

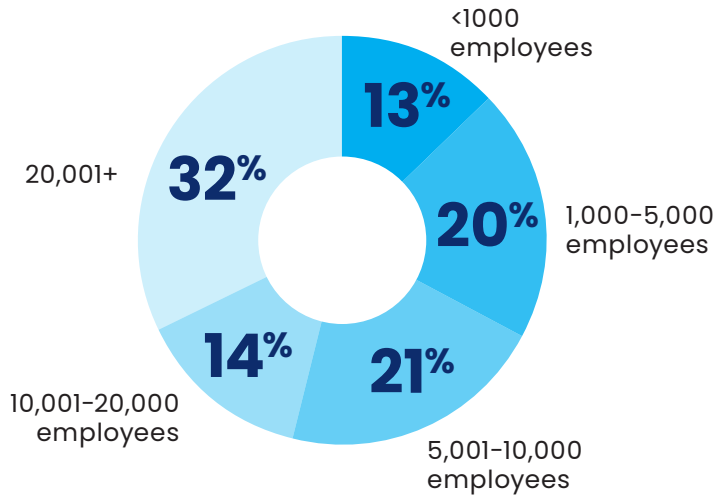
EXHIBITOR & SPONSOR PROSPECTUS

2022
Spotlight
on Sales Comp
a WorldatWork Conference

Aug. 22-24 **Chicago**



COMPANY SIZE



FUNCTIONAL AREAS



LEVEL OF RESPONSIBILITY

11%
Consultant /
Emerging-Level

33%
Midlevel

35%
Executive/
Senior-Level

JOB TITLES

HUMAN RESOURCES

- Director, Compensation
- Vice President/Director, Sales Compensation
- Director, Global Compensation
- Senior Manager, Incentive Compensation
- Sales Compensation Analyst

SALES

- Director, Sales Operations
- Commissions Manager
- Sales Director

FINANCE

- Vice President, Finance
- Director, Finance

INDUSTRY



Financial Services



Life Sciences



High Tech



Professional, Scientific & Tech Services



Computer & Electronic Manufacturing



Information

Thought Leadership

Demonstrate your thought leadership with an audience who is eager to learn from the experts.

Sponsored Sessions

Quantity: 5

Cost: \$12,000

Present your content and show your thought leadership in a sponsored session during the event program. This is an exclusive, limited opportunity to get in front of attendees during the educational portion of the event. Your session will be promoted on the event website and mobile app. Sponsorship includes signage outside the room and one complimentary attendee pass. Room also includes screen, wired Internet, laptop and laptop cables

Networking Opportunities

Enjoy brand recognition with attendees at always-popular networking events.

Monday, Tuesday & Wednesday

General Sessions

Quantity: 3

Cost: \$12,000

This is the official kickoff to the event each day and a great opportunity to get in front of attendees to make a lasting impression with a two-minute video. Sponsorship includes signage and table tents in the room, collateral placed on attendee chairs, verbal thank you to sponsor at opening, listing in on-site guide and mobile app, and two complimentary attendee passes. *Video approval required by WorldatWork four weeks prior to event.*

Sunday

Welcome Reception

Quantity: 1

Cost: \$10,000

Be the first to welcome attendees as they arrive on Sunday evening to meet and network with fellow attendees. Set the tone for the event and gain visibility for your brand with two minutes of mic time or two minutes of video. Sponsorship includes signage and table tents in the reception room, a table in the back of the room for sponsor collateral, and a listing in the on-site guide and mobile app. *Video approval required by WorldatWork four weeks prior to event.*

Monday

Networking Social Event

Quantity: 1

Cost: Contact your Account Manager

Make your brand the center of attention when you entertain attendees Monday evening. You will choose from various locations. Work closely with WorldatWork's events planning team to create a memorable networking event for your guests.

Tabletop Display in Break Area

Quantity: 25

Cost: \$9,500

Includes 6ft tabletop display in break area, listing in on-site guide and mobile app, and two exhibitor badges.*

**Does not include attending sessions.*

Attendee Experience

Associate your brand with the exceptional event experiences attendees will remember.

Expo Hall Break

Quantity: 4

Cost: \$3,500

Provide a fun snack for attendees to enjoy during your branded break. Choose from popular options like Garrets Popcorn, spiked and non-spiked lemonade, or a smoothie station.

Breakfast

Quantity: 2

Cost: \$10,000

Help attendees start the day off right with a two-minute video during breakfast. Sponsorship includes signage and table tents in the breakfast area, collateral placed on attendee chairs, a listing in the on-site guide and mobile app, and two complimentary attendee passes. *Video approval required by WorldatWork four weeks prior to event.*

Lunch

Quantity: 3

Cost: \$10,000

Help attendees refresh with a two-minute video during lunch. Sponsorship includes signage and table tents in the lunch area, collateral placed on attendee chairs, a listing in the on-site guide and mobile app, and two complimentary attendee passes. *Video approval required by WorldatWork four weeks prior to event.*

Brand Recognition

Increase your brand visibility with fun and useful items attendees will love.

