HOSTED BY

SHRM Central Utah

FUEL HR CONFERENCE

MAY 20, 2027

THEME:

BUILT TO *Thrive*



DEVELOPING TALENT.
ELEVATING WELLBEING.
SHAPING THE FUTURE OF WORK.

SPONSOR PACKET

CONNECT WITH LEADERS | INSPIRE INNOVATION | INVEST IN PEOPLE

Stronger Together. BUILT FOR TOMORROW.

Partner With Us to Build What's Next

FUELHR Conference 2027 • Central Utah SHRM

CONFERENCE DETAILS
Thursday, May 20, 2027 • 7:30 AM – 4:00 PM
Marriott Hotel and Conference Center
101 W 100 N, Provo, UT 84601

BUILT TO THRIVE

Developing Talent. Elevating Wellbeing. Shaping the Future of Work.

What is Central Utah SHRM?

Central Utah SHRM is a local affiliate of the Society for Human Resource Management (SHRM), dedicated to supporting HR professionals, business leaders, and organizations throughout our community.

For nearly 50 years, Central Utah SHRM has served Human Resource professionals and others interested in the HR profession. As a nonprofit organization, our chapter is committed to strengthening the HR community through professional development, networking, education, and opportunities for connection.

Our chapter currently serves 200+ members throughout Central Utah and surrounding communities, including Utah, Wasatch, Sanpete, Duchesne, Uintah, Carbon, Grand, and San Juan Counties. While many of our members live and work in Central Utah, membership is open to anyone who is a member of SHRM.

Throughout the year, Central Utah SHRM provides:

- Monthly professional development and educational opportunities
- Networking opportunities for HR professionals and business leaders
- Scholarships for members pursuing their SHRM-CP or SHRM-SCP
- Opportunities to connect, learn, and share best practices with fellow HR professionals
- Resources and programming designed to support the continued growth of the HR profession

Central Utah SHRM is one of five SHRM chapters in Utah that receives training, support, and resources from national SHRM, allowing us to bring valuable education, resources, and connections to HR professionals throughout our region.

What is the FUELHR Conference?

The FUELHR Conference brings HR professionals, business leaders, and workplace innovators together for a day of practical learning, meaningful connections, and ideas that help organizations and people thrive.

Why Our Sponsors Matter

Our sponsors play an important role in helping Central Utah SHRM provide meaningful educational and networking opportunities to the HR community. By partnering with us, your organization has the opportunity to connect with HR professionals, build relationships, and highlight your organization. Together, we are developing talent, elevating wellbeing, and shaping the future of work.

Why Sponsor?

Sponsorship puts your organization directly in front of HR decision makers and professionals while giving you meaningful opportunities to connect, educate, and build relationships.

Every Sponsor Receives

- Exhibitor booth set-up around the perimeter of the main event space
- Opportunity to include promotional items in attendee swag bags
- Participation with attendees during 2 networking activities during the conference
- Your company logo on the Central Utah SHRM website
- Name and logo on conference marketing materials

PLATINUM SPONSOR

Option A: Networking Breakfast Sponsor — $4,000

Unique Perk

Five minutes of dedicated stage time during breakfast, to introduce your organization, share insights or deliver a brief message to the full audience.

Networking & Brand Experience - Exclusive Platinum Sponsor Opportunity

Become an integral part of the FUEL HR conference experience by hosting and facilitating an engaging networking activity. This allows your team to connect directly with conference attendees while creating a memorable experience that reflects your organization.

As a Platinum Sponsor, you will have the opportunity to:

- **Host and facilitate a networking activity** designed to engage conference attendees.
  The activity could be designed to:
  - Encourage attendees to meet and connect with one another
  - Create meaningful conversations around an HR-related topic
  - Incorporate your organization's brand, expertise, or resources
  - Provide an interactive and memorable experience for conference attendees
- Create brand presence and visit with members
- Logo remains on the screen as attendees enter the main room
- Place custom signs, menus, or branded napkins on every dining table

The FUELHR Conference Committee will work with you to coordinate the activity and ensure it fits seamlessly into the conference experience.

Make your brand part of the EXPERIENCE—not just part of the program.

Visibility & Marketing

- Name and logo on the welcome sign
- Up to 2 pre-conference emails to the CUSHRM member database (500+ addresses) with sponsor messaging
- Largest logo on the welcome banner and website
- Full-page ad in the event program
- 4 complimentary event passes
- Premium double-sized table in the main room
- Pre- and post-conference attendee email list

Option B: Networking Lunch Sponsor $4,000

Unique Perk

Five minutes of dedicated stage time during breakfast, to introduce your organization, share insights or deliver a brief message to the full audience.

Networking & Brand Experience- Exclusive Platinum Sponsor Opportunity

Become an integral part of the FUELHR conference experience by hosting and facilitating an engaging networking activity. This exclusive opportunity allows your team to connect directly with conference attendees while creating a memorable experience that reflects your organization.

