



Dear Human Resource Partner:

The 23<sup>rd</sup> annual Toledo Human Resource Associations' Conference (THRAC) will be held **November 7<sup>th</sup>, 2024** at the Hilton Garden Inn, Levis Commons, in Perrysburg, Ohio. The Pre-Conference will be held on **November 6<sup>th</sup>, 2024** at The Hilton Garden Inn, Levis Commons, in Perrysburg, Ohio.

Please review the sponsorship options carefully... we think you will find a great fit for your organization. Each year, we sell out many of our sponsorship's months in advance of the conference. So, don't delay in choosing one of the many different sponsorships available to you, our partners in Human Resources. Some of these opportunities include:

**November 6<sup>th</sup>**

**Pre-Conference & Happy Hour Sponsorship \$2,500**

**November 7<sup>th</sup>**

<b>Platinum Sponsorship</b>	<b>\$10,000</b>
<b>Keynote Sponsorship</b>	<b>\$2,800</b>
<b>Premium Sponsorship</b>	<b>\$1,500</b>
<b>General Sponsorship</b>	<b>\$1,000</b>
<b>Exhibit Space</b>	<b>\$850</b>

Previous vendors have indicated to us that this conference is a phenomenal way to get their names in front of the key decision makers in Northwest Ohio and Southeast Michigan. We happen to agree and, as a result, we have a myriad of ways to get your name out there.

We hope you consider the 23<sup>rd</sup> annual THRAC conference as an integral part of your 2024 marketing activities. Thank you in advance for your support of the Human Resources Industry and our annual conference. If you have any questions, please don't hesitate to contact someone from the committee using the contact information below. We are all looking forward to seeing you in November 2024!

Sincerely,

Michelle Willard ([michelle.willard@hylant.com](mailto:michelle.willard@hylant.com))  
THRAC Resource Partner Chair

Keenen Fisher ([keenen.fisher@theea.org](mailto:keenen.fisher@theea.org))  
THRAC Resource Partner Co-Chair

Chris Goeckerman ([cgoeckerman@corpintel.com](mailto:cgoeckerman@corpintel.com))  
THRAC Resource Partner Co-Chair

Allison Bradley ([abradley@buckeyebroadband.com](mailto:abradley@buckeyebroadband.com))  
THRAC Resource Partner Co-Chair

## 2024 THRAC Sponsorship Packages:

### PRE-CONFERENCE & HAPPY HOUR- NOV. 6<sup>TH</sup>

**\$2,500**

- ONE sponsorship available
- Booth Space at Pre-Conference on November 6<sup>th</sup>
- Provide a five-minute commercial to all attendees
- Three free months of advertising on the NOHRA website
- Full Color/Full Page Advertisement near the front of the Program Guide
- Company logo on all Conference Signage
- Opportunity to place Table Tents, Fliers, etc., on the conference tables
- Recognition in the Conference Program Guide (Logo and 50-word script) in addition to Full Color/Full Page Ad
- Pre-Conference & Happy Hour- Opportunity to network with conference attendees one-on-one; attendees offered drink ticket and light snacks

### PLATINUM SPONSORSHIP

**\$10,000**

- TWO sponsorships available
- Superior Booth Space with special signage
- Three free months of advertising on the NOHRA website
- Full Color/Full Page Advertisement near the front of the Program Guide
- Opportunity to sponsor a general session
- Company logo on all Conference Signage
- Opportunity to place Table Tents, Fliers, etc., on the conference tables
- Three complimentary registrations and lunches for your organization
- Opportunity to provide a written commercial that will be presented by THRAC Committee member
- Recognition in the Conference Program Guide (Logo and 50-word script) in addition to Full Color/Full Page Ad

### KEYNOTE SPONSORSHIP

**\$2,800**

- FOUR sponsorships available
- Superior Booth Space with special signage
- Three free months of advertising on the NOHRA website
- Full Color/Full Page Advertisement near the front of the Program Guide
- Opportunity to sponsor a general session
- Company logo on all Conference Signage
- Opportunity to place Table Tents, Fliers, etc., on the conference tables
- Three complimentary registrations and lunches for your organization
- Opportunity to provide a written commercial that will be presented by THRAC Committee member
- Recognition in the Conference Program Guide (Logo and 50-word script) in addition to Full Color/Full Page Ad

**PREMIUM SPONSORSHIP**

**\$1,500**

- Premium Booth Space with special signage
- One free month of advertising on the NOHRA website
- Full Color/Full Page Advertisement near the front of the Program Guide
- Sponsorship of your choice of concurrent session (first come, first served)
- Company logo on all Conference Signage
- Two complimentary registrations and lunches for your organization
- Recognition in the Conference Program Guide (Logo and 50-word script)

**GENERAL SPONSORSHIP**

**\$1000**

- Prime Booth Space
- Full Color/Half page Advertisement in the Program Guide
- Two lunch tickets for the General Lunch Session
- Recognition in the Conference Program Guide (Logo and 50-word script)

**EXHIBIT SPACE**

**\$850**

- Assigned on a “first come, first served basis” after sponsor booths have been assigned.
- Booth Space – 6’ table and one chair
- One lunch ticket for the General Lunch Session
- Recognition in the Conference Program Guide (Logo and 50-word script)

