



16-18th November 2010
Amsterdam, The Netherlands

Outline Agenda

Tuesday 16 th November		Wednesday 17 th November		Thursday 18 th November	
				Breakfast SOLD	
		Registration		Recruitment and Talent Summit Stream Host 3 SOLD	Learning Summit Stream Host 4 SOLD
		Welcome		Stream Host 3 Session SOLD	Stream Host 4 Session SOLD
		A Question of Talent, Peter Cappelli, Wharton Business School		Stream Sponsor 5 SOLD	Stream Sponsor 7 SOLD
		Break		Break	
		HR in the New Decade Nigel Perks, BT		Session/ Panel	Session/ Panel
		Panel		Stream Sponsor 6 SOLD	Stream Sponsor 8
		HROA State of the Market Overview (TBC)			
		Lunch		Lunch	
Registration		Payroll Summit Stream Host 1	Sourcing and Technology Summit Stream Host 2	Marquis Sponsor SOLD	Multi-national HRO Deals Ken Manke, Unilever
Transition Planning Workshop – Buyers only	Learning Workshop - Buyers only	Stream Host 1 Session	Stream Host 2 Session	Panel	Panel, hosted by Tim Palmer
		Stream Sponsor 1 SOLD	Stream Sponsor 3 SOLD	Stream Sponsor 9 SOLD	Marquis
		Break		Break	
Networking, Meetings & Free Time	HROA Buyers Group Informal Meeting	Stream Sponsor 2 SOLD	Stream Sponsor 4	HROA Europe Awards Presentation	
		Session/ Panel	Session/ Panel	David Fairhurst, McDonalds	
				Closing Remarks	
Welcome Reception		Networking Dinner SOLD			



16-18th November 2010
Amsterdam, The Netherlands

MARQUIS SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will contribute to the event with either
 - a 30/45-minute client case study session to be determined in the conference programme or will introduce one of the main plenary speakers dependent on how developed the programme is
- The Marquis Sponsor's session involvement will be delivered to the **plenary audience**
- In addition, the Sponsor will get one **panel slot** for the nomination of a client's senior executive.

BRANDING

- The Sponsor's **name and logo will be featured** as a lead sponsor (prime size and location) on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken.
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor will be **acknowledged at the opening** and the end of the event
- The Sponsor will be allocated a **prime display space** for their own exhibition stand (Exhibition space will be allocated on a first-come first served basis and strictly limited)
- A One-Page Executive Profile in HRO Europe Magazine in 2010/11
- The Sponsor's **full page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event.

NEW BUSINESS GENERATION

- **Eight complimentary** passes to the conference for clients
- **4 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Sponsors will be encouraged to over achieve their client registrations. Any client registrants above their sponsorship allocation (in this case 8), that show up at the event will result in a **€250 rebate per client attendee***
- The **delegate list with opt-in contact details** will be provided to the Sponsor after completion of the conference.

COST

- €35,000

****1 REMAINING****



16-18th November 2010
Amsterdam, The Netherlands

PLATINUM SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will receive one **panel slot** for the nomination of a client's senior executive.

BRANDING

- The Sponsor's **name and logo will be featured** as a platinum sponsor (prime size and location) on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken.
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor will be **acknowledged at the opening** and the end of the event
- The Sponsor will be allocated a **prime display space** for their own exhibition stand (Exhibition space will be allocated on a first-come first served basis and strictly limited)
- The Sponsor's **full page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event.

NEW BUSINESS GENERATION

- **Six complimentary** passes to the conference for clients
- **3 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Sponsors will be encouraged to over achieve their client registrations. Any client registrants above their sponsorship allocation (in this case 8), that show up at the event will result in a **€250 rebate per client attendee***
- The **delegate list will be emailed by SharedXpertise** with the sponsors' promotion either before or after the event according to the sponsors' event objectives.