As a Platinum Sponsor, you will have the opportunity to:

- **Host and facilitate a networking activity** designed to engage conference attendees.
  The activity could be designed to:
  - Encourage attendees to meet and connect with one another
  - Create meaningful conversations around an HR-related topic
  - Incorporate your organization's brand, expertise, or resources
  - Provide an interactive and memorable experience for conference attendees
- Create brand presence and visit with members
- Logo remains on the screen as attendees enter the main room
- Place custom signs, menus, or branded napkins on every dining table

The FUELHR Conference Committee will work with you to coordinate the activity and ensure it fits seamlessly into the conference experience.

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- Pre- and post-conference attendee email list

GOLD SPONSOR

Breakout Speaker Sponsor **$3,000**

Main Perks

Your Session. Your Impact.

Shape the Breakout Experience. Choose the Topic. Shape the Conversation.

As a Gold Sponsor, you have the opportunity to select a speaker and topic for a 45-minute that aligns with the needs and interests of today's HR professionals. This is your chance to help shape the conversation and bring valuable insights to the HR community on the topics that matter most in today's workplace.

Choose the Approach That Works for You:

- **Choose Your Speaker:** Select a qualified speaker and a breakout topic that aligns with your organization's interests and the needs of our HR community.
- **Let CUSHRM Choose:** If you don't have a speaker in mind, the FUELHR Conference Committee will select a speaker for your sponsored session**.**
- **Partner With Us:** If you'd like to participate in selecting a speaker but don't know where to start, the FUELHR Conference Committee will work with you to identify and secure a speaker who is a great fit for the conference and your selected topic.

Educational Focus:

All breakout sessions must be educational, relevant, and valuable to HR professionals.
Sponsored sessions may not be used as a sales pitch or direct promotion.

- The selected session must be educational, relevant to HR professionals, and provide practical takeaways attendees can apply in their organizations.

Potential Breakout Session Themes:

BUILD

Developing the Workforce of Tomorrow

- Upskilling & Reskilling
- AI & Workforce Development
- Internal Mobility
- Cultivating Continuous Learning

BALANCE

Workplaces Where People Thrive

- Mental Health in the Workplace
- Burnout Prevention
- Resilience & Employee Wellbeing
- Work-Life Integration

BENEFITS

Reimagining Total Rewards

- Total Rewards Reinvented
- Compensation & AI
- Personalized Benefits
- The Future of Employee Rewards

BEYOND

Preparing HR for What's Next

- What's Next for HR?
- Data Literacy for HR Professionals
- Strategic Influence & Business Partnership
- HR's Role in the Future of Work

Your Speaker Opportunity Includes:

- Introduce selected speaker
- Share video or slide presentation before the session (no longer than 5 minutes)
- Build brand awareness and connect with HR professionals

Included Benefits

- 2 complimentary event passes
- Single 6-foot vendor table
- Name and logo on attendee tables
- Medium logo on conference signs and the Central Utah SHRM website
- 1 pre-conference email to CUSHRM member database (500+ addresses) with sponsor message
- Pre- and post-conference attendee email list

SILVER SPONSOR

Exhibitor Only **$1,000**

Main Perk

Brand presence and opportunity to visit with members.

Included Benefits

- 2 complimentary event passes
- Single 6-foot vendor table
- Name and logo on the Central Utah SHRM chapter website
- Post-conference attendee email list.

SPONSORSHIP AT A GLANCE

Quick reference for selecting the sponsorship level that fits your organization.

Benefit	Platinum	Gold	Silver
Exhibitor presence	Double table (two 6-foot)	6-foot table	6-foot table
Complimentary passes	4	2	2
Pre-conference emails	Up to 2	Option to send 1	—
Website logo	Largest	Medium	Medium
Welcome sign	Name + logo	—	—
Event program ad	Full page	Recognition	Recognition
Attendee table branding	Name + logo	—	—
Speaker involvement	—	Select + introduce	—
Networking breakfast/lunch speaking	20 minutes	—	—
Swag bag insert	Included	Included	Included
Networking events	Included	Included	Included
Attendee email list	Pre + post	Pre + post	Post

Answers to Questions

When is the FUELHR Conference in 2027?

The conference will be a full day on Thursday, May 20, 2027. It will be held from 7:30 a.m. to 4:00 p.m. at the Marriott Hotel and Conference Center in Provo, Utah.

Where will the conference be held?

Marriott Hotel and Conference Center, 101 W 100 N, Provo, UT 84601. On-site parking is available.

I want to be a sponsor! What are my next steps?

Review the sponsorship levels and benefits included in this packet, then complete the Sponsorship Agreement Acknowledgment and return it to your Central Utah SHRM contact.

