NHRMA 2025 COMMUNICATIONS GUIDELINES

NHRMA recognizes the continued support of our Sponsor Partners and Tradeshow Partners. Our partners play a critical role in fostering innovation within the HR community. NHRMA is committed to providing a space for our partners to have productive interactions with members of the HR community, to showcase their offerings, and exchange ideas with HR professionals. NHRMA remains grateful to our sponsors whose support makes the annual conference possible.

To comply with privacy regulations, NHRMA asks conference attendees to give their express consent to share their contact information with conference partners by opting in on the registration form.

NHRMA will only share lists of attendees who have opted to share their contact information with our partners during registration. The lists will be emailed to you within 30 days of the annual conference start date and again within one week of the conference's end date.

COMMUNICATIONS GUIDELINES
When you receive the conference attendee list, NHRMA would like all partners to follow these simple guidelines:

Pre-& Post Conference Communication
You may only email the list of attendees shared with you once during the two weeks prior to the start of the conference and once within the two weeks after the end of the conference. You may not use the NHRMA or SHRM logos in your conference communication. You may not share the attendee list with any other partner.

Signing up NHRMA attendees to non-NHRMA email lists
You may not automatically subscribe NHRMA conference attendees to your company's email newsletter (or others), without seeking their prior consent. This prevents recipients from feeling they are spammed when receive something they never expressly signed up for.

Communications Content
We understand that you want attendees to know you'll be exhibiting. So, share your enthusiasm to be there, share your booth location and let them know you look forward to seeing them, doing a demo of your product, walk them through your brand-new feature, etc.