

# TALENT ACQUISITION WEEK

Utilize Innovative Strategies,  
Tools, Data, and Technology to  
Reimagine Talent Acquisition

JANUARY 24-28, 2022 // VIRTUAL EVENT  
JULY 2022 // IN-PERSON EVENT



## 2022 VIRTUAL EXHIBITORS & SPONSORSHIPS

Our event portfolio offers the most comprehensive opportunities for talent acquisition professionals - both in recruiting, sourcing, and employer branding. Virtual TA Week is an experience like no other and our 2022 virtual event is designed to bring together the TA community to share best practices in pivoting while exploring how to move forward in 2022!



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<https://talentacquisitionweek.com>

# TALENT ACQUISITION WEEK

**Virtual TA Week** is the best place to meet corporate buyers of social recruiting, employer branding/ marketing, and sourcing solutions and services. Whether you are a vendor or a service provider, we have the ideal audience for your business and can create custom packages to suit your company's needs.

Event attendees are actively investing in corporate social recruiting and need technology, services, research and support for their growing programs. This is an invaluable opportunity to connect with these prospective clients.

Investing in a TA week sponsorship is an amazing opportunity to brand your company name and generate awareness of your organization. We are committed to assuring our sponsors know their marketing dollars have been spent wisely. The TA Week team works diligently to ensure events are expertly targeted to a well-defined market of senior executives and decision-makers.



## WHAT OUR SPONSORS ARE SAYING:



*I really enjoyed the event, the content was very dynamic and interesting. Attendees seemed to be open to conversations and interested in learning about each sponsor.*

- Emily Check, Field Marketing Specialist, Jibe



*RolePoint, has the best experience every year sponsoring all the GSMI events because of all the hard work, dedication, and drive... We were so thrilled to hear all the positive feedback from many of the attendees!*

- Alessandra Williams,  
Marketing, RolePoint (now Jobvite)



# VIRTUAL EXHIBITORS & SPONSORSHIPS

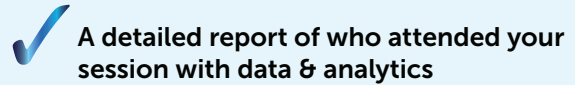
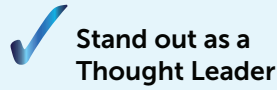
We know how important live events are for you to meet new customers, demonstrate new tools and technologies as well as showcase thought leadership. So with that in mind, GSMI developed a virtual event platform that will allow you to:



# VIRTUAL EVENT PLATFORM BENEFITS:



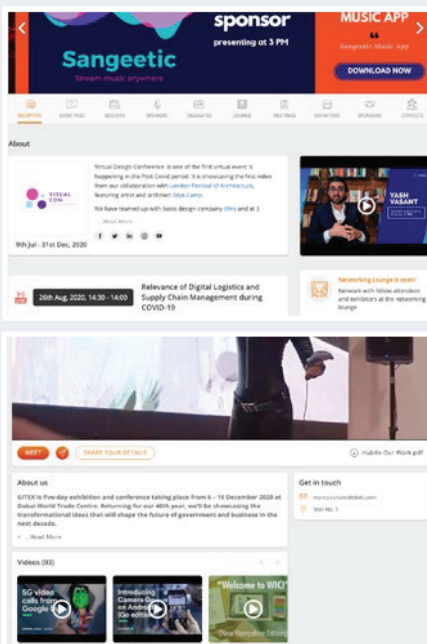
The virtual platform allows all participants to move through the session rooms, exhibit hall, one-on-one meetings, and network rooms which have many benefits including:



## EXHIBIT HALL



- Host your organization's videos of case studies, a word from an executive, product highlight or demo
- Share PDF's of your products, services, and solutions in your virtual booth
- Engage directly with clients and prospects through various interactive portals
- A full report of everyone who engaged with your booth, # of booth visitors, # of meetings set, # of PDF downloads, impressions, etc.



