

2025 Sponsor and Exhibitor Prospectus



87th Annual NHRMA Conference & Tradeshow
September 24 – 26, 2025 | Anchorage, Alaska

LETTER FROM OUR CONFERENCE DIRECTOR

On behalf of the NHRMA board, we are excited to announce NHRMA's 87th Annual Conference & Tradeshow will be held in Anchorage, AK at the William A. Egan Civic & Convention Center, September 24 - 26, 2025. This year's conference is returning to the great state of Alaska (NHRMA 2012 was held in Anchorage!) with a robust line-up of speakers and networking opportunities for HR professionals from across the Pacific Northwest.

As strategic human resource professionals and business leaders, we must continue to anticipate how HR and business need to adapt to the future in these fast-paced and challenging times. Align your brand with our event to boost business awareness, customize marketing efforts, and gain exposure to HR professionals and decision-makers from across the Pacific Northwest.

Participating companies have the opportunity to engage with attendees during scheduled meal functions and breaks to ensure high visibility as well as through engagement incentives in the mobile app.

We invite you to join us in Anchorage for this exciting opportunity!

Abbi Lasich, MBA-HRM, SHRM-CP, PHR
2023, 2024 & 2025 Conference Director



[**SIGN UP NOW**](#)

TESTIMONIALS



“

This was my first time attending NHRMA and I hope to attend future conferences! I had a wonderful time and am pleased to take home some helpful insights to my team.

-NHRMA Attendee

”

“

It's the best opportunity to meet HR people in the Pacific Northwest and also connect with clients.

