



## CRHRA ANNUAL CONFERENCE AND MARKETPLACE

### *Leadership in the 21st Century*

Thursday, March 25, 2010

Holiday Inn Albany, 205 Wolf Road, Albany, NY

### PROFESSIONAL PARTNERSHIP OPPORTUNITIES

**3 STAR - \$2,000**

- Preferred position in marketplace
- Booth, 3 full conference registrations
- Recognition on program front cover
- Full page ad in conference program
- 12 month ad on CRHRA website

**2 STAR - \$1,000**

- Booth, 2 full conference registrations
- Recognition on program inside cover
- 1/2 page ad in conference program
- 6 month ad on CRHRA website

**1 STAR - \$750**

- Booth, 1 full-conference registration
- Recognition on program inside cover
- 1/4 page ad in conference program
- 3 month ad on CRHRA website

**Conference Events:**  Breakfast (\$1,000)  Luncheon (\$1,000)  Breaks (\$500)  PM Reception (\$750)  
*(includes: Company rep introduction and materials distributed, company banner can be hung at breakfast and lunch)*

Participant Portfolios with your logo - \$1,500  Participant Tote Bag with your logo - \$1,500

Lanyards with your name - \$1,000  Corporate Prize to be listed in program.

Recycling Bins with your logo - \$125 *Please specify the donated prize: \_\_\_\_\_*

**TOTAL FOR SPONSORSHIP(s): \$ \_\_\_\_\_**

### EXHIBITING OPPORTUNITIES

*Space Assigned on a First-Come, First-Served Basis*

	<u>Early Bird (by 1/15/10)</u>	<u>1/16/10 and after</u>
<b>Main Floor Exhibit Booth (All Day, Marketplace Floor):</b>	<input type="checkbox"/> \$400	<input type="checkbox"/> \$500

*Exhibit registration includes:*

- ☞ Company signage
- ☞ One table (3" X 6") with tablecloth & skirting and two chairs
- ☞ Maximum of two complimentary luncheon reservations
- ☞ List of all program participants including name, company, address and available contact information
- ☞ Listing in "Conference & Marketplace Program" that will be issued to all event attendees.

<b>Upstairs Exhibit Booth (All Day, Outside the Session &amp; Meal Areas):</b>	<input type="checkbox"/> \$225	<input type="checkbox"/> \$325
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*Exhibit registration includes:*

- ☞ Same benefits as above, but traffic will be from 7:30 a.m. to approximately 1:00 p.m.

#### Save the Date Special

**Reserve your booth now and pay half in 2009 and the balance in 2010. Take advantage of the early bird rates!**

*See next page for Advertising Opportunities*



## ADVERTISING OPPORTUNITIES

Promote your company to the finest HR Professionals in the greater Capital Region by advertising in the 2010 One-Day Conference & Marketplace Program.

This booklet is given to every conference participant and is also posted on the CRHRA website -- giving you even greater exposure.

- Full Page - \$350
- Half Page - \$200
- Quarter Page - \$125
- Business Card - \$50
- Inside Cover - \$400
- Inside Back Cover - \$400
- Back Cover - \$500

### *Special Advertising Offer!*

Take an ad in the CRHRA One Day Conference Program—and have that ad run in the CRHRA Monthly Newsletter for the remainder of the membership year (April, May & June issues)!

#### Rates for Special Offer Conference Program & CRHRA Newsletter Ads

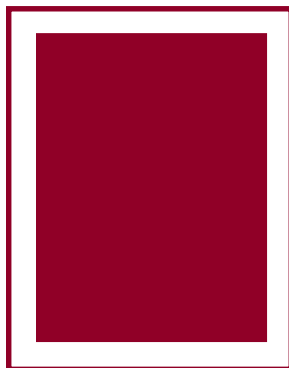
- Full Page - \$650
- Half Page - \$350
- Quarter Page - \$225
- Business Card - \$110

**IMPORTANT NOTE:** All Advertisers are asked to submit their logo(s) in electronic format only.

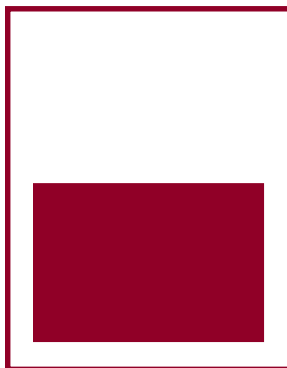
The following are the specifications: 300 dpi (dots per inch) .jpg files only. (NO EXCEPTIONS)

All submissions **MUST** be received by no later than February 26, 2010 for inclusion in Conference Program.