COST

- €26,500

****3 REMAINING****



16-18th November 2010
Amsterdam, The Netherlands

STREAM HOST SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will be promoted as **the Host** of one of the four streams
- The Sponsor will contribute to the stream with a **45-minute interactive presentation** in the form of a case study delivered by a client and introduced by the sponsor.

BRANDING

- The Sponsor's **name and logo will be featured** as a stream host on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor will be **acknowledged at the opening** and the end of the stream event
- The Sponsor's **full page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event.

NEW BUSINESS GENERATION

- **Six complimentary** passes to the conference for clients
- **3 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Sponsors will be encouraged to over achieve their client registrations. Any client registrants above their sponsorship allocation (in this case 6), that show up at the event will result in a **€250 rebate per client attendee***

COST

- €22,500

****2 REMAINING****

++PAYROLL AND SOURCING & TECHNOLOGY++



16-18th November 2010
Amsterdam, The Netherlands

NETWORKING DINNER SPONSOR

BENEFITS

The sponsor of the Networking Dinner will be host of the whole delegate and sponsor audience at a prime city venue. The sponsor can be as involved as they choose in the planning of the format of the dinner.

PRESENTATION

- The Sponsor may make a welcome address to the participants of the dinner.

BRANDING

- **Branded dinner presentation** will be given to all delegates and speakers
- The Sponsor's **name and logo will be featured** as the dinner sponsor on all conference materials, including: invitation, preliminary programs, advertisements, event posters, speaker platform, and additional promotional efforts
- The Sponsor's **name and logo will be featured** at the dinner and on the speaker platform
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor's **full page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event
- **Corporate identity** within the dinner area - to be supplied by the sponsor.

NEW BUSINESS GENERATION

- **Six complimentary** passes to the conference for clients
- **3 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Sponsors will be encouraged to over achieve their client registrations. Any client registrants above their sponsorship allocation (in this case 6), that show up at the event will result in a **€250 rebate per client attendee***

COST

- €22,500



16-18th November 2010
Amsterdam, The Netherlands

LUNCH SPONSOR

PRESENTATION

- The Sponsor may make an address to the participants of the lunch.

BRANDING

- The Sponsor's **name and logo will be featured** as the lunch sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's **name and logo will be featured** at the lunch
- The Sponsor's logo will be **posted on the event website** with click-through to sponsor's website
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- Corporate identity within the dinner area - to be supplied by the sponsor.

NEW BUSINESS GENERATION

- **Four complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Sponsors will be encouraged to over achieve their client registrations. Any client registrants above their sponsorship allocation (in this case 4), that show up at the event will result in a **€250 rebate per client attendee***

COST

- €16,500



16-18th November 2010
Amsterdam, The Netherlands

STREAM SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will contribute to the event with a **45 minute interactive presentation** in the form of a case study and/or debate delivered by a client and introduced by the sponsor
 - SharedXpertise, the Stream Host and Stream Sponsors will collaborate to build the most interactive and informative stream.

BRANDING

- The Sponsor's **name and logo will be featured** as a stream sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event.

NEW BUSINESS GENERATION

- **Four complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Sponsors will be encouraged to over achieve their client registrations. Any client registrants above their sponsorship allocation (in this case 4), that show up at the event will result in a **€250 rebate per client attendee***

COST

- €15,000



****2 REMAINING****

++ SOURCING & TECHNOLOGY AND LEARNING++



16-18th November 2010
Amsterdam, The Netherlands

EVENT FILM SPONSOR

BENEFITS

The sponsor's logo will appear on all the film footage for the event which will be widely promoted during 2010/2011 via marketing communications and social media. This will provide extensive branding opportunity and as this is the first year, we are offering this sponsorship at a significantly reduced level.

BRANDING

- The Sponsor's **name and logo will be featured** as an event film sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that feature the event.

