

Message from the President, Angel L. Perez 2018 Total Rewards Conference

Total Rewards Association of South Florida, formerly known as The South Florida Compensation & Benefits Association was formed in 1987 by professionals from local companies interested in fostering education and exchange of information among compensation and benefits practitioners and policy makers.

Today, 30 years later, TRASF continues to be the premier organization in South Florida in the field of total rewards. The association is a member of WorldatWork Local Network (LN) and offers professional development programming and social events to keep the HR and the business communities engaged in the 3 pillars of Total Rewards: compensation, benefits, and wellness linking to Talent Management. You can learn more about WorldatWork at www.worldatwork.org.

“EDUCATE and CONNECT” that’s our purpose!

Thousands of members and supporters, at all levels, from the South Florida areas of Miami-Dade, Broward, and Palm Beach represent over **100 organizations including financial services, food service, healthcare, high tech, hospitality, insurance, manufacturing, non-profit, retail, utilities, public and government agencies amongst others.**

So, what’s the hype?

The 1st Total Rewards Conference is coming to South Florida on October 18, 2018. This historical event is being held at the Florida International University Kovens Conference Center in North Miami, FL from 8:00am to 7:00^{pm}.

Programming starts at 9:00am and CONNECT social at 5pm. We’re inviting the HR and business community to support this effort to gain recognition on the national stage of conferences.

We are targeting local, regional, and national attendance and project to have 200-300+ attendees with a venue capacity of 400. To assist with non-local attendees or just want to have some additional fun, we have a travel agent available to assist with travel arrangements or local fun activities, including a weekend cruise to the Bahamas. Come and be part of something new, refreshing, educational, and connect with the vast community of HR and business professionals who specialize or have interest in Total Rewards!

7 Reasons why your Business should be participating in this event as written (and posted here in edited form) by [Christina Rowe](#), founder of Stand Out! Media Group in a LinkedIn article.

1. Put Your Business in the Spotlight

Having a presence at a conference or business event positions you and your business as an authority in your industry. You gain respect and credibility by standing out from the pack of attendees and prominently displaying your products and marketing materials. Instead of just attending an event and looking for people to share your business card with, sponsorship brings attendees who are eager to find out about your business directly to you.

2. Get in front of your Target Market

The event organizers of your event are spending time and money marketing the event to your target audience, bringing these attendees into the room. Your job is to come prepared to take full advantage of this opportunity by making sure to create eye catching, professional signs, marketing materials and product displays that draw attendees to you.

3. Lead Generation and New Contacts

Be sure to have some sort of lead generation system in place the day of the event. People will give up business cards and email addresses in exchange for a chance to win a great prize in a drawing, samples or even candy and other promotional item giveaways

4. Get Your Brand Noticed

Being featured in the program book of the event, on the event's website with your logo and having an item in the gift bags are all great ways to leverage your sponsorship and get brand recognition

5. New Clients, New Customers, New Business

Not only are the attendees of the event potential new clients and customers, so are your fellow sponsors and vendors! You can form new business partnerships at events, meet like-minded business professionals in complimentary businesses with which you share the same target market but are not in competition.

6. Give attendees a "taste" of your business

Bringing samples to the event as giveaways are a terrific way to capture attention from attendees. Be creative and think of out-of-the-box ways to stand out. By sharing a sample or trial offer of your product, you engage attendees and increase your chances of turning them into new customers.

7. Market Your Business Inexpensively

We all know how much advertising your business can cost. It can run a thousand dollars or more to place an ad in a well-known local publication for only one time! Spending that same amount or less as a sponsor or vendor at an event is a much wiser investment that will bring a greater return on investment. Remember, you will be in the same room with hundreds of attendees who are your target market. By leveraging the event to your advantage, there will be no limit on your potential ROI.

We look forward to seeing you at the 2018 Total Rewards Conference in South Florida!

2018 TOTAL REWARDS CONFERENCE

Thursday, October 18, 2018

*Florida International University, Kovens Conference Center
3000 NE 151st St, North Miami, FL 33181*

SPONSORSHIP PACKAGE SUMMARY

CONFERENCE SPONSOR (includes Platinum benefits plus exclusivity as vendor within industry)

PLATINUM

Prime location for display setup

Podium time for 3 minutes

Display table (10')

Collect business cards for giveaways

Send Your Company Info to those providing business cards

Company Name advertised on TRAS F website & Marketing materials for **1 year Complimentary conference entrance with meals for 3**

Complimentary attendance at CONNECT Bayview Social at 5pm

Dedicated conference support volunteer

IT and Audio & Visual support

GOLD

Central location for display setup

Company mentioned at kick off session

Display table (10')

Collect business cards for giveaways

Send Your Company Info to those providing business cards

Company Name advertised on TRAS F website & Marketing materials for **3 months Complimentary conference entrance with meals for 2**