Please send a high-resolution version of your company logo along with the acknowledgment so we can include your company in conference marketing materials.

The acknowledgment will ask for the name and contact information of the person at your company who will coordinate booth preparations. This helps us keep your company up to date.

What do I get as a sponsor?

We offer three levels: Platinum, Gold, and Silver. The sponsorship pages in this packet covers the details.

As a sponsor, I get complimentary conference passes. What if I want to send more people?

You are welcome to send additional attendees. Additional passes are available at a cost. If your extra person is a member of SHRM, it is $85 if they are not a member of SHRM, it is $200. Please contact your Central Utah SHRM representative if you would like more passes.

Who do I return my agreement acknowledgment to? And who do I contact if I have more questions?

The Central Utah SHRM conference team is dedicated to helping our sponsors. Please contact any of the following:

Contact	Email	Phone
Kari Stephens	kari.stephens@reverehealth.com	(702) 335-8510 (cell)

FUELHR Conference 2027 • Built to Thrive

Developing Talent. Elevating Wellbeing. Shaping the Future of Work.

FUELHR CONFERENCE 2027

EVENT SPONSORSHIP AGREEMENT

Hosted by Central Utah SHRM

This Sponsorship Agreement (the "Agreement") is made and entered into as of the last signature date below (the "Effective Date") by and between Central Utah SHRM ("CUSHRM") and the sponsor identified below ("Sponsor").

Sponsor Name: _____

RECITALS

Central Utah SHRM is hosting the FUELHR Conference 2027, on Thursday, May 20, 2027, at the Marriott Hotel and Conference Center, 101 W 100 N, Provo, UT 84601. The conference is scheduled from 7:30 a.m. to 4:00 p.m. Sponsor desires to sponsor the Event.

In consideration of the mutual promises and covenants contained in this Agreement, the parties hereby agree as follows:

1. Central Utah SHRM Obligations

In consideration for Sponsor's participation in the Event, CUSHRM shall provide Sponsor the benefits set out in the 2027 FUELHR Conference Sponsorship Packet, which is incorporated herein and made a part of this Agreement.

2. Sponsor Obligations

For its participation as a Sponsor in the Event, Sponsor shall pay to CUSHRM the Sponsorship Fee corresponding to the sponsorship level selected below:

Sponsorship Level	Sponsorship Fee
Platinum – Networking Breakfast Sponsor	$4,000
Platinum – Networking Lunch Sponsor	$4,000
Gold – Speaker Sponsor	$3,000
Silver – Exhibitor Only Sponsor	$1,000

The Sponsorship Fee is payable to Central Utah SHRM and is due upon signing of this Agreement. Once the Agreement has been received, the CUSHRM Treasurer will provide an invoice for payment. Payment may be made through the invoice link or by mail.
Mailing address: Central Utah SHRM, P.O. Box 2317, Provo, UT 84603.

3. Sponsor Trademarks/Sponsor Materials

Subject to the terms and conditions of this Agreement, Sponsor grants to CUSHRM the right to use Sponsor's trademarks, trade names, logo designs, and company descriptions as prepared and delivered to CUSHRM by Sponsor ("Sponsor Materials"), in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the Event and in accordance with Sponsor's trademark usage guidelines.

4. Indemnity

4.1 CUSHRM shall not be responsible for any loss of or damage to property of Sponsor, its employees, agents, contractors, or assigns nor for any personal injury to Sponsor's officers, directors, employees, agents, contractors, and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or willful misconduct of CUSHRM, its representatives, or officers.

4.2 Sponsor shall indemnify, defend, and hold CUSHRM harmless from and against any claims arising out of, or relating directly or indirectly to, content on Sponsor's respective websites, use of Sponsor's trademarks and logos, and Sponsor Materials.

4.3 Sponsor will give CUSHRM prompt written notice of any claim or suit coming within the purview of these indemnities.

5. Limitation of Liability

Except with respect to Section 4.3, in no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits), regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose, or otherwise, and even if advised of the possibility of such damages. Notwithstanding anything else in this Agreement, CUSHRM's liability for any claim against CUSHRM shall be limited to the amount of the Sponsorship Fee actually paid by Sponsor under this Agreement.

6. Representations

Each party hereby represents and warrants that it has the full power to enter and perform according to the terms of this Agreement.

7. Term and Termination

7.1 Term

Subject to the terms and conditions herein, this Agreement shall be effective upon the Effective Date and shall continue through May 27, 2027, one week past the Event date, unless earlier terminated as otherwise provided in this Agreement (the "Term").

7.2 Termination by CUSHRM

CUSHRM shall be entitled to cancel the Event and/or terminate this Agreement at any time for any reason. In the event CUSHRM terminates this Agreement for any reason other than Sponsor's breach, CUSHRM shall refund any fees received from Sponsor and, at Sponsor's expense, return any materials, equipment, hardware, and/or software loaned by Sponsor for the Event.