NEW BUSINESS GENERATION

- **Four complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Sponsors will be encouraged to over-achieve their client registrations. Any client registrants above their sponsorship allocation (in this case 4), that show up at the event will result in a **€250 rebate per client attendee***

COST

- €15,000

WORKSHOP SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will contribute to the event with a **120-minute interactive workshop** on one of two multi-process topics on Day 1. This sessions should involve a customer
 - SharedXpertise and the workshop sponsor will collaborate to build the most interactive and informative session.

BRANDING

- The Sponsor's **name and logo** will be featured on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken.
- The Sponsor's logo will be prominently **posted on the event website** with back-through to sponsor's website
- The Sponsor's **half page color advert and a company profile** will be included in the conference program
- The Sponsor will be **mentioned in press releases** that features the event

NEW BUSINESS GENERATION

- **Four complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Sponsors will be encouraged to over achieve their client registrations. Any client registrants above their sponsorship allocation (in this case 4), that show up at the event will result in a **€250 rebate per client attendee***

COST

- €15,000



16-18th November 2010
Amsterdam, The Netherlands

WELCOME RECEPTION SPONSOR

BRANDING

- The Sponsor's **name and logo will be featured** as the Welcome Reception sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts up to the event.
- The Sponsor's **name and logo will be featured** at the reception.
- The Sponsor's logo will be **posted on the event website** with click-through to sponsor's website.
- The Sponsor's **half page colour advert and a company profile** will be included in the conference program.
- **Corporate** within the reception area.

SALE

NEW BUSINESS GENERATION

- **Four complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Sponsors will be encouraged to over achieve their client registrations. Any client registrants above their sponsorship allocation (in this case 4), that show up at the event will result in a **€250 rebate per client attendee***

COST

- €11,000



16-18th November 2010
Amsterdam, The Netherlands

BREAKFAST SPONSOR

BRANDING

- The Sponsor's **name and logo will be featured** as the Day 2 breakfast sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's **name and logo will be featured** at the breakfast
- The Sponsor's logo will be **posted on the event website** with click-through to sponsor's website
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- **Corporate identity** within the sponsor area - to be supplied by the sponsor.

SOLD

NEW BUSINESS GENERATION

- **Four complimentary** passes to the conference for clients
- **2 passes** will be available to the sponsor for staff, *note this amount is strictly limited*
- Sponsors will be encouraged to over achieve their client registrations. Any client registrants above their sponsorship allocation (in this case 4), that show up at the event will result in a **€250 rebate per client attendee***

COST

- €11,000





16-18th November 2010
Amsterdam, The Netherlands

VIDEO SPONSOR

PRESENTATION/ PRODUCTION

- The Sponsor will have the opportunity to have a **3-5 minute video highlighting their services** and contributions to the field of HR services and outsourcing. This could include client testimonials, service benefits, remarks from company executives, as well as other promotional imagery.
- This video will **precede or follow a plenary session** and loop during breaks.
- **Post conference**, we will post video to the SharedXpertise and/or HROA.org website for a period of 6 months.
- If not already produced, we can facilitate production of this video (additional fees may apply)
- Ownership and use of video for future applications (i.e., company meetings, shareholder/board meetings, business development, sales, marketing, etc).
- The Sponsor's **name and logo will be featured** on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's logo will be **posted on the event website** with click-through to sponsor's website
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme

NEW BUSINESS GENERATION

- **Four complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Sponsors will be encouraged to over achieve their client registrations. Any client registrants above their sponsorship allocation (in this case 4), that show up at the event will result in a **€250 rebate per client attendee***

COST

- €11,000



16-18th November 2010
Amsterdam, The Netherlands

OTHER SPONSORSHIP OPPORTUNITIES

BENEFITS

We are happy to work with our sponsors to deliver more unique packages; here are some of the additional opportunities that have been successful previously. Where stated, each of the additional opportunities includes the following standard benefits:

- The Sponsor's **name and logo will be featured** on all conference materials, including: invitations, preliminary programs, web pages, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- Sponsors will be encouraged to over achieve their client registrations. Any client registrants above their sponsorship allocation, that show up at the event will result in a **€250 rebate per client attendee***

KEYCARD

BENEFITS

The sponsor will be able to have artwork and keycard at the main conference hotel.