Complimentary attendance at CONNECT Bayview Social at 5pm

Shared conference support

IT and Audio & Visual support

SILVER

Rear hall location for display setup

Company mentioned at kick off session

Display table (10')

Collect business cards for giveaways

Send Your Company Info to those providing business cards

Company Name advertised on TRAS F website & Marketing materials **event only. Complimentary conference entrance with meals for 1**

Complimentary attendance at CONNECT Bayview Social at 5pm

Shared Conference support volunteer

IT and Audio & Visual support

DEMO ROOM (NO Audio or Visual)

Gold benefits plus:

Private breakout room seating up to 50 people

DEMO ROOM (with Audio and Visual)

Platinum benefits plus:

Private breakout room seating up to 50 people

Audio and Visual equipment

MEDIA PACKAGE Company listed on website 1 month prior to event and 2 e-mail blasts.



2018 TOTAL REWARDS CONFERENCE

Thursday, October 18, 2018, 8am – 7pm

SPONSORSHIP PACKAGE LEVELS with ROI

Includes the following PLUS a Conference Support Specialist and IT Support.

SPONSORSHIP LEVEL	Podium Time at Conference	Display Table at Conference	Collect Business Cards for a Giveaway	Send Your Company Info to those providing business cards	Your Company Name on TRAS F Sponsorship Page and Marketing Materials*	Complimentary Meals and access to CONNECT Social at 5pm
PLATINUM \$2,500	Up to 3 minutes	Yes	Yes	Yes	Yes – 1 year All Program	Yes, 3
GOLD \$1,000	Mentioned	Yes	Yes	Yes	Yes – 3 months	Yes, 2
SILVER \$500	Mentioned	Yes	Yes	Yes	Yes – 2 months	Yes, 1
MEDIA PACKAGE \$100	Mentioned	No	No	No	Yes – 1 month, PLUS 2 email blasts	No
Demo/Private Room (3) \$1,000 w/o A/V \$2,000 with A/V	Up to 2 minutes	Yes	Yes	Yes	Yes – 3 months	Yes, 2

**3 months includes the month prior to the Conference, the month of the Conference and the month after the Conference; 2 months includes the month prior to the Conference and the month of the Conference; 1 month includes the month of the Conference.*

Attendance Forecast: Conference space accommodates 400 attendees

Attendee Traffic: 1st Floor – 6 Breakout sessions begin at 10am and end at 12pm. Continues at 1pm to 4pm. Although some attendees may not attend a session but rather network and/or visit exhibitors, we have also added time in between workshop sessions for participants to visit the sponsors.

2nd Floor – General Sessions, where most people gather is at 9am – Conference Kick-off
12:00pm – Lunch
4:00pm – Conference Closing

Bayview Patio - 5:00pm – CONNECT Social. Reasonable to expect 50% of attendees.

Guidelines for Sponsors

Thank you for your interest in partnering with Total Rewards Association of South Florida on this historic event of the 1st Total Rewards Conference in South Florida PLUS our 30th Anniversary celebration!

The following information should be helpful in determining if your request fits within our sponsorship guidelines. Although TRASF would like to fulfill every request, it may not be possible due to volume.

TRASF provides Conference sponsorships as part of our mission to serve our membership and bring them programming that they would be interested in to further their professional development networking objectives.

Conference Theme: #TheFutureIsHere!

Conference Sponsorship Guidelines & Criteria:

- Sponsorship is open to companies that meet our criteria; and whose services and/or products have appeal and value to TRASF's membership and/or provide some service or benefit to the members and/or the employee populations they serve.
- Priority will be given to sponsors that reinforce TRASF's mission and whose products or services address a common need of the membership in the field of compensation, benefits, and/or total rewards; and the field of employee motivation, morale and behavior related to compensation, benefits, and total rewards.
- Sponsorships related to candidates running for office or political organizations cannot be fulfilled.
- TRASF cannot promote, acknowledge exclusivity, or recommend a sponsor or their products or services. We can acknowledge a sponsor's contribution or "support".

Advertising Sponsorship Guidelines & Criteria:

- The sponsor's logo will appear on the Sponsorship Page of the TRASF website for the month of the Conference and/or in accordance with the sponsorship level selected.
- The sponsor's logo including a link to the company's website will be included in e-mail blasts for the months leading up to the TRASF Conference and/or in accordance with the sponsorship level selected.