7.3 Termination by Sponsor; Effect of Termination

a) Sponsor may terminate this Agreement for breach by CUSHRM after giving CUSHRM at least ten (10) days' prior written notice specifying the nature of the breach and giving CUSHRM no less than ten (10) days to cure such breach. In the event such breach remains uncured at the end of the notice period, this Agreement shall terminate on the tenth day. If breach occurs fewer than ten (10) days prior to the Event, Sponsor may terminate this Agreement for breach if such breach is not cured by the first day of the Event.

b) If CUSHRM terminates this Agreement for Sponsor's breach, CUSHRM shall retain any fees received from Sponsor, which fees shall be due and payable notwithstanding any such termination. Any equipment, materials, and hardware or software of Sponsor shall be returned at the end of the Event and, in the interim, may be used for the purposes contemplated herein notwithstanding such termination.

c) If Sponsor terminates for CUSHRM's breach, Sponsor shall be entitled to seek a full refund of any fees paid and for the return of any equipment, materials, and hardware or software of Sponsor.

7.4 Survival

In the event of termination or expiration of this Agreement, paragraphs 4, 5, 6, 7, and 8 shall survive.

8. Miscellaneous

8.1 Notices

All notices, authorizations, and requests in connection with this Agreement shall be deemed given on the day they are (i) deposited in the mail, postage prepaid, certified or registered, return receipt requested; or (ii) sent by air express courier, charges prepaid; and sent to the address in the recitals. Sponsor agrees to send a copy of any notices by email to CentralUtahSHRM@gmail.com.

8.2 Relationship

This Agreement does not constitute and shall not be construed as constituting a partnership or joint venture relationship between or among the parties.

8.3 Confidentiality

Each party expressly undertakes to retain in confidence all information and know-how transmitted to it by the other party that the disclosing party has designated as proprietary and/or confidential or that, by the nature of the circumstances surrounding the disclosure, ought in good faith to be treated as proprietary and/or confidential, and will make no use of such information and know-how except under the terms, for the purposes of, and during the existence of this Agreement. Each party's obligation under this Agreement with respect to any particular information shall extend to the earlier of such time as such information is publicly available through no fault of the receiving party or five (5) years following termination of the Agreement.

8.4 Governing Law/Jurisdiction

This Agreement shall be governed and interpreted in accordance with the laws of the State of Utah. Sponsor consents to the exclusive jurisdiction and venue of the courts in the State of Utah.

8.5 Assignment

This Agreement may not be assigned by either party without prior written consent of the other party.

FUELHR CONFERENCE 2027

SPONSORSHIP AGREEMENT ACKNOWLEDGMENT

_____ (Company's Name) agrees to purchase a sponsorship package for the FUELHR Conference on May 20, 2027, at the sponsorship level selected below in exchange for the benefits set out in the 2027 FUELHR Conference Sponsorship Packet and agrees to pay the corresponding fee.

The company will promptly send a high-resolution logo to the same email address to which the signed agreement is sent.

Select Sponsorship Level

☐ Platinum – Networking Breakfast Sponsor	$4,000
☐ Platinum – Networking Lunch Sponsor	$4,000
☐ Gold – Speaker Sponsor	$3,000
☐ Silver – Exhibitor Only Sponsor	$1,000

Sponsorship Contact

Name:

_____

Email: _____ Phone: _____

Complimentary Conference Passes

Names and email addresses for the complimentary conference passes included with your sponsorship:

Pass #1 Name: _____ Email: _____

Pass #2 Name: _____ Email: _____

Platinum sponsors receive 4 complimentary event passes. Gold and Silver sponsors receive 2 complimentary event passes. Additional passes may be purchased; please speak with your conference representative about current pricing. Additional passes are available at a cost. If your extra person is a member of SHRM, it is $95 if they are not a member of SHRM, it is $235. Please contact your Central Utah SHRM representative if you would like more passes.

Booth & Event Needs

Central Utah SHRM will provide a table and chairs for exhibitors as outlined in the sponsorship packet. Please let us know if you need power so we can place you by an electrical outlet. You are responsible for providing your own extension cord.

Do you need power? ☐ Yes ☐ No

Other booth space needs/requests: _____

_____

Dietary Restrictions

Breakfast and lunch are provided. Do either of your company representatives have any dietary restrictions?

_____

Signatures

The parties below have executed this Agreement as of the date set out below.

Sponsor's Signature: _____ Date: _____

Print Name: _____ Title: _____

CUSHRM Representative Signature: _____ Date: _____

Print Name: _____ Title: _____

Date money received: _____

Received by: _____

THANK YOU FOR SUPPORTING CENTRAL UTAH SHRM & FUELHR 2027!