**Additional Sponsorship Opportunities**

- Breakfast Sponsor; limit one
- Lunch Sponsor; limit one
- Conference Bag Stuffers
- Lanyards
- Conference Bags (THRAC logo included on bags)

**\$250**

**\$500**

**\$100**

**\$250 + Cost of Lanyards**

**\$500 + Cost of Bags**

## **REGISTRATIONS AFTER OCTOBER 1<sup>ST</sup> MAY NOT BE CONSIDERED RESOURCE PARTNER APPLICATION/AGREEMENT**

We hereby apply for exhibit space at the THRAC to be held **November 7<sup>th</sup>, 2024** at The Hilton Garden Inn, Levis Commons, in Perrysburg, Ohio. We agree to enclose payment or credit card information for our booth when submitting this application. We agree to comply with the regulations, instructions, and conditions of the contract, as described, as well as hotel policies and regulations. We understand the following:

- (1) The dimensions of each booth will be 6' as assigned by the Resource Partner committee.
- (2) Booths will be assigned in order payment is received. Sponsors booth space will be assigned first, then exhibitors.
- (3) Cancellation of any booth reservation must be received in writing no later than September 1, 2023, to be eligible for a 50% refund of the reservation fee.
- (4) All fees for Sponsorships need to be included with the submission of this application form. Applications will not be accepted without payment.
- (5) No TVs are permitted.
- (6) The THRAC committee reserves the right to restrict the numbers of sponsorships with same or similar type industries and are subject to approval.
- (7) Space is assigned based on registration date.
- (8) Extra lunches are available. Please see online registration for cost.
- (9) Registration fees are not included except for the Keynote and Premium level sponsorship.
- (10) Further information will be emailed to all confirmed exhibitors/sponsors.

**You will be required to upload a 50-word description of the business and your company logo to be included in an electronic conference program guide. The upload link will be in your receipt from the THRAC conference at time of application submission. The conference committee reserves the right to edit organizational descriptions based on space availability.**

# New Registration & Credit Card Payment Process this year on the [toledoshrm.org](http://toledoshrm.org) website:

First, go To the NOHRA website at [toledoshrm.org](http://toledoshrm.org) and navigate to the Events section. Then, select the Register for meeting & events option, followed by Sponsorships option, and finally the THRAC Sponsorship option. This will display all available sponsorship levels for THRAC 2024. You may also use the QR Code below:



Choose the level of sponsorship you would like to provide and add it to your cart. Next, you will be prompted to enter the names of attendees and their lunch choices. Once you have entered this information, you can proceed to make your payment. If you need an invoice, please input “**NOHRAPAYBYINVOICE**” in the promotional code area.

Please make checks payable to:

**NOHRA**

**Attn: Emily Lewallen- THRAC**

**P.O. Box 748 Maumee, OH 43537**

After making your payment, you will receive a receipt. If your sponsorship level requires additional information, there will be a link in the email of your receipt where you can upload the necessary information for your sponsorship level.

Thank you for your interest in sponsoring THRAC 2024!

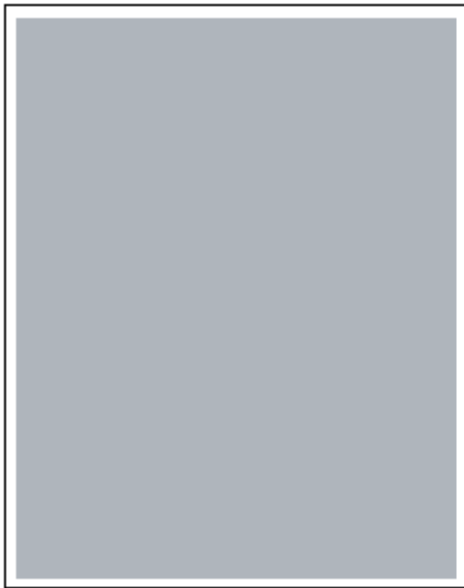
# 2024 THRAC Advertising Specifications

## Formats

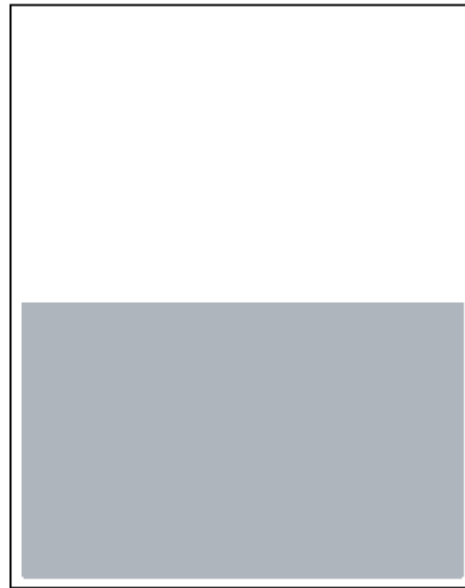
The following formats are accepted for electronic files:

- PDF created using “press” specifications. Please embed all fonts.
- JPG at least 300 dpi
- Photoshop EPS at least 300 dpi
- Vector EPS with all text converted to paths/outlines.

The preferred format is Adobe PDF.



**Full page size**  
7.5" w x 9.5" h



**Half page size**  
7.5" w x 4.5" h