Co-branded with WorldatWork

Room Key Card and Sleeve

Quantity: 1

Cost: \$5,000

Each time attendees return to their room they'll see your brand message on the front of the key card and sleeve. As the sponsor, you design the ad for the space. Distributed to all attendees in the host hotel room block. *Artwork subject to WorldatWork approval.*

Lanyards

Quantity: 1

Cost: \$5,500

What better way for your brand to be seen than to feature your logo on all attendee lanyards. Attendees will wear your highly-visible, branded lanyard as they network, share ideas and participate in session discussions. Lanyards are distributed to every attendee upon check-in for the event. *Artwork subject to WorldatWork approval.*

Brand Recognition (cont'd)

Increase your brand visibility with fun and useful items attendees will love.

Co-branded with WorldatWork

Official Conference T-Shirt

Quantity: 1

Cost: \$8,500

Your brand will have lasting visibility beyond the event when it is featured on the official conference t-shirt. Distribute the t-shirt at your tabletop display, where it's sure to attract attendees. *Artwork subject to WorldatWork approval.*

Official Conference Tote Bag

Quantity: 1

Cost: \$5,500

Imprint your company logo on the official event conference tote bag provided to every attendee upon check-in. Event tote bags will be on display throughout the event and used by attendees afterward, giving your brand a lasting impression. *Artwork subject to WorldatWork approval.*

Infuser Water Station and Water Bottle

Quantity: 1

Cost: \$8,500

Attendees will stay hydrated with an infuser water station with bright, sweet and tangy flavors of their choice and a water bottle with your logo. *Artwork subject to WorldatWork approval.*

Sponsor Branded Offerings

Event WiFi

Quantity: 1

Cost: \$24,000

Be visible throughout the event venue when you become the conference sponsor of WiFi. Sponsorship includes table tents and password naming.

Sunday Welcome Gift

Quantity: 1

Cost: \$5,000

Deliver your unique gift to attendees on Sunday evening before the event begins. The sponsorship includes delivery of your gift inside each attendee's room at the host hotel on Sunday night, with a joint welcome note from you and WorldatWork featuring your logo and message. You supply the gift.

Hotel Room Drop

Quantity: 2

Cost \$3,000

Share your branded collateral, delivered under the door to attendee rooms in host hotel.

Brand Recognition (cont'd)

Increase your brand visibility with fun and useful items attendees will love.

Sponsor Branded Offerings

Touchless Sanitizer Station

Quantity: 4

Cost: \$1,500

Associate your brand with attendee health and safety by sponsoring a touchless sanitizer station.

Attendee Bag Insert

Quantity: 10

Cost: \$850

Share your branded collateral with attendees – special offers, invitations, free demonstrations and more – by having your one-page marketing piece included in every attendee’s bag. Sponsor is responsible for shipping collateral to the hotel prior to the event.

Escalator Wraps (2)

Quantity: 1

Cost: \$5,000

Your ad will display on both sides of the escalator in the convention center, giving your message visibility in one of the highest-traffic areas in the building.

Escalator Landing Decal

Quantity: 1

Cost: \$5,000

Your brand will be noticed as attendees exit the escalator in a high-traffic area.

Grand Ballroom Entrance Panel

Quantity: 1

Cost: \$5,000

Place your brand on a highly visible grand ballroom entrance panel.

Grand Ballroom Foyer Column

Quantity: 1

Cost: \$5,000

Ensure your brand is seen in the busy grand ballroom foyer with your message prominently displayed on a column.

Grand Ballroom Foyer Window Decals

Quantity: 2

Cost: \$2,500

A unique opportunity to display your logo and messaging, or even an invitation to your booth, on windows near the General Sessions. Sponsor supplies the decal art that meets graphic specifications.

Brand Recognition (cont'd)

Increase your brand visibility with fun and useful items attendees will love.

Digital Offerings

Mobile App Title Sponsorship

Quantity: 1

Cost: \$12,000

Today's conference attendees rely on the conference mobile app. Get in front of attendees, drive traffic to your booth and increase your ROI. With all the networking, session details, exhibitor listings, and site map, the mobile app is the go-to source for information during the event. Sponsorship includes a splash screen ad, your logo in the app with a hyperlink to your website or designated landing page, one push alert and one promoted post.

Mobile App Polling Question

Quantity: 3

Cost: \$2,500

Get attendee feedback with one poll question of your choice during the event.

Mobile App Push Alerts

Quantity: 5

Cost: 2,500

Share your message with attendees through the mobile app.

Mobile App Banner Ad

Quantity: 3

Cost: \$2,500

Showcase your brand with a digital ad in the mobile app.

Mobile App Enhanced Profile

Quantity: Unlimited

Cost: \$1,500

Includes expanded company description with your social media, and downloads and hyperlinks.