## SESSION ROOMS



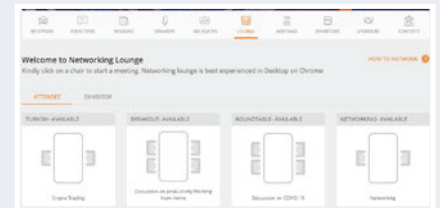
- Live interactive sessions with direct Q&A with all attendees
- Real-time chat & polling with all participants during your session



## NETWORKING



- Be able to engage with attendees through our one on one video meeting within our platform
- Host a meeting at a branded virtual round table where you can invite attendees, come up with the topic and theme and engage on another level!
- Schedule meetings based on match-making features, host live demos within your booth and so much more!



## ADDITIONAL SPONSORSHIP BENEFITS INCLUDE:

- Full attendee list with highlights of who interacted with your booth and attended your session
- Data & Analytics of interactions at your session and booth
- Post-event emails mentions
- Ability to host contents and raffle out prizes
- Ability to host a networking event, one on one meetings, and join networking tables with attendees
- Present a case study or educational session
- Logo on all marketing materials



# JANUARY VIRTUAL SPONSORSHIP OPTIONS:

CUSTOM PACKAGES AVAILABLE // Kelly Hara [kelly.hara@gsmiweb.com](mailto:kelly.hara@gsmiweb.com) // (619) 377-8475



## EXECUTIVE SPONSORSHIP

**\$17,000**

- Speaking opportunity: 45 minute time slot\*
  - Video recording of your presentation
  - List of attendees who were present
- Virtual Exhibit Space: All-inclusive of
  - Downloadable marketing materials
  - Feature promotional videos
  - Attendees can learn about your organization and services
  - Chat directly with the audience or send in an inquiry to set up a follow-up meeting
  - 1x1 Video Chat functionality
  - Data & analytics of your booth
- 4 company passes + 1 speaker pass + 3 client/guest passes
- 1 Pre-event dedicated email + 1 Post-event dedicated email
- Company logo and 100 words on the event website
- Strongest and most prominent logo display on Virtual Event Platform, website and marketing materials
- Company information listed in press releases, blogs and mentions
- Full Attendee List (full names, titles, companies and emails)

*\* Speaking Opportunities – Limited Speaking Session and Summit Chair. Opportunities are available on a first-come first-serve basis. Speaking opportunities are not guaranteed for every event.*



## TITLE SPONSORSHIP

**\$12,500**

- Speaking opportunity: 30 minute time slot\*
  - Video recording of your presentation
  - List of attendees who were present
- Virtual Exhibit Space: All-inclusive of
  - Downloadable marketing materials
  - Feature promotional videos
  - Attendees can learn about your organization and services
  - Chat directly with the audience or send in an inquiry to set up a follow-up meeting
  - 1x1 Video Chat functionality
  - Data & analytics of your booth
- 3 company passes + 1 speaker pass + 2 client passes
- Prominent logo placement across marketing campaigns and virtual event platform pages throughout the event (Second Tier, below Executive Sponsorship logo)
- 1 Pre-event dedicated email OR 1 Post-event dedicated email
- Company logo and 50 words on the event website
- Prominent logo display
- Company information listed in press releases, blogs and mentions
- Full Attendee List (full names, titles, companies and emails)

*\* Speaking Opportunities – Limited Speaking Session and Summit Chair. Opportunities are available on a first-come first-serve basis. Speaking opportunities are not guaranteed for every event.*



# JANUARY VIRTUAL SPONSORSHIP OPTIONS:



## THOUGHT LEADERSHIP

**\$10,000**

- Speaking opportunity: 30 minute time slot\*
  - Video recording of your presentation
  - List of attendees who were present
- Virtual Exhibit Space: All-inclusive of
  - Downloadable marketing materials
  - Feature promotional videos
  - Attendees can learn about your organization and services
  - Chat directly with the audience or send in an inquiry to set up a follow-up meeting
  - 1x1 Video Chat functionality
  - Data & analytics of your booth
- 2 company passes + 1 speaker pass
- Company logo and 50 words on the event website
- Prominent logo display onsite
- Company information listed in press releases, blogs and mentions
- Full Attendee List (full names, titles, companies and emails)