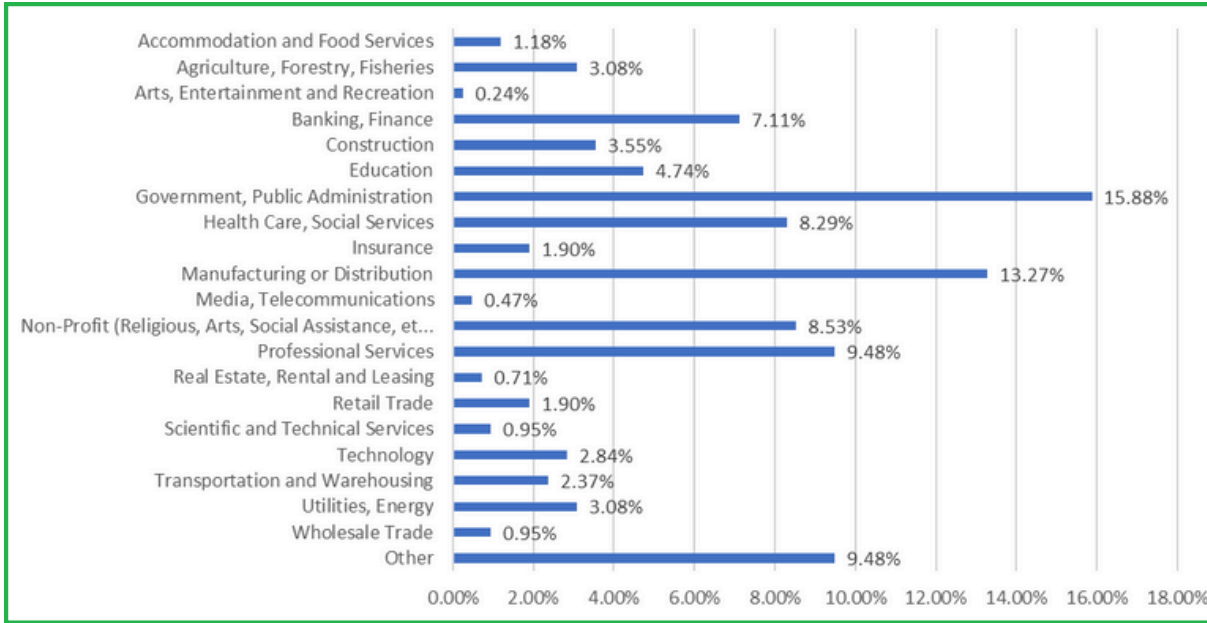
-NHRMA Exhibitor

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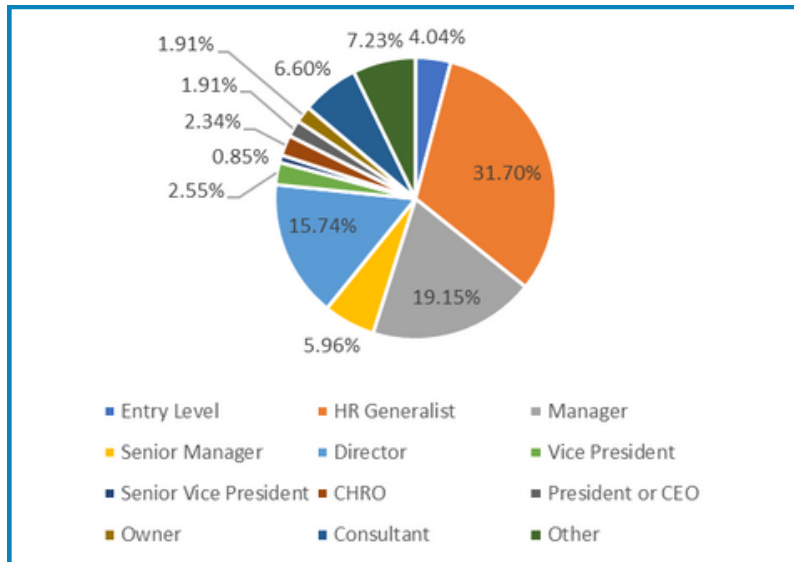
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2024 ATTENDEE DATA | PORTLAND, OR

Attendees by Company Type



Attendees by Job Title

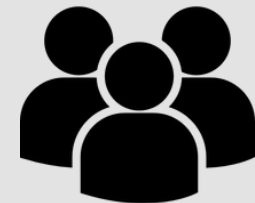


57% Of Attendees have Decision-Making Authority



449

Organizations



646

Attendees

SPONSORSHIPS-AT-A-GLANCE

	NORTHERN LIGHTS	GLACIER BAY	DENALI	ARCTIC
COST	\$15,000	\$10,000	\$8,000	\$5,000
Quantity Available	1	4	4	10+
Customizable Sponsorship Option (View Detailed Listing)	See Page 6	See Page 7	See Page 8	
Recognized as Event Sponsor in all General Sessions	X	X	X	X
Recognition on Conference Signage, Mobile App, Website & NHRMA Social Media Channels (hyperlink included)	X	X	X	X
Access to Pre & Post Conference Attendee Communications Roster	X	X	X	X
Complimentary Conference Registration	3	2	1	
Banner Advertisement in the Mobile App	X	X	X	X
Digital Communication Opportunity with Attendees during the General/Breakout Sessions	See Page 6	See Page 7	See Page 8	See Page 9
Exclusive Sponsorship of the Recognition Awards with Brand Recognition on the Acceptance Videos and Social Media	X			
Exhibit Booth with Enhanced Engagement Opportunities and Premium Placement in the Tradeshow	Premium Island	Double Premium	Premium	Standard
Complimentary Booth Representative Registration	8	4	2	2

SIGN UP NOW

Don't see what you're looking for?

We can work with you to create a customized sponsorship tailored to your needs.

NORTHERN LIGHTS SPONSORSHIP

\$15,000



EXCLUSIVE OPPORTUNITY

The 2025 Northern Lights Sponsorship provides additional networking opportunities with special recognition in the main ballroom, the opportunity to host a concurrent session, and an Island exhibit booth.

At the Conference

- Recognized as event sponsor at all general sessions
- 60-second sponsor provided video or slideshow played at the opening general session
- Option to host a concurrent session and present on an HR topic of your expertise
- Premium Island Exhibit Booth with eight exhibitor representatives (includes meals and breaks)
- Complimentary exhibitor engagement program to drive attendee traffic to your booth with an exclusive icon for your organization
- Company logo at the registration desk
- Bag insert (Sponsor provided)
- Prominent banner advertisement in the mobile app
- Premium logo placement with link to company website on the conference app
- Logo placement on the Conference Bag given out to all attendees
- Three complimentary conference registrations

Exclusive Sponsorship Enhancements

- Exclusive sponsorship of the NHRMA Recognition Awards

Marketing and Brand Recognition Pre-Conference

- Logo included on conference promotional materials and emails
- Premium logo placement with link to company website on the conference website

Attendee Engagement Benefits

- Pre & post conference attendee communications roster

Island Exhibit Booth Specifications

Premium Booth Placement to Increase Foot Traffic
4 6' Tables in the Center of the Exhibition Hall for Maximum Exposure
8 Chairs
1 Wastebasket
Multiple Identification Signs
Additional Incentives for Attendees to Visit your Booth and Engage with your Representatives

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GLACIER BAY SPONSORSHIP

\$10,000

ONLY FOUR AVAILABLE

The 2025 Glacier Bay Sponsorship provides additional networking opportunities with special recognition in the main ballroom, exclusive engagement with attendees at Thursday's general session, and a Double Premium exhibit booth.

