Your customers are here...

Movers. Shakers. Senior level business leaders. More than 250 strong and ready to dive into the essential topic of high-potential talent.

If you can solve their problems with your business solutions,

...you should be here, too.
SIOP has prepared a handful of exclusive promotional opportunities. We limit the number of partnerships available to ensure that your organization receives maximum exposure to our high value audience of attendees.

Identifying, developing, and retaining high potential talent is one of the most common and critical strategic leadership challenges organizations seek to solve.

The science of industrial-organizational psychology proves helpful as a basis for organizations to more accurately and effectively identify and grow this unique leadership talent pool.

Given the critical impact that high potential talent can have on the business, it is easy to see why this is a compelling strategic issue for organizations. Most organizations want to unlock the secret to successfully identifying, developing, and retaining high potential talent.

Why is the 2018 Leading Edge Consortium a unique and exciting opportunity for partnership investment?

1. High potential talent is of great interest within organizations, and is a widely debated topic in the business world.

2. This meeting brings the best thought leaders together with seasoned practitioners who are experienced in all aspects of high potentials to share diverse views and cutting-edge practices.

3. We expect 250-300 key high potential decision makers to attend, seeking knowledge, practices, tools, and resources to help them solve challenges related to high potential talent.

This is the best opportunity to reach true decision makers with your messaging on what your organization offers for high potential talent initiatives and programs.

For complete event details, please visit siop.org/LEC.
Presenting Partner Package

$15,000

Sold Out!

Exclusive Presenting Partner Benefits:
- Large branded signage displayed prominently within meeting space
- Distribution of branded keycards and partner-supplied promotional material to guests in SIOP room block at Renaissance hotel upon check-in
- Pre-event email to registrants on partner’s behalf (e.g., free software trial offer)
- Introduction of opening keynote speaker by organization representative
- Name recognition in script during opening comments of event

Additional Partnership Benefits:
- One 6’ skirted tabletop display for vendor experience in choice of location
- Complimentary consortium registration for three representatives
- Full page full color advertisement on back cover of printed program
- Inclusion of exclusive promotional slide in pre-show scrolling presentation
- Posting of sponsored content on presentation materials web site
- Logo recognition on main event web page
- Logo/link/25-word description recognition on partner recognition web page
- Logo recognition in registration promotional emails
- Social media coverage of organization’s partnership

Welcome Reception Package

$10,000

Sold Out!

Welcome Reception Benefits:
- Exclusive host of this exciting event aboard the USS Constellation, docked in the Baltimore Inner Harbor, on the evening of Thursday, October 18
- Welcome opportunity to greet the reception attendee crowd
- Branded beverage napkins for use during the reception
- Logo recognition on formal SIOP Welcome Reception signage
- Permission to display partner-supplied signage/material at the event

Additional Partnership Benefits:
- One 6’ skirted tabletop display for vendor experience
- Complimentary consortium registration for two representatives
- Full page full color advertisement in printed program
- Logo recognition in pre-show scrolling presentation
- Posting of sponsored content on presentation materials web site
- Logo recognition on main event web page
- Logo/link recognition on partner recognition web page
- Logo recognition in registration promotional emails
Networking Night Partner ● $7,500

- Door greeting by organization representatives at Friday night Cocktail Hour
- Host drawing for free dinner for one lucky attendee
- Logo recognition on cocktail hour signage
- Permission to display partner-supplied signage/material at the Cocktail Hour
- Social media coverage of organization’s partnership
- PLUS, everything listed under “Additional Partnership Benefits” below

Sold Out!

Coffee Break Partner ● $6,000

- Branded beverage napkins for use during coffee breaks
- Logo recognition on coffee break signage
- Permission to display partner-supplied signage/material during coffee breaks
- PLUS, everything listed under “Additional Partnership Benefits” below

Sold Out!

Technology Partner ● $6,000

- Selection of branded Wi-Fi login details
- Logo recognition on Wi-Fi signage and table tents in the meeting room
- PLUS, everything listed under “Additional Partnership Benefits” below

Breakfast Partner ● $6,000

- Branded beverage napkins for use during breakfasts
- Logo recognition on breakfast signage
- Permission to display partner-supplied signage/material at breakfast tables
- PLUS, everything listed under “Additional Partnership Benefits” below

Additional Partnership Benefits

Included with Networking Night, Coffee Break, Technology, and Breakfast Partnerships

- One 6’ skirted tabletop display for vendor experience
- One complimentary consortium registration
- Half page full color advertisement in printed program
- Logo recognition in pre-show scrolling presentation
- Sponsored content on presentation materials web site
- Logo recognition on main event web page
- Logo/link recognition on partner recognition web page
- Name recognition in registration promotional emails
- Attendee list (name and affiliation only) prior to event

siop.org/LEC ● 419-353-0032 ● jtegge@siop.org
2018 Leading Edge Consortium Partnership Prospectus

Lanyard
• Logo on attendee lanyards

Friday Luncheon
• Logo recognition on Friday luncheon signage
• Permission to display partner-supplied signage/material at lunch tables
• PLUS, everything listed under “Additional Partnership Benefits” below

Saturday Luncheon
• Logo recognition on Saturday luncheon signage
• Permission to display partner-supplied signage/material at lunch tables
• PLUS, everything listed under “Additional Partnership Benefits” below

Workshops • $3,750
• Logo recognition on workshop signage
• Permission to display promotional material in workshop session rooms
• PLUS, everything listed under “Additional Partnership Benefits” below

Additional Partnership Benefits
Included with Lanyard, Luncheon, and Workshops Partnerships
• One half price discounted consortium registration
• Quarter page full color ad in printed program
• Name recognition on main event web page

• Name/link recognition on partner recognition web page
• Name recognition in registration promotional emails
• Attendee list (name and affiliation only) prior to event

NEW! Vendor Experience
SIOP is offering a new vendor experience for organizations to offer product demonstrations and promote their business in an informal exhibits setting. Vendor tables will be open Friday, October 19, and Saturday, October 20, during breakfast, coffee breaks, and lunch.

A complimentary option to participate in the vendor experience is included for the Presenting, Welcome Reception, Networking Night, Coffee Break, Technology, and Breakfast Partners.

Vendor Experience
$1,750
• One tabletop display, including a skirted 6’ table, two chairs, internet connectivity, electrical, and materials handling at the hotel *(limited)*
• Name recognition in printed program
• Name/link recognition on partner recognition web page
• Name recognition in registration promotional emails

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