*\* Speaking Opportunities – Limited Speaking Session and Summit Chair. Opportunities are available on a first-come first-serve basis. Speaking opportunities are not guaranteed for every event.*



## FEATURED SPONSORSHIP

**\$7,000**

- Opportunity to participate in Sponsorship Showcase product pitch series (10-minute time slot)
- Virtual Exhibit Space: All-inclusive of
  - Downloadable marketing materials
  - Feature promotional videos
  - Attendees can learn about your organization and services
  - Chat directly with the audience or send in an inquiry to set up a follow-up meeting
  - 1x1 Video Chat functionality
  - Data & analytics of your booth
- 2 company passes + 1 speaker pass
- Company logo and 50 words on the event website
- Prominent logo display onsite
- Company information listed in press releases, blogs and mentions
- Full Attendee List (full names, titles, companies and emails)



## VIRTUAL EXHIBITOR

**\$5,500**

- 2 complimentary delegate passes
- Virtual Exhibit Space: All-inclusive of
  - Downloadable marketing materials
  - Feature promotional videos
  - Attendees can learn about your organization and services
  - Chat directly with the audience or send in an inquiry to set up a follow-up meeting
  - 1x1 Video Chat functionality
  - Data & analytics of your booth
- Company logo and 50 words on the event website
- Company information listed in press releases, blogs and mentions
- Full Attendee List (full names, titles, companies and emails)

## VIRTUAL SPEED NETWORKING

**\$15,500**

All the efficiency of in-person speed networking events brought to you online. Maximize, capitalize and curate lasting connections for business, creative endeavors or simply to increase your network.





# JULY IN-PERSON SPONSORSHIP OPTIONS:

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## EXECUTIVE SPONSORSHIP

**\$25,000**

- Speaking opportunity: 45 minute time slot\*
- Pens and co-branded Event Folders
- 5 Company Passes + 1 Speaker pass + 3 Client/Guest Passes
- Exhibition: All inclusive of
  - 6 ft table & table cloth
  - 2 chairs
  - Wifi
  - Electricity
  - Trash can
- Full page advertisement in attendee folder
- Company logo and 100 words on event website
- Prominent logo display (First Tier)
- Logo on header on every document (only sponsor to receive this)

\* Speaking Opportunities – Limited Speaking Session and Summit Chair. Opportunities are available on a first-come first-serve basis. Speaking opportunities are not guaranteed for every event.



## TITLE SPONSORSHIP

**\$19,500**

- Speaking opportunity: 30 minute time slot\*
- Exhibition: All inclusive of
  - 6 ft table & table cloth
  - 2 chairs
  - Wifi
  - Electricity
  - Trash can
- 3 company passes + 1 speaker pass
- Prominent logo placement across marketing campaigns and signage throughout event (Second Tier, below Executive Sponsorship logo)
- Full page advertisement in attendee folder
- Company logo and 50 words on event website
- Prominent logo display
- Company information listed in press releases, blogs and mentions

\* Speaking Opportunities – Limited Speaking Session and Summit Chair. Opportunities are available on a first-come first-serve basis. Speaking opportunities are not guaranteed for every event.



## THOUGHT LEADERSHIP

**\$15,000**

- Speaking opportunity: 30 minute time slot\*
- 3 Company Passes + 1 Speaker Pass
- Exhibition: All inclusive of
  - 6 ft table & table cloth
  - 2 chairs
  - Wifi
  - Electricity
  - Trash can
- ½ page advertisement in attendee folder
- Company logo and 50 words on event website
- Prominent logo display onsite (Third Tier)
- Company information listed in press releases, blogs and mentions

\* Speaking Opportunities – Limited Speaking Session and Summit Chair. Opportunities are available on a first-come first-serve basis. Speaking opportunities are not guaranteed for every event.



