



Diane Stegmeier,
Author of “The
Critical Influence
Approach to Effective
Work Environments”

“Managing Change in Turbulent Times”

“Managing Change in Turbulent Times” introduces ways to strengthen workforce performance while going through downsizing/restructuring to hit the ground running following economic recovery.

Each participant will learn how an organization can strategically guide transformation while maintaining human psychological stability and minimizing business process disruption by:

- Analysis of the impact of organizational change on behavior in the workplace
- Examination of the dynamic relationship between organizational goals/expectations, and employee behaviors/emerging norms
- Compilation of best practices and lessons learned in overcoming resistance to change



Simon T. Bailey,
MA, CSP, Author of
“Release Your
Brilliance”

“Igniting Brilliance in Times of Change™”

In this unique program you’ll learn how to:

- Leverage your own assets (education, experience, energy and relationships) to create your future instead of having it created for you.
- Bounce back from hyper-change in your business environment due to added responsibility and reduction in workforce.
- Increase performance and productivity using brilliant tips, tools and techniques.



TCHRA
Spring Conference
Wednesday, May 12, 2010

TIME

8 a.m.-5 p.m.

LOCATION

Westin Galleria, Edina, MN

SPONSORSHIP INFORMATION

Please check the sponsorship level you are interested in:

Premier Sponsor - \$5,000 (limited to 4 sponsors)

- Logo on all promotional pieces prior to the event –
 - o Featured Logo and link on TCHRA.org
 - o Featured Logo and link on all e-mail blasts two per month leading up to the event
 - o Mention on TCHRA LinkedIn Group
 - o Mention of Premier Sponsor in Press Releases sent to local media
- Logo on all promotional materials at the event
 - o Signage
 - o Agendas
 - o On projection screen prior to and in between speakers
- 6 Tickets to the Event (Includes continental breakfast and gourmet lunch)
- Booth, premium positioning for event (8-foot table)
- 1 full page, full color ad in the TCHRA May/June Newsletter (News&Views)
- Special Recognition of Sponsor during Welcome and Closing Remarks – with the opportunity to address the attendees for 2 minutes during the welcome.
- Option to place promotional materials at each seat at the event

Lunch Sponsor - \$3,000

- Logo on all promotional pieces prior to the event –
 - o Logo and link on TCHRA.org
 - o Logo and link on all e-mail blasts two per month leading up to the event
- Logo on all promotional materials at the event
 - o Signage
 - o Agendas
 - o On projection screen prior to and in between speakers
- 4 Tickets to the Event (Includes continental breakfast and gourmet lunch)
- Booth at the event (8-foot table)
- 1 full page, full color ad in the TCHRA May/June Newsletter (News&Views)
- Special Recognition of Sponsors during Welcome and Closing Remarks
- Special Recognition before lunch is served
- Exclusive Signage at buffet table “Lunch is sponsored by _____”

Evening Networking Sponsor - \$3,000

- Logo on all promotional pieces prior to the event –
 - o Logo and link on TCHRA.org
 - o Logo and link on all e-mail blasts two per month leading up to the event
- Logo on all promotional materials at the event
 - o Signage
 - o Agendas
 - o On projection screen prior to and in between speakers
- 4 Tickets to the Event (Includes continental breakfast and gourmet lunch)
- Booth at the event (8-foot table)
- 1 full page, full color ad in the TCHRA May/June Newsletter (News&Views)
- Special Recognition of Sponsors during Welcome and Closing Remarks
- Special Recognition before Evening Networking Event
- Exclusive Signage at buffet table “Evening Networking is sponsored by _____”

WHO WILL ATTEND

Twin Cities Human Resource Association members, human resources professionals and business leaders.

HOW TO SIGN UP

For tremendous visibility at the TCHRA 2010 Spring Conference featuring Diane Stegmeier and Simon T. Bailey, take advantage of the sponsorship opportunities.

*Sponsorship opportunities are limited!

Mail or fax the completed sponsorship form with your full payment to:

Peggy Bushee, TCHRA
14985 Glazier Avenue, Suite 550
Apple Valley, MN 55124
Fax: 952-891-1800

For more information contact Rebecca Gish,
Email: rebeccag@bayardad.com
Phone: 952-703-2512



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SPONSORSHIP INFORMATION - Continued

Breakfast Sponsor - \$3,000

- Logo on all promotional pieces prior to the event –
 - o Logo and link on TCHRA.org
 - o Logo and link on all e-mail blasts two per month leading up to the event
- Logo on all promotional materials at the event
 - o Signage
 - o Agendas
 - o On projection screen prior to and in between speakers
- 4 Tickets to the Event (Includes continental breakfast and gourmet lunch)
- Booth at the event (8-foot table)
- 1 full page, full color ad in the TCHRA May/June Newsletter (News&Views)
- Special Recognition of Sponsors during Welcome and Closing Remarks
- Exclusive Signage at buffet table "Breakfast is provided by _____"

Breakout Sponsors - 8 available - \$1,500

- Logo on all promotional pieces prior to the event –
 - o Logo and link on TCHRA.org
 - o Logo and link on all e-mail blasts two per month leading up to the event
- Logo on all promotional materials at the event
 - o Signage
 - o Agendas
 - o On projection screen prior to and in between speakers
- 2 Tickets to the Event (Includes continental breakfast and gourmet lunch)
- Booth at the event (8-foot table)
- 1 quarter page, full color ad in the TCHRA May/June Newsletter (News&Views)
- Special Recognition of Sponsors during Welcome and Closing Remarks
- Special Recognition in breakout room
- Option to introduce breakout speaker

**All Ad Material for distribution must be pre-approved by TCHRA

Sponsors Form • **Fill out** and return this form with your payment. (Please print clearly)

Sponsors may pay with a credit card by contacting the TCHRA office 952-432-7755

Name _____

Company _____

Address _____

City & State _____

Zip _____

Phone _____

Email _____

••• By signing here, you are approved as an authorized agent for your company, and commit to this sponsorship.

Signature _____ Date _____