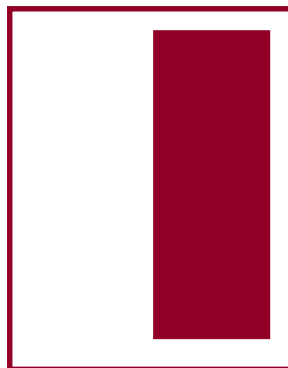
#### Conference Program and Newsletter ad sizes:



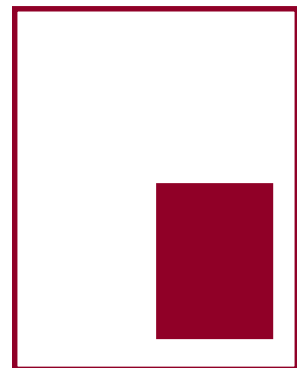
Full Page  
7 1/2" x 9 1/4"



Half Page (Horizontal)  
7 1/2" x 4 1/2"



Half Page (Vertical)  
3 1/2" x 9 1/4"



Quarter Page  
3 1/2" x 4 1/2"

**2010 CRHRA Marketplace**  
**Thursday, March 25, 2010**  
**Holiday Inn Albany, 205 Wolf Road, Albany, New York**

**REGISTRATION**

Company name (*exactly as it will appear on the exhibit sign*):

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_\_) \_\_\_\_\_

Company website to be listed in program: \_\_\_\_\_

\_\_\_\_\_

Product/service description (25 word limit): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Special needs (e.g., electrical power): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Number of Attendees from your Company \_\_\_\_\_

Exhibit / luncheon representative(s) (*2@no charge*):

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**PAYMENT**

Company name: \_\_\_\_\_

Booth (s) subtotal: \$ \_\_\_\_\_

Partnership (s) subtotal: \$ \_\_\_\_\_

Advertisement subtotal: \$ \_\_\_\_\_

Total payment: \$ \_\_\_\_\_

**CONFERENCE PAYMENT**  
**FULL PAYMENT MUST ACCOMPANY**  
**REGISTRATION FORMS**

Payment method

- Check (*please make checks payable to CRHRA*)  
 MasterCard  VISA  American Express  Discover

Name as it appears on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Card#: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Zip code of billing address: \_\_\_\_\_

CANCELLATION/REFUND POLICY:

See: Rules & Regulations

Return to:

Carla Krzykowski

Chapter Administrator

Capital Region Human Resource Association

1450 Western Avenue, Suite 101

Albany, New York 12203

Tele: (518) 463-8687 x 127

Fax: (518) 463-8656

E-mail: crhra@caphill.com

Instructions: Please return pages 1-3 and  
keep a copy for your records.

