



## SPONSOR PROSPECTUS

### Event Overview

**The National Retail Federation's Human Resources Executives Summit** is the retail industry's most influential event for senior-level human resources and employment law executives to network and strengthen key industry contacts in an intimate setting. *Workforce management issues are at the forefront, even more so now given a slowly recovering economy and new mandates from Washington proposed or in implementation.*

The 2012 **HR Executives Summit** is especially timely as it will explore "*Charting Retail Workforce Challenges in Changing Times.*"

**NRF's HR Executives Summit 2012** also brings together members of the NRF Human Resources Executives Council, the NRF Health and Employee Benefits Committee and members of the NRF Committee on Employment Law to explore new trends and strategies in human resources policy and employment law. Held at the W Hotel in downtown Dallas, **NRF's HR Executives Summit 2012** will promote peer discussion and knowledge sharing around key issues in labor management through a dynamic and participatory educational program. You will learn about innovative trends in retail executive compensation and retention, employment law, health care and more!

## Proposed Topics

**NRF's HR Executives Summit 2012** will focus on "Building the Right Workforce for a Changing Economy" Individual session topics are in development.

### Preliminary Topic Ideas – HREC Summit 2012

#### ***"Charting Retail Workforce Needs in Changing Times"***

Planning best for the worst disasters

Right-sizing retail compensation

How to develop and retain talent

Solving the newest pension challenges

Growing versus recruiting managers

Counting to a 30-Hour Workweek—will the ACA Mandate reshape staffing patterns?

Considerations in designing wellness programs

Solving workforce needs amidst declining unemployment

Workplace violence – how to prepare the workplace to meet new challenges in turbulent times

Compensation Alternatives – When more money isn't an option

Immigration: I-9, e-verify and enforcement

All sessions **must include** at least one retail co-presenter

Additional session topic ideas are warmly welcomed and encouraged – please contact Neil Trautwein ([trautweinn@nrf.com](mailto:trautweinn@nrf.com) or 202-626-8170).

## **Agenda Overview\***

### **Tuesday, October 9, 2012\***

12:00 pm – 4:00 pm	HR Sessions
5:00 pm – 7:00 pm	NRF Welcome Reception (Sponsored)

### **Wednesday, October 10, 2012\***

8:00 am – 8:30 am	Summit Networking Breakfast
8:30 am – 12:00 pm	HR Sessions
12:00 pm – 1:00 pm	Keynote Luncheon
1:00 pm – 4:00 pm	Employment Law Sessions
4:00 pm – 5:30 pm	Round Table Discussions
5:30 pm – 7:00 pm	Networking Reception

### **Thursday, October 11, 2012\***

8:00 am – 8:30 am	Continental Breakfast
8:30 am – 1:00 pm	Employment Law Sessions
1:00 pm	Adjourn

**\* Agenda times subject to change**

**Content / Session Sponsor Level**  
**Content Partnership: Gold Sponsor**

**(2) Available at \$10,000 each – OPEN**

- 1.) **Content Partner** addresses entire conference during an hour general session that is held with no competing events. **Content Partner** will work with NRF staff in the development of the content. Preliminary topics under consideration are:
  - Planning best for the worst disasters
  - Right-sizing retail compensation
  - How to develop and retain talent
  - Solving the newest pension challenges
  - Growing versus recruiting managers
  - Counting to a 30-Hour Workweek—will the ACA Mandate reshape staffing patterns?
  - Considerations in designing wellness programs
  - Solving workforce needs amidst declining unemployment
  - Workplace violence – how to prepare the workplace to meet new challenges in turbulent times
  - Compensation Alternatives – When more money isn't an option
  - Immigration: I-9, e-verify and enforcement
- 2.) Recognized as a **Gold Sponsor** of the summit within the pre-show marketing/invitations, on the NRF Human Resources Summit 2010 web site page, on-site signage, within the onsite program materials, and in marketing emails promoting the summit upon receipt of signed sponsorship agreement.
- 3.) May include a 75-word or less company description in the on-site program materials.
- 4.) May include up to a 20-page SPONSOR marketing and/or white paper document in the on-site program materials.
- 5.) May send four people to attend the summit. These four people include speakers for the sponsored session unless the content spokesperson is only participating in the session.
- 6.) Will receive ten complimentary registrations to extend to retail clients who are non-NRF members to attend the summit. Please note that NRF reserves the right to approve the invitation list.
- 7.) Will receive the post-event attendee mailing list (name, title, company, address) for a one-time use.

**Sponsor Level**

Event Sponsor: **Silver Sponsor**

**2 Available at \$7,500 each – OPEN**

**Luncheon Keynote / Networking Reception**

**Sponsorship Benefits:**

- 1.) Will be recognized as a Silver Sponsor of the summit within the pre-show marketing/invitations, on the NRF Human Resources Summit web site page, on-site signage, within the summit's resource manual, and in marketing emails promoting the summit upon receipt of signed sponsorship agreement.
- 2.) Recognized as a Silver Sponsor of the summit within the pre-show marketing/invitations, on the NRF Human Resources Summit web site page, on-site signage, within the on-site program materials, and in marketing emails promoting the summit upon receipt of signed sponsorship agreement.
- 3.) May include a 75-word or less company description in the on-site program materials.
- 4.) May include up to a 20-page SPONSOR marketing and/or white paper document in the on-site program materials.
- 5.) May send three (3) people to attend the summit. These three (3) people include the representatives attending the sponsored event (luncheon / reception) unless the representatives attending the sponsored event are attending only that event.
- 6.) Will receive seven (7) complimentary registrations to extend to retail clients who are non-NRF members to attend the summit. Please note that NRF reserves the right to approve the invitation list.
- 7.) Will receive the post-event attendee mailing list (name, title, company, address) for a one-time use.

**Wednesday Luncheon**

- a. Wednesday Luncheon will feature a keynote speaker and include a seated lunch for all summit attendees with no competing events; sponsor may provide a brief introduction of speaker.
- b. Luncheon sponsor will receive logo recognition on the summit 2010 web site
- c. with a direct link to content partner's web site, on the primary summit invitation
- d. and on on-site sponsorship signage

**Thursday Networking Reception**

- a. Thursday Networking Reception is a networking opportunity for all summit attendees with no competing events.
- b. Event Partner will receive signage and verbal recognition at the event and may distribute "party favors" during the reception.
- c. Reception sponsor will receive logo recognition on the summit 2009 web site with a direct link to content partner's web site, on the primary summit invitation and on on-site sponsorship signage

**Sponsor Level**

Overall Summit Sponsor: **Bronze Sponsor**

**Available at \$5,000 each – OPEN**

**Sponsorship Benefits:**

- 1.) Will be recognized as a Bronze Sponsor of the summit within the pre-show marketing/invitations, on the NRF Human Resources Summit web site page, on-site signage, within the on-site program materials, and in marketing emails promoting the summit upon receipt of signed sponsorship agreement.
- 2.) May include a 75-word or less company description in the summit's resource manual.
- 3.) May include up to a 20-page SPONSOR marketing and/or white paper document in the on-site program materials.
- 4.) Will receive priority consideration for presentation of an approved and agreed HR topic.
- 5.) May send two (2) people to attend the summit.
- 6.) Will receive three (3) complimentary registrations to extend to retail clients who are non-NRF members to attend the summit. Please note that NRF reserves the right to approve the invitation list.
- 7.) Will receive the post-event attendee mailing list (name, title, company, address) for a one-time use.

**Contact**

For more information on all sponsorship opportunities, please contact Lisa Marzetti ([marzettel@nrf.com](mailto:marzettel@nrf.com) or 202-626-8136).