



~ SPONSORSHIP PACKET ~



2026

FuelHR CONFERENCE

H JOURNEY

The HR Trailhead: Navigate with Purpose

Thursday, May 14, 2026
Full-day Conference at
The Belvedere Event Center
106 W 5600 N, Provo, UT 84604

SRM[®]
Central Utah

What is Central Utah SHRM?

Central Utah SHRM is a non-profit organization that has been serving Human Resource professionals and others interested in HR for 50 years. The chapter's purpose is to support and elevate HR. We do this by providing professional development through monthly meetings and creating networking opportunities for our approximately 200+ members. We provide scholarships for members seeking professional certification. As our name suggests, most of our chapter members come from the Central Utah area, including Utah, Wasatch, Sanpete, Duchesne, Uintah, Carbon, Grand, and San Juan counties. However, membership is open to anyone that is a member of SHRM.

Central Utah SHRM is one of five chapters within the state of Utah that receives training, support, and resources from national SHRM.

What is the FuelHR Conference?

The FuelHR Conference is a one-day conference, giving our members and other professionals an opportunity to come together to be inspired, learn, and network.

Companies like yours are an important part of the FuelHR Conference experience. As a conference sponsor, we consider you a partner in the conference, helping attendees to keep abreast of current offerings in all things that support HR: technology, benefits, payroll services, engagement, etc. Understanding the importance of this partnership, we strive to maximize opportunities for attendees and sponsors to interact with each other.

What will the FuelHR Conference look like this year?

The 2026 FuelHR Conference will be at THE BELVEDERE Provo. This venue compliments the overall conference experience with a space that is completely devoted to our conference, allows us to use our own amazing caterer, has a state-of-the-art audio/visual system with professionals to run it, and plenty of on-site parking.

We strive to create an environment that fosters lots of opportunity for interaction between our sponsors and the conference attendees. The majority of the conference will take place in one large ballroom with round tables set up in the middle, and the sponsors' booths around the perimeter of the room. We encourage sponsors to join our attendees for meals and engage with them in the two networking events throughout the day. Because sponsor booths are in the same room as the classes, sponsors get the opportunity to learn and grow with the attendees (giving you something additional to talk about as attendees visit your booth!).

To further encourage interaction between sponsors and attendees, we conduct a passport contest and schedule time between classes that is dedicated sponsor time.

Past sponsors have mentioned that the FuelHR Conference is one of their favorites because of the level of engagement with the attendees.





Sponsorship Levels

ALL SPONSORS

- Exhibitor booth set-up around the perimeter of main ballroom
 - Insert promo items in swag bags
- Participate with attendees at networking events during the conference
 - Logo on Central Utah SHRM website
 - Email list of attendees (available post-conference)

ALL SPONSORSHIPS INCLUDE 2 CONFERENCE PASSES

Conference pass includes breakfast, lunch, and attendance at networking and speaker events.
Additional passes may be purchased for additional sponsor attendees.

	Platinum	Gold	Silver
Sponsorship Amount	\$3,500	\$2,000	\$1,000
Workshop/Roundtable Sponsor • Largest-sized name & logo on all promo material • Name & logo on welcome sign in venue entry • Name & logo on ballroom signage during 2 networking events • Up to 5 minutes of video/slide presentation before each of the networking events • Up to 2 pre-conference emails sent out to CUSHRM's database (500+ addresses) with Sponsor's messaging • Pick of location of sponsor booth • 8' table for booth space	 1 sponsorships available		
Speaker or Networking Sponsor • Medium-sized name & logo on all promo material • Name & logo on welcome sign in venue entry • Up to 5-minutes of video/slide presentation before speaker • Name & logo on attendee tables • Up to 1 pre-conference email sent to CUSHRM's database (500+ addresses) with Sponsor's messaging • 6' table for booth space		 5 sponsorships available	
Exhibitor Only • Name & logo on CUSHRM website • Name & logo on marketing material • 6' table for booth space			 10 sponsorships available

What does a sponsorship look like for the FuelHR Conference?

As was previously mentioned, we consider sponsors to be partners in our conference. Keeping that in mind, we try to design an experience that maximizes opportunities for sponsors and attendees to interact.

- The sponsor booths are set up around the perimeter of the room, and all food and networking activities happen in the same room, creating greater visibility and enhanced opportunities to network.
- We encourage sponsors to participate in the conference's networking activities with attendees.
- The schedule is planned with breaks in between speakers, giving attendees opportunities to visit with sponsors and not miss the educational presentations.
- Depending on the level of sponsorship you choose, sponsors have opportunities to make a short presentation to all attendees.

Fuel HR Conference Schedule

Following is a **tentative** schedule, giving you a rough idea of what the conference day will look like. Sponsors will receive a detailed schedule once it is finalized.