- The Keycard **sponsor's logo** and artwork (100%) appear on each keycard
- **Four complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Standard benefits as per above

COST

- €9,000

VOTING SYSTEM

BENEFITS

An interactive voting system will be used throughout the conference.

- The Voting System **sponsor's logo** appear on each question and results page
- **Corporate identity of all voting pads** provided to all attendees in the main conference room
- **Four complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Access to, and branding on the **post-event research** report
- Standard benefits as per above

COST

- €9,000



16-18th November 2010
Amsterdam, The Netherlands

DINNER TRANSPORTATION

BENEFITS

The sponsor will host the transportation to the dinner reception entertainment on the 17th October. This will be during the boat/ coach tour of Amsterdam

- **Corporate identity** provided to all attendees on the transport (*supplied by sponsor*)
- **Templated company and services profile** to be published as an event supplement
- **Three complimentary** passes to the conference for clients
- **1 pass** will be available to the Sponsor for its own staff- *please note this amount is strictly limited. However if more customers are secured, we will increase staff passes to the same level of the transportation.*

COST

- €5,000

LANYARD

BENEFITS

The sponsor will provide their own lanyard's for distribution by the event staff upon delegate registration

- **Corporate identity of all lanyards** provided to all attendees on registration (*supplied by sponsor*)
- **Templated company and services profile** to be published as an event supplement
- **Three complimentary** passes to the conference for clients
- **1 pass** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*

COST

- €5,000

ROOM DROPS

BENEFITS

The sponsor will provide their own material for distribution by the hotel direct to delegates rooms on the morning of Day 2 or Day 3

- **Collateral piece** provided to all attendees with hotel bookings (*supplied by sponsor*)
- **Templated company and services profile** to be published as an event supplement
- **Three complimentary** passes to the conference for clients
- **1 pass** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*

COST

- €5,000



16-18th November 2010
Amsterdam, The Netherlands

THOUGHT LEADERSHIP PAVILION

BENEFITS

The sponsor will brand an area that houses all the sponsors collateral

- **Logo** promoting the sponsor on the Pavilion area as a sponsor of Thought Leadership
- **Templated company and services profile** to be published as an event supplement
- **Three complimentary** passes to the conference for clients
- **1 pass** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*

COST

- €5,000

EVENT SUPPLEMENT

BENEFITS

SharedXpertise recognizes that all companies are not able to sponsor the event at the higher levels, and that some sponsors may wish to test the market and the relevance to their organization.

We have re-introduced for 2009 the HRO World Summit Europe Event Supplement. This is a key publication that will contain profile information on each sponsor.

It will be circulated at the event and giving a broad circulation to the delegates and a unique opportunity for extended coverage post event.

- **Templated company and services profile** to be published as an event supplement
- **Three complimentary** passes to the conference for clients
- **1 pass** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*

COST

- €3,850

Special Notes: Please note inclusion in the Event Supplement cannot be guaranteed on sponsorships signed after 1st October 2010

The Sponsorship Opportunities document is subject to change.

**the rebate will be applied to 2011 bookings*



16-18th November 2010
Amsterdam, The Netherlands

For more information contact:

Adam Bleifeld

Executive Director

SHAREDXPERTISE

Tel: +1 202 905 0351 x19

Mob: +1 646 345 5964

Fax: +1 732 476 6155

Email: adam.bleifeld@SharedXpertise.com

Faye Holland

Managing Director, European Operations

SHAREDXPERTISE

Managers of the HROA and SharedXpertise Forums

Direct: +44 1638 742355

Mobile: +44 7595 608128

Email: Faye.Holland@SharedXpertise.com