# JULY IN-PERSON SPONSORSHIP OPTIONS:



## FEATURED SPONSORSHIP

**\$11,000**

- Opportunity to participate in Sponsorship Showcase product pitch series (10-minute time slot)
- Exhibition: All inclusive of
  - 6 ft table & table cloth
  - 2 chairs
  - Wifi
  - Electricity
  - Trash can
- 2 Company Passes + 1 Speaker Pass
- Company logos and 50 words on event website
- Company information listed in press releases, blogs and mentions



## EXHIBITOR

**\$7,000**

- 2 complimentary delegate passes
- Exhibition: All inclusive of
  - 6 ft table & table cloth
  - 2 chairs
  - Wifi
  - Electricity
  - Trash can
- Company logo and 50 words on event website
- Company information listed in press releases, blogs and mentions

## COCKTAIL SPONSOR

**\$10,000**

- Branding on Bars during the official hosted Cocktail Reception
- Official Cocktail Sponsor Drink (sponsor specified cocktail to be served during reception)
- Opportunity have bartenders wear a logo shirt of your organization (provided by sponsor)
- Branded cocktail napkins
- Conference Chairman will reference your sponsorship during event
- Your logo on banners entering reception specifying your organization as reception sponsor
- Company logo and 50 words on event website
- Company information listed in press releases, blogs and mentions

## LUNCH SPONSOR

**\$6,000**

- Tabletop Logo on buffet table
- Branding on conference materials
- Conference Chairman will reference your sponsorship to delegation before lunch
- Company logo and 50 words on event website
- Company information listed in press releases, blogs and mentions

## NETWORKING BREAK SPONSOR

**\$5,000**

- Tabletop logo on refreshment table
- Branding on conference materials
- Company logo and 50 words on event website
- Company information listed in press releases, blogs and mentions

## TWITTER FEED

**\$8,000**

- Take advantage of the twitter feed to interact with attendees and speakers during the conference.
  - Live, onsite Twitter Feed branded with your company information
  - Twitter shoutouts throughout the event with your company information
  - Exclusive- only one sponsor per Summit
  - Foam board announcing Twitter sponsor reminding people to use the hashtag

## EXPOSURE PASS

**\$2,500**

- 1 pass to the event
- Branding onsite of sponsored conference materials
- Company logo and 50 words on event website
- Company information listed in press releases, blogs and mentions





# PREMIER CONTENT & ADVERTISING SPONSORSHIPS

CUSTOM PACKAGES AVAILABLE // Kelly Hara [kelly.hara@gsmiweb.com](mailto:kelly.hara@gsmiweb.com) // (619) 377-8475



SUPERCHARGE YOUR CAMPAIGNS THROUGH OUR TARGETED CONTENT OFFERINGS.



TA Week Website:  
**25K** unique visitors/month



TA Week Newsletter Subscribers:  
**21K** subscribers

DEDICATED  
EMAIL  
**\$3,000**



Promote your tool, service or ebook with our active, opt-in subscribers in an email blast dedicated to your brand.

FEATURED  
BLOG POST  
**\$5,000**



- DIY blog post featured on our homepage, blog, and newsletter.
- 1500 words (written by you)
- One 1000x800 image (provided by you)
- 2 links (with UTM tracking)
- Social promotion via TA Week & SRSC Twitter, LinkedIn, Facebook

TAKE OVER  
PACKAGE  
**\$10,000**



- Take over the TA Week, SRSC & EBrandCon website for two weeks
- Header banner displayed across each page of the website (desktop and mobile)
- Banners posted on each of our content pages

SPONSORED  
WHITEPAPER  
OR EBOOK  
**Starting at \$10,000**



- Trusted, authoritative content that offers utility, education and lead generation for your campaign
- Promoted and syndicated on TA Week, SRSC & EBrandCon
- Extended promotion option - continue to feed your sales funnel



# CUSTOM EVENTS:

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## WEBINAR

**\$10,000**

### VIRTUAL EVENT

A great lead generation opportunity plus brand exposure for your tool or service. Your webinar (60-90 min) includes profiling questions and audience polling to qualify leads so you can win the deals you're looking for. You prepare the content and present, TA Week takes care of the rest from production to promotion to delivery.

