**MSHRM SPONSORSHIP COMMITTEE MINUTES AND BOARD REPORT**

**Committee Meeting Date:** July 13, 2018

**In Attendance:**
- Bill Krueger
- Rik Joppich
- Lynn Jekkals
- Heather Schragg
- Kathy Early
- Lindsey Dempster

**BITS AND PIECES REPORT:**

The committee was advised on the preparation and submission by the co-chairs of a report for the next Bits and Pieces issue on behalf of the sponsorship committee.

**SPONSOR FLYER REVISIONS TO ADD EXHIBITION HALL TABLE OPTIONS:**

Initial draft prepared by Rik Joppich, pre-meeting comments were provided by Nichole Dennis, Kathy Early, and Heather Schragg, all of which were reviewed during our meeting.

Lindsey Dempster suggested and the committee approved including a benefit for the sponsors that would reflect posting of recognition on the MSHRM social media sites. This has been added to the sponsor flyer revision recommendations. The committee recommended removing any opportunity for an exhibitor to introduce speakers at the conference. This language was removed from the recommended language in the flyer and sponsor agreements.

The committee also recommended the addition of a paragraph propounded by Kathy Early precluding exhibitors from having contact with educational conference attendees unless that exhibitor is a dues-paying member of MSHRM (as modified by committee). It was discussed that members may have a difficult time not talking to other members just because they have sponsored the organization and opted to have an exhibit table. This change was made in the recommended language for our sponsor flyer and agreements.

It was recommended that Nichole’s suggestion that the agreement to be a sponsor and exhibitor must be accompanied by payment before being considered. The committee agreed for many reasons, not the least of which was to avoid any additional work required for collections in the event payment was not received.

Discussion was had regarding MSHRM’s sole discretion to exclude an exhibitor under certain circumstances. It was agreed by the committee to retain this language, despite its relatively vague basis to preserve the organization’s authority.

Discussion turned to pricing for an exhibition table. While Lynn Jekkals was going to investigate how ASHRM handled theirs, it was agreed by the committee that the option to have an exhibition table without additional payment would be a new value for the president’s circle level of sponsorship. Anything below the president’s circle sponsorship, the price would be $700 in addition to the sponsorship level cost. In this
way, anyone opting for a distinguished donor level (up to $2,749), could get an exhibition table for an additional $700, which would result in their sponsorship being just below the president’s circle. This may entice them to spend the additional amount to reach the president’s circle level, thereby potentially increasing our sponsorship dollars. The committee determined, this being the first year, our pricing is somewhat experimental and following the annual conference, we should consider surveying the exhibitors and include questions regarding pricing.

It was determined that the committee would submit a proposed revised flyer and agreement on the MSHRM existing format for consideration at the next board meeting. In this way, the flyer would be available to be used in the upcoming annual sponsorship renewal program.

**SPONSOR LISTS AND TRACKING:**

Discussion was had regarding expanding our list of existing and potential sponsors for purposes of use in our upcoming annual sponsorship renewal. In particular, committee members are seeking to identify additional potential sponsors that maybe have an interest in exhibiting. We have gathered lists from the previous board meeting, individual members that have provided names in the past, and our existing sponsorship tracking lists and will be combining all of these into a single document for use by the committee and Nichole. Two potential sponsors/exhibitors were identified in particular as RL Solutions and Shred-It. Heather Schragg has offered to follow-up with Shred-It and Lynn Jekkals has offered to follow-up with ASHRM for any additional information on their sponsors that might be potentials for our organization.

**BOARD ACTION REQUESTED:**

The committee would appreciate the board reviewing the revised flyer for inclusion of the exhibition hall agreements and changes to sponsor levels and values, and provide approval and/or input for use in the next sponsor cycle.