Time	Event
8:00 a.m.	Registration & Breakfast
8:30 a.m.	Keynote Speaker
9:30 a.m.	Networking Activity
10:00 a.m.	Visit Sponsors
10:30 a.m.	Speaker
11:30 a.m.	Lunch
12:15 p.m.	Speaker
1:15 p.m.	Visit Sponsors
1:45 p.m.	Speaker
2:45 p.m.	Networking Activity
3:00 p.m.	Speaker
4:15 p.m.	Conference ends



Answers to Questions

When is the FuelHR Conference in 2026?

The conference will be all day on Thursday, May 14, 2026. We are in the process of finalizing the schedule, so we don't have the exact times yet. Tentatively plan on arriving about 7 a.m. to set up. The last presenter will be finishing about 4:30 p.m. See page 4 for a sample agenda.

Where will the conference?

The conference will be at The Belvedere Provo at 106 W 5600 N, Provo, UT 84606. It is at the mouth of the Provo Canyon. There is plenty of on-site parking.

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

Read through the Event Sponsorship Agreement on pages 6–7 of this packet, then complete the Sponsorship Agreement Acknowledgment on page 8, and send the acknowledgment back to your Central Utah SHRM contact. (Names and email addresses are below.)

Please send a high-res logo along with the acknowledgment so we can include your company's logo in our marketing materials.

The acknowledgment has a place for you to provide the name and contact info for the person at your company that will be coordinating your sponsorship booth preparations for the conference. It is important we receive that information so we can keep your company up-to-date with conference details.

What do I get as a sponsor?

We have 3 sponsorship levels. The chart on page 3 of this packet details what your company will get in exchange for sponsoring. Every sponsor gets 2 conference passes which includes breakfast and lunch.

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

You are welcome to send more than two people! There is a cost for additional passes. If your extra person is a member of SHRM, it is \$85; if they are not a member of SHRM, it is \$200. Let your CUSHRM contact know if you need more passes.

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

Central Utah SHRM has three board members dedicated to helping our sponsors. You are welcome to work with any of them:

Steve Smith	Steven.Smith@isolvedhcm.com	(385) 352-6111 (cell)
Matt Hilbig	Hilbigmatt@gmail.com	(801) 651-2211 (cell)
Kari Stephens	kari.stephens@reverehealth.com	(702) 335-8510 (cell)





Event Sponsorship Agreement

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

Sponsor Name: _____

RECITALS

The Central Utah SHRM is hosting the following event: Annual FuelHR Conference, Thursday, May 14, 2026, and 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 the Sponsor the benefits set out on the 2026 FuelHR Conference Sponsorship Level page (page 3 of this packet), which is incorporated and hereby made a part of this Agreement.

2. **Sponsor Obligations.**

For its participation as a Sponsor in the Event, Sponsor shall pay to CUSHRM a Sponsorship Fee, as set out below:

Platinum Sponsorship:	\$3,500
Gold Sponsorship:	\$2,000
Silver Sponsorship:	\$1,000

The Sponsorship Fee is payable to Central Utah SHRM, due on date of Agreement signing. Once the agreement has been received you will receive an invoice from the CUSHRM Treasurer to collect payment. You may pay directly through the invoice link or by mail. The mailing address is:
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, and 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 and 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 their respective web sites, 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

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 22, 2026, 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, and 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 Central 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.



Sponsorship Agreement Acknowledgment

_____ (Company's Name) agrees to purchase a sponsorship package for the FuelHR Conference on May 14, 2026, at the _____ sponsorship level in exchange for the benefits set out on page 3 of this packet and agree to pay the corresponding fee. The company will immediately send a high-res logo to the same email address the signed agreement is sent to.

Platinum: \$3,500

Gold: \$2,000

Silver: \$1,000

Contact information of the person who is responsible for coordinating your company's sponsorship needs:

Name: _____ Email: _____ Phone: _____

Names and email addresses for Two Complimentary Conference Passes:

Pass #1 Name _____ Email: _____

Pass #2 Name _____ Email: _____

Do you need additional conference passes? If so, they may be purchased for \$85 for SHRM members and \$200 for non-SHRM members. Speak with your conference representative for more information.

Central Utah SHRM will provide a table and 2 chairs for each exhibitor (see page 3 for table lengths). 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? _____

Do you have any other needs/requests for your booth space: _____

Breakfast and Lunch are provided. Do either of your company representatives have any dietary restrictions: _____

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

Sponsor's Signature: _____ Date: _____

Print Name: _____ Title: _____

A great big THANK YOU from Central Utah SHRM!

To be completed by Central Utah SHRM representative:

Signature: _____ Date: _____

Please print name: _____ Title: _____

Date money received: _____ Received by: _____