Digital Ad on Event Landing Page

Quantity: 3

Cost: \$1,500

Grow your reach beyond registered attendees when your brand is displayed among the event highlights on the event landing page. Advertisement includes a link to your website or designated landing page..

Lead Retrieval App

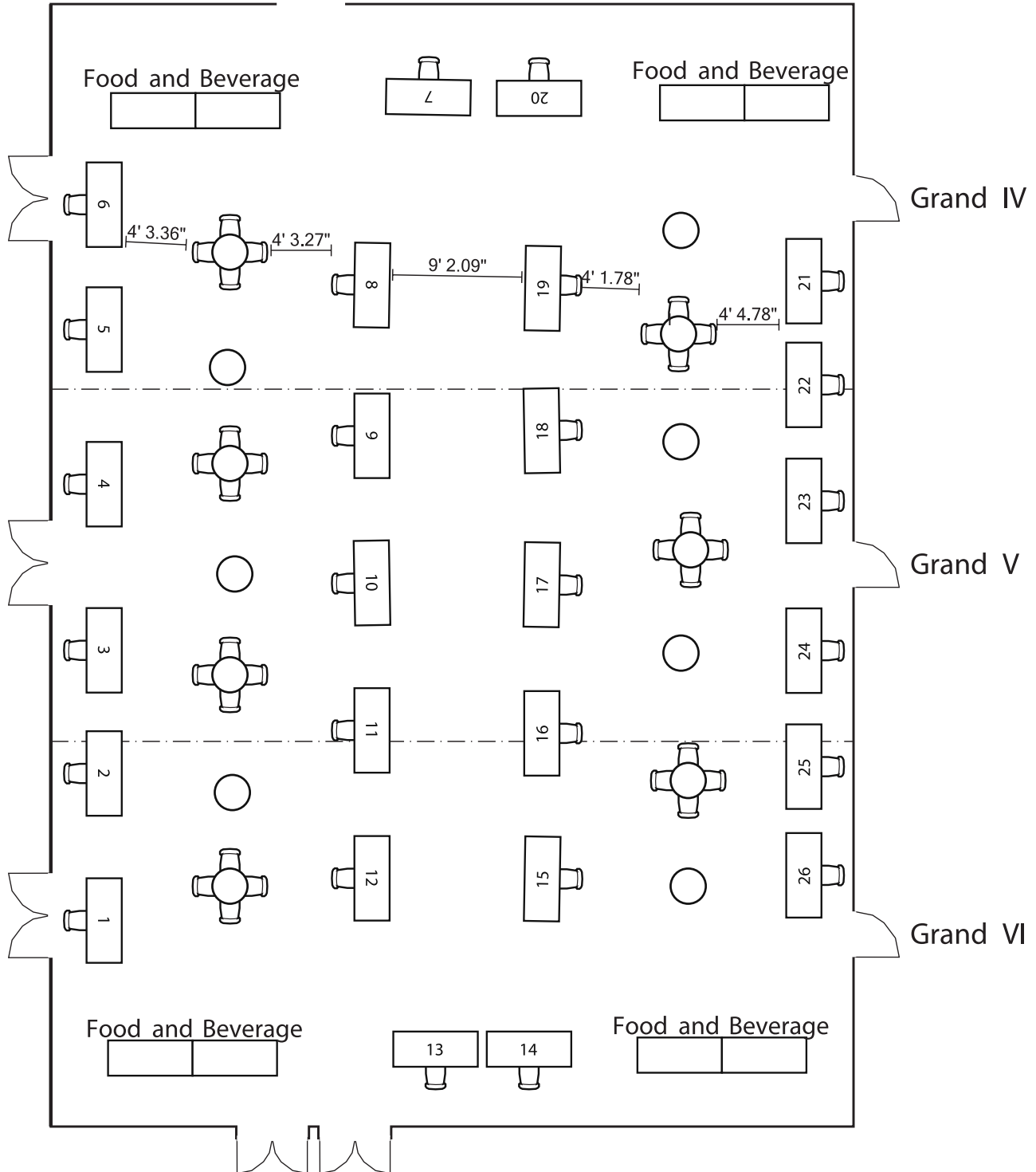
Quantity: Unlimited

Cost: \$250

Download the lead retrieval mobile app on your device, scan badges and download attendee leads.

Booth Map

Renaissance Chicago Downtown Hotel



Reach additional targeted audiences at these upcoming WorldatWork events:



2022 WorldatWork Annual Conference & Exhibition

May 23-25 Atlanta



WorldatWork 2022 Workplace Equity Forum

Oct. 3-5 Austin, TX

Showcase Your Brand Year-Round

Stay top of mind with your target audience, gain a competitive advantage and generate leads year-round by adding marketing beyond conference.

Consider sponsored webinars, Partner Perspectives emails, *Workspan* Weekly e-newsletter advertising, website advertising, re-targeting and so much more!

[See our media planner for more details.](#)



Contact Us



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