- Presented by you, moderated by a TA Week executive
- Qualify leads via 2 profiling questions at registration and up to 2 poll questions during the webinar
- Registration contact list complete with name, email, location, job title, company name, and company size
- Attendee contact list complete with the above fields plus engagement metrics and Q&A and poll data
- Promotion on TA Week includes:
  - Ads featured across the site for up to 2 weeks,
  - 2 blog posts and 2 email blasts (1 pre and post-event each)
  - Social media promotion
- Includes an MP4 license so you can use the content to continue nurturing prospects



## VIRTUAL CONFERENCE

**Custom pricing**

### VIRTUAL EVENT

**Leverage our 50+ years of combined experience.** Leverage your own event to drive your campaign message - branding, leads, thought leadership, media mentions and more. Ideal for product announcements, new services, customer meetings or campaign events. Single or multi-day event. Turnkey or select from our services.

- Agenda creation
- Speaker recruitment
- Sales & marketing support
- Pre & post-event logistics



**AGENDA CREATION**



**SPEAKER RECRUITMENT**



**SALES & MARKETING SUPPORT**



**PRE & POST-EVENT LOGISTICS**



# TALENT ACQUISITION WEEK 2022

## EXHIBITOR & SPONSOR CONFIRMATION

Talent Acquisition Week

January  July

Please select your sponsorship level, fill in your contact information below, and send a copy to

**Kelly Hara**

**Fax # 619-923-3542**

**Email: [kelly.hara@gsmiweb.com](mailto:kelly.hara@gsmiweb.com)**

**Package Customization:** Upon request, packages may be bundled to meet the specific needs of sponsors. Please inquire for more details on customizing a unique sponsorship package to meet your company's needs

**JANUARY // Virtual**

**JULY // In-Person**

Executive Sponsor	\$17,000	\$25,000
Title Sponsors	\$12,500	\$19,500
Thought Leadership	\$10,000	\$15,000
Featured Sponsor	\$7,000	\$11,000
Exhibitor	\$5,500	\$7,000
Virtual Speed Networking	\$15,500	
Cocktail Sponsor		\$10,000
Lunch Sponsor		\$6,000
Networking Break Sponsor		\$5,000
Twitter Feed		\$8,000
Lanyard Sponsor		\$5,500
Exposure Pass		\$2,500
Dedicated Email	\$3,000	
Featured Blog Post	\$5,000	
Take Over Package	\$10,000	

**Total Due: \$**

### SPONSOR CONTACT INFORMATION

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

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

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

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

City: \_\_\_\_\_

State \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### TERMS AND CONDITIONS

Terms and Conditions are incorporated in the Sponsorship Agreement duly executed by both parties. The parties shall refer to the language of the executed Agreement for all governing terms and conditions. Payment is due according to the executed Sponsorship Agreement. Cancellation terms are governed by the Agreement. If there is a conflict among the terms of the registration confirmation, invoice or other various documents, the terms of the Sponsorship Agreement prevail over all other documents. The Virtual Event Participation Fee is the total fee payable by the Exhibitor to the Organizer in respect of the licensing of the Virtual Exhibition Space, sponsorship, advertisement and related services. The amount and payment terms are stated on the Cover Page of the Exhibitor/Sponsorship Confirmation. All payments are non-refundable except as otherwise expressly provided herein. The entire Virtual Event Participation Fee must be paid in full prior to the Virtual Event dates. In the event of total or partial cancellation (space size reduction) by the Exhibitor, the participation fee will not be reduced or refunded, and the total amount will be due. If the Exhibitor fails to pay the entire Virtual Event Participation Fee at the time specified, or fails to comply with any of the terms and conditions or rules and regulations, the Organizer may reassign the virtual exhibition booth location reserved for the Exhibitor and/or may resell the exhibition booth location to another party. The Organizer reserves the right to charge interest on all overdue amounts under this Agreement.

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

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

Date: \_\_\_\_\_

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