



CUPA-HR Annual Conference & Expo 2012 | September 9-11  
Boston, MA | Marriott Copley Place

## Tier 1 Sponsorships (\$15,000+)

### **New! Conference Wi-Fi Sponsor - \$17,000**

This exclusive sponsorship provides attendees Wi-Fi access throughout the conference public areas, session rooms, and expo. With more and more attendees bringing tablets for their note-taking, this is a must-have to provide. CUPA-HR will provide signage and work with sponsor on other suitable benefits.



### **Closing Celebration at [Ned Devine's](#) - \$15,000 (co-sponsorship)**

This is an overall co-sponsorship of the main event. This sponsor receives onsite signage and their logo on cocktail napkins and cups at the event. Sponsor also has the opportunity to provide their own branded give away item at the event. Two co-sponsorships of \$15K each are available.



### **Monday Keynote Speaker Joseph Coughlin - \$15,000**

Sponsorship of the Keynote Speaker is a prestigious event to have your company name allied with. With this sponsorship you have the ability to introduce the keynote speaker to the large general session audience. Joseph F. Coughlin, Ph.D. is director of the Massachusetts Institute of Technology (MIT) AgeLab. His research provides insights on how demographic change, technology, social trends and consumer behavior will converge to drive future innovations in business and government. He has been featured on *ABC News*, *BBC*, *CBS Sunday Morning*, *CNN*, *NBC's Today Show*, *Dr. Oz*, *News Asia*, *Economist*, *Financial Times*, *The Straights Times*, *New York Times*, *Wall Street Journal*, and other media outlets throughout the world.



## Tier 2 Sponsorships (\$7,500-\$14,999)

### **New! Hotel Welcome Gift - \$8,000**

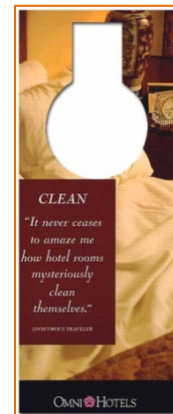
When attendees check-in to their hotel room your branded gift will be waiting for them! We will work with you on what the gift goodies might be and co-brand it with CUPA-HR's conference logo. You also have an opportunity to include a collateral item with this in-room welcome gift.



## Tier 3 Sponsorships (\$3,000-\$7,499)

### **Door Drop, Peak Night #2 - \$5,000**

CUPA-HR will work with the hotel to have your collateral materials dropped at each room in the hotel room block. Be creative! Anything from a door hanger inviting attendees to stop by your booth to register for a prize to a goody bag of branded giveaway items.



### **Sticky Notes - \$4,000**

Sponsor this popular and essential office supply featuring your logo and marketing message to appear with the CUPA-HR conference logo. This item will be included in each attendee's registration bag and is sure to be used once they return to the office.



[View Sponsorship Levels and the Corresponding Benefits](#)

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