Conference Sponsorship Scheduling Information:

- Conference sponsorships will be confirmed through TRASF's President or designee.
- A limited number of Conference sponsorships will be available and confirmed.
- Announcements made by the eligible Conference sponsor during podium time will be delivered in a neutral language that does not endorse, promote or call to action, but rather, shares information about the company's products and/or services to provide for education and improvement of skills of members of the Association in the areas of compensation, benefits, and wellness practices. Podium time is strictly limited to a maximum of allocated minutes.
- Confirmed Conference sponsorships (at all levels) may provide promotional literature/materials to Conference attendees. In addition, Conference attendees who provide business cards/contact information directly to the Conference sponsors may be contacted by the Conference sponsors. Raffles are encouraged.
- TRASF does not make available or sell our membership list to any third party. This list cannot be used for any business or sales solicitation purposes; failure to comply with this restriction may result in forfeiture of sponsorship.
- Sponsors' designated representative/speaker is asked to arrive at Conference no later than 60 minutes prior to the 8:00am to facilitate set-up.



Conference Sponsorship Request & Approval Information:

- Please send your company's information including the date, contact person's information, name of the organization and contact information, website address and/or link, company logo, 3 or 4-line company description, and *details of the company's product and/or services and how knowledge of these products and/or services would benefit our membership (please include a brochure of services if applicable)*. These details will be used for consideration of your request.
- Please email all requests to TRASF2018@gmail.com
- Upon receipt and *approval* of your Sponsorship Request, the Sponsor's Contact will receive an invoice. Mail payments to: PO Box 1284, Dania, FL 33004-1284. To expedite confirmation, you can pay online using the PayPal link on the invoice.
- Once payment is received, your company will be listed on the TRASF website Sponsorship Page and included in event advertising as a sponsor for the upcoming Conference.
- If you have any questions, please contact Angel Perez TRASF2018@gmail.com.

ONLINE PAYMENT INSTRUCTIONS

- Pay with a Debit or Credit Card. Or pay by PayPal credit.
Great option if debit/credit card is linked to rewards program.
- See the Sponsorship Support Form on Page 6.


Upon receipt of payment, a confirmation e-mail for your records will be sent.

EMAIL AND WEBSITE INFO NEEDED

To properly advertise your sponsorship, we would need the following:

- Company logo (jpeg or png)
- Brief 3 or 4-line company description
- Brochure of company services
- Link to company's website
- Completed Sponsorship Request Form

1st Floor SPONSORS/MEETINGS FLOOR PLAN - Florida International University Kovens Conference Center, Miami, FL

E X I T	Manatee <u>122</u>		Gulfstream <u>120D</u>	EXIT		Dolphin <u>117D</u>		Biscayne <u>115</u>	E X I T
		Sponsor 15		←---- HALLWAY ----→			Sponsor 16		
	Sponsor 11		Sponsor 12			Sponsor 13		Sponsor 14	
Pelican <u>124</u> Tables Seats 20 Auditorium Seats 50			Sponsor 9	 Coffee Station	Sponsor 10	Everglades <u>114</u> Seats 80			
Sandpiper <u>126</u> Tables Seats 20 Auditorium Seats 50			Sponsor 7		Sponsor 8				
			Rooms Entrance		Room Entrance				
Flamingo <u>128</u> Tables Seats 20 Auditorium Seats 50			Sponsor 5		Sponsor 6				Ibis <u>110</u> Table Seats 20 Auditorium Seats 50
			Sponsor 3	Sponsor 4					
Panther <u>130</u> Tables Seats 20 Auditorium Seats 50			Sponsor 1	Sponsor 2	Sales Support Center				
			Rooms Entrance	Room Entrance Sales Entrance					
Main Event Sponsor			Hold SFCB						
			Registration ENTRANCE						
Rest- Rooms				Registration ENTRANCE		Elevators			
		Stairs to Ballroom				Stairs to Ballroom		Front Desk	

2nd FI BALLROOMS/FOOD/SPONSORS FLOOR PLAN - Florida Intl. University Kovens Conference Center, Miami, FL

				Stage							
F O O D			Ballroom								
			Breakfast/Opening Session/Lunch/Closing Session								
			Sponsor 23		Sponsor 24		Sponsor 25		Sponsor 26		
Rest Rooms	Ballroom Entrance									Ballroom Entrance	
		Elevators									
				Sponsor 19				Sponsor 20			
		Hallway									
RESERVED Sponsor 17	RESERVED Sponsor 18	2 nd Floor Stairs	2 nd Floor Windows to Front of Building				2 nd Floor Stairs		Sponsor 21	Sponsor 22	



Member of
WorldatWork Local Network
Your Total Rewards Connection



Conference SPONSORSHIP Support Form

Date: _____

Contact: _____

Company: _____

Address: _____

City/State: _____ **Zip:** _____

E-mail: _____

Website: _____

Location assignment confirmed on a first come first paid basis.

I have read the Meeting Sponsorship Guidelines and hereby authorize confirmation of sponsorship selected as indicated above and understand that payment is due upon receipt of agreement.

Signature of Authorized Company Representative

_____ Date

Signature of Authorized TRASF Representative

_____ Date

Thank you for your support and being part of South Florida HR history!