Customize Your Sponsorship by Selecting One of the Following:

- Name Badge Lanyard
- Tradeshow Boxed Lunch
- Welcome Reception
- Attendee Wi-Fi

At the Conference

- Recognized as an event sponsor at all general sessions
- 60-second sponsor provided video or slideshow played at a general session
- Double premium exhibit booth with four exhibitor representatives (includes meals and breaks)
- Complimentary exhibitor engagement program to drive attendee traffic to your booth
- Company logo at the registration desk
- Bag insert (Sponsor provided branded item or brochure to be placed in all attendee bags)
- Prominent banner advertisement in the mobile app
- Premium logo placement with link to company website on the conference app
- Two complimentary conference registrations

Marketing and Brand Recognition Pre-Conference

- Logo included on conference promotional materials and emails
- Premium logo placement with link to company website on the conference website

Attendee Engagement Benefits

- Pre & post conference attendee communications roster

Double Premium Exhibit Booth Specifications

Premium Booth Placement to Increase Foot Traffic
2 6' Tables
4 Chairs
1 Wastebasket
1 Identification Sign
Additional Incentives for Attendees to Visit your Booth and Engage with your Representatives



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DENALI SPONSORSHIP

\$8,500

ONLY FOUR AVAILABLE

The 2025 Denali Sponsorship provides additional networking opportunities with curated branding options in the various breakout sessions, Gold sponsorship signage with the company logo at the conference, and a premium exhibit booth.

Customize Your Sponsorship by Selecting One of the Following:

- Branded Promotional Item
- Hotel Room Key
- Mobile App
- Attendee Charging Station

At the Conference

- Recognized as an event sponsor at all general sessions
- 60-second sponsor provided video or slideshow played during the breakout session of your choice (based on availability)
- Bag insert (provide a printed flyer to include in the conference registration bag)
- Premium Exhibit Booth with two exhibitor representatives (includes meals and breaks)
- Banner advertisement in mobile app
- Premium logo placement with link to company website on the conference app
- One complimentary conference registration

Marketing and Brand Recognition Pre-Conference

- Logo included on conference promotional materials and emails
- Logo placement with link to company website on the conference website

Attendee Engagement Benefits

- Pre & post conference attendee communications roster

Premium Exhibit Booth Specifications

Premium Booth Placement to Increase Foot Traffic

1 6' Table

2 Chairs

1 Wastebasket

1 Identification Sign



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ARCTIC SPONSORSHIP

\$5,000

UNLIMITED SPONSORSHIPS AVAILABLE

The 2025 Arctic Sponsorship provides additional networking opportunities with special recognition in the main ballroom, signage with company logo at the registration desk, and a standard exhibit booth.

At the Conference

- Recognized as an event sponsor at all general sessions
- Sponsor provided slide to be featured in the auto-loop slideshow played before a general session
- Standard exhibit booth with two exhibitor representatives (includes meals and breaks)
- Complimentary exhibitor engagement program to drive attendee traffic to your booth or brochure
- Bag insert (provide branded item to be placed in all attendee bags)
- Company logo at the registration desk Premium logo placement with link to company website on the conference app
- Advertisement in the mobile app

Marketing and Brand Recognition Pre-Conference

- Logo included on conference promotional materials and emails
- Logo placement with link to company website on the conference website

Attendee Engagement Benefits

- Pre & post conference attendee communications roster

Standard Exhibit Booth Specifications

Booth Placement to Increase Foot Traffic
1 6' Table
2 Chairs
1 Wastebasket
1 Identification Sign

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TRADESHOW BOOTHS

Marketing Insert \$950

Your organization's postcard or promotional item in the Registration Bag.

Online Exhibitor Listing Upgrade \$150

Drive traffic to your website by upgrading your listing on the NHRMA website. This purchase will convert your organization name into a hyperlink to your website.

Marketing Special

Combine any sized booth and a marketing insert and receive **\$150 dollars off** the insert price.

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Booth Size	Early Bird Paid by March 21	Standard Paid by June 6	Late Paid after June 6
8' x 10' Standard	\$1,645	\$1,945	\$2,245
8' x 10' Premium	\$1,945	\$2,245	\$2,545
8' x 20' Double Premium	\$2,845	\$3,145	\$3,445
16' x 20' Island	\$4,245	\$4,645	\$4,945

Each Booth Includes

- 8' high draped back wall and 3' high side partitions.
- One skirted table with two side chairs.
- One 44" x 7" identification sign.
- Up to two booth attendant name badges and meals during exhibit hours
- Additional badges can be purchased separately.
- Exhibitor provided slide to be featured in the auto-loop slideshow played before a general session
- Listing in the mobile app, which includes contact information and a 50-word description, if received by Monday, August 11, 2025.
- Additional exposure through participation in the optional door prize program.
- Pre & post conference attendee communications roster

CREATING VALUED PARTNERSHIPS

Let's work together to create a partnership experience that will elevate your brand and help you achieve your business objectives!

Go to [NHRMA 2025 Sponsor & Tradeshow Registration](#) to sign up as a sponsor or exhibitor. All opportunities are on a first come first serve basis.

[SIGN UP NOW](#)

For more information regarding these exciting partnership opportunities, please contact us at NHRMA@ConferenceSolutionsInc.com or call 503-244-4294 ext. 1002

