

**CUPA-HR National Conference & Expo 2008**  
**October 12-14, 2008 • Hyatt Regency Riverfront**  
**St. Louis, Missouri**



**Available Sponsorships**

**Breakfast in the Expo (2nd Day): \$5,000 (Silver Level)**

Your mom was right... breakfast IS the most important meal of the day! Help the attendees get their eyes open and their synapses firing by giving them coffee, bagels, hot items, fruit juice and other delicious stuff. They will be grateful to you for starting their day off right. Cocktail napkins featuring your company logo will be available.

**Closing Keynote Speaker: \$7,500 (Gold Level)**

In August 2006, Ted Childs retired from IBM after a distinguished 39-year career as a member of its corporate human resources team. Upon retiring, he founded Ted Childs LLC, an organization whose goal is to move a company from "spinning your wheels, politically correct behavior" to execution that reflects performance and leadership. Childs also served as executive assistant to Dr. Benjamin L. Hooks, executive director of the NAACP. Childs is involved with and serves as a leader for many organizations.

**Opening Reception Co-Sponsorship: \$7,500 – 1 remaining (Gold Level)**

This two and a half hour reception kicks off the first opening of the expo. It is held the opening evening following the opening session in the Exhibit Hall for all participants. This social event provides a forum for colleagues to greet and mingle with exhibitors and each other informally; no program is held. Refreshments include an open bar (beer, wine, and soft drinks) and a delicious assortment of food with portions large enough to be dinner. Cocktail napkins featuring the sponsor's logo will be provided by CUPA-HR.

**Sponsorship Levels**

|          |                     |
|----------|---------------------|
| Platinum | \$15,000+           |
| Gold     | \$7,500 to \$14,999 |
| Silver   | \$3,000 to \$7,499  |
| Bronze   | \$1,000 to \$2,999  |

**Sponsorship Benefits**

|   | Platinum | Gold | Silver | Bronze |
|---|----------|------|--------|--------|
| Article in CUPA-HR eNews  | ●        |      |        |        |
| Complimentary full-page ad in Final Program                               | ●        | ●    |        |        |
| Participant e-mail list for one-time use                                  | ●        | ●    |        |        |
| Promotional insert in attendee registration bag                           | ●        | ●    |        |        |
| Participant mailing address list  | ●        | ●    | ●      | ●      |
| Onsite signage including expo hall banner and general session recognition | ●        | ●    | ●      | ●      |
| Name/logo on conference Web site and conference promotional materials     | ●        | ●    | ●      | ●      |

**SPONSORSHIP RESERVATION FORM**  
**CUPA-HR National Conference and Expo 2008**  
**October 12-14, 2008 - Hyatt Regency St. Louis Riverfront**



**#1: Your Company's Information**

Company Name \_\_\_\_\_  
 Your Name \_\_\_\_\_  
 Billing Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email for correspondence \_\_\_\_\_

**#2: Select Sponsorships**

Select your sponsorship from those listed at the right →

| Sponsorship Selection (s)       | Price     |
|---------------------------------|-----------|
|                                 |           |
|                                 |           |
| <b>Total All Sponsorships</b> → | <b>\$</b> |

**#3: Payment Information**

**Total Due:** \$ \_\_\_\_\_ **ALL PAYMENTS MUST BE RECEIVED WITHIN 30 DAYS**

- Check enclosed  I need an invoice  
 Sending check to arrive by: \_\_\_\_\_ in order to pay  
 Charge my credit card

Card# \_\_\_\_\_  
 Exp. Date \_\_\_\_\_  
 X Signature \_\_\_\_\_  
 Print Name \_\_\_\_\_

Sign even if not paying by credit card.

*Special Billing Instructions?* \_\_\_\_\_

**Sponsorship Levels**

**Sponsorships are the best way to make your presence known at the National Conference!**

Platinum \$15,000+  
 Gold \$7,500 to \$14,999  
 Silver \$3,000 to \$7,499  
 Bronze \$1,000 to \$2,999

**Return completed form:**

1. Via fax – Attn: Laura Gibson, Fax 865-862-2882  
 2. Via email – Scan in and email to lgibson@cupahr.org

**Sponsorship Benefits**

|   | Platinum | Gold | Silver | Bronze |
|---|----------|------|--------|--------|
| Article in CUPA-HR eNews  | ●        |      |        |        |
| Complimentary full-page ad in Final Program                               | ●        | ●    |        |        |
| Participant e-mail list for one-time use                                  | ●        | ●    |        |        |
| Promotional insert in attendee registration bag                           | ●        | ●    |        |        |
| Participant mailing address list  | ●        | ●    | ●      | ●      |
| Onsite signage including expo hall banner and general session recognition | ●        | ●    | ●      | ●      |
| Name/logo on conference Web site and conference promotional materials     | ●        | ●    | ●      | ●      |

All sponsorships are subject to approval by CUPA-HR. Only CUPA-HR national corporate members are eligible to purchase sponsorships. Audiovisual, internet connection, and phone charges for any sponsorship event or activity may be the responsibility of the sponsor, depending upon venue. While every effort is made to offer the published list of sponsorship benefits, benefits may vary depending upon programming and venue. All sponsors are required to exhibit or, if exhibit space is not available, to pay a booth fee.