*Thank you for your support of  
the 2010 CRHRA Conference & Marketplace*

# CRHRA 2010 Marketplace

## Rules & Regulations

*You must agree to abide by the rules and regulations outlined in this section*

1. **Contract for Exhibit Space** - The order of booths, assignment of space, and the payment of the charges constitutes a contract.
2. **Assignment of space** - Allocations of space will be made on a first come- first serve basis. CRHRA reserves the right to change the assignment.
3. **Payment for Space** - Application/Contracts must be accompanied by the full payment and mailed to: the address on the application/contract by February 26, 2010.
4. **Cancellation or withdrawal** - An exhibitor may cancel or withdraw in writing before March 1, 2010 for a full refund minus a \$100 administrative fee. After March 1, 2010 no refund will be given. **Sponsorships are not cancelable and are non-refundable.**
5. **Occupancy of Space** - Setup begins at **8:30 am** on Thursday, March 25, 2010, and Exhibitors **MUST** be set up by 9:30 am.
6. **Termination of the Contract** - If the premises where the 2010 CRHRA Conference is to be housed is destroyed or damaged, or the exhibition fails to take place as scheduled or is relocated, interrupted or discontinued; or access to the premises is prevented due to any strike, lockout, injunction, act of war, act of God, or emergency declared by any government agency, this contract may be terminated by CRHRA. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of CRHRA is to return the payment in full.
7. **Exhibitor's Representative** - Each exhibitor organization must have at least one person acting as its representative with authorization to enter into service contracts necessary for the installation and removal of exhibits and the provision for which each exhibitor is responsible. All materials placed within an exhibitor's booth are the responsibility of that exhibitor. The exhibitor agrees not to sublet any of their assigned space as provided.
8. **Exhibit Standards** - CRHRA shall retain the right to prohibit any exhibitor or part of an exhibit that it does not deem suitable for the exhibition or in keeping in character with or the purpose of this conference.
9. **Liability and Insurance** - Exhibitor agrees to protect, save or keep the CRHRA, its authorized agents and the Holiday Inn Albany, forever harmless from any damages or charges imposed for a violation of any law or ordinance by the negligence of the exhibitor, as well as strictly comply with the applicable terms and conditions contained in the agreement between the hotel, conference center, and CRHRA regarding the exhibition premises. Further, the exhibitor shall at all times protect the board of directors for CRHRA and its affiliates against and from any loss, damage, liability or expense arising from the exhibitor's occupancy of the exhibit space.
- CRHRA and its affiliates will exercise great care as to the protection of the exhibitor's property. However by signing this contract the exhibitor releases CRHRA, its affiliates, the hotel and the convention center from any liability.
10. **Safety** - Fire regulations require that all display material used for decoration be flame proof. All electrical equipment, including signage and lights shall be in good condition and be able to pass inspection by the fire marshal. Use of flammable materials necessary to the exhibit where no alternative can be used must first be brought to the attention of CRHRA 30 days prior to the event in writing.
11. **Shipping** - The exhibitors agree to ship at their own risk and expense property to be exhibited. All shipments must be prepaid. Further information will be forwarded upon the receipt of this application/contract.
12. **Booth Furniture and Special Work** - Information will be forwarded upon request and the receipt of this application/contract.
13. **Electrical/Internet Connections** - There will be an additional charge for exhibitors' electrical and/or Internet Connection needs. Further information will be forwarded upon receipt of this application/contract.
14. **Copyright Permission** - Exhibitor represents and warrants that no work protected by copyright will be staged, produced or otherwise performed without the expressed written consent of the owner of the copyrighted material.
15. **Miscellaneous Regulations** - Exhibitor shall not foster or conduct outside activities which would take participants from the conference functions and/or exhibition during scheduled hours.
16. **Specific Site rules and regulations** - By signing this application/contract the exhibitor agrees to all rules and regulations set forth by the Holiday Inn Albany.
17. **Amendments to Regulations** - Any and all matters not related or mentioned in these rules and regulations shall be the decision of CRHRA. The aforementioned items covered in these rules and regulations may be changed at anytime by CRHRA in the interest of the conference.
18. **Responsibility** - It is the responsibility of the exhibitor to be fully familiar with these rules and regulations.
19. **Rights Reserved** - The CRHRA reserves the right to refuse space to any potential exhibitor or advertiser.
20. **Logos and Artwork: IMPORTANT NOTE: All Partners, Exhibitors and Advertisers are asked to submit their logo(s) in electronic format only, The following are the specifications: 300 dpi (dots per inch) JPEG or .jpg files only (NO EXCEPTIONS). All submissions MUST be received by no later than February 26, 2010 for inclusion in Conference Program.**