



2018 **MEDIA KIT**

ADVANCING LEARNING AND DEVELOPMENT FOR PROFESSIONALS IN RECRUITING AND
HUMAN RESOURCES THROUGH CONTENT, EDUCATION, CONFERENCES AND NETWORKING EVENTS.



Tired of burning your
budget on
INEFFECTIVE
one-time events?



GET READY FOR
AN ENTIRE YEAR
OF **SPONSORSHIP**
EXPOSURE AND ROI
FOR 1 PRICE

INTRODUCING THE RECRUITERS.NETWORK





EXAMPLES FROM RECENT RECRUITING CONFERENCES

RECENT CONTENT

- The Future of Recruiting
- Building Credibility & Influence
- Business Relationships
- Competitive Intelligence
- Social Sourcing
- The Digital Candidate

RECENT SPEAKERS

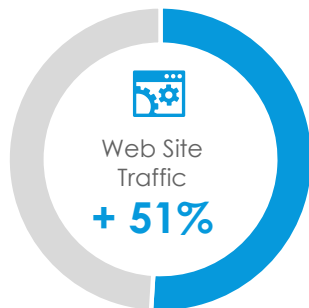
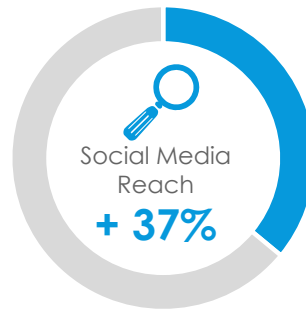
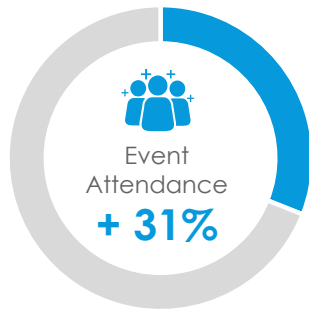
- Johnny Campbell
- Lou Adler
- Stacy Zappar
- John Vlastelica
- Steve Lowisz
- Geoff Peterson
- Carmen Hudson

IN ADDITION TO THE CONFERENCES..



2017 YoY REVIEW

Reach and Growth



Demographics

Seniority Level

34% are Senior

Event Attendees

200 to 450 (Event Range)
50 to 80 (Lunch & Learn Range)

Corporate Recruiting

80%+

ATTENDEES: SAMPLE TITLES & COMPANIES

SAMPLE TITLES	
Recruiting Manager	VP, Recruiting
Talent Acquisition Specialist	Director, Human Resources
Sourcer	Talent Manager
Director Recruiting	Sr Talent Advisor
Sr Recruiter	Talent Sourcer
HR Manager	Director, Operations
Director, Talent Acquisition	Talent Partner
Clinical Recruiter	Sr TA Project Manager
Sr Sourcing Specialist	Sr IT Sourcer
IT Recruiter	HR Generalist
VP, Talent Management	Clinical Sourcer

SAMPLE COMPANIES	
Amazon	American Family
MongoDB	Sleep Number
3M	Facebook
Fairview Health Systems	Cargill
General Mills	Jostens
Mortensen Construction	YMCA
Allina Health	Mayo Clinic
LinkedIn	Accenture
Target	Health Partners
Microsoft	New Relic
Google	Wells Fargo



SPONSORSHIP DURATION

1 Year

12 Months

52 Weeks

365 Days

8,760 Hours

525,600 Minutes

31,536,000 Seconds



EXPOSURE DELIVERED

All **conferences**

All **networking events**

On all **webinars**

Across all **web sites**

Blog posts

All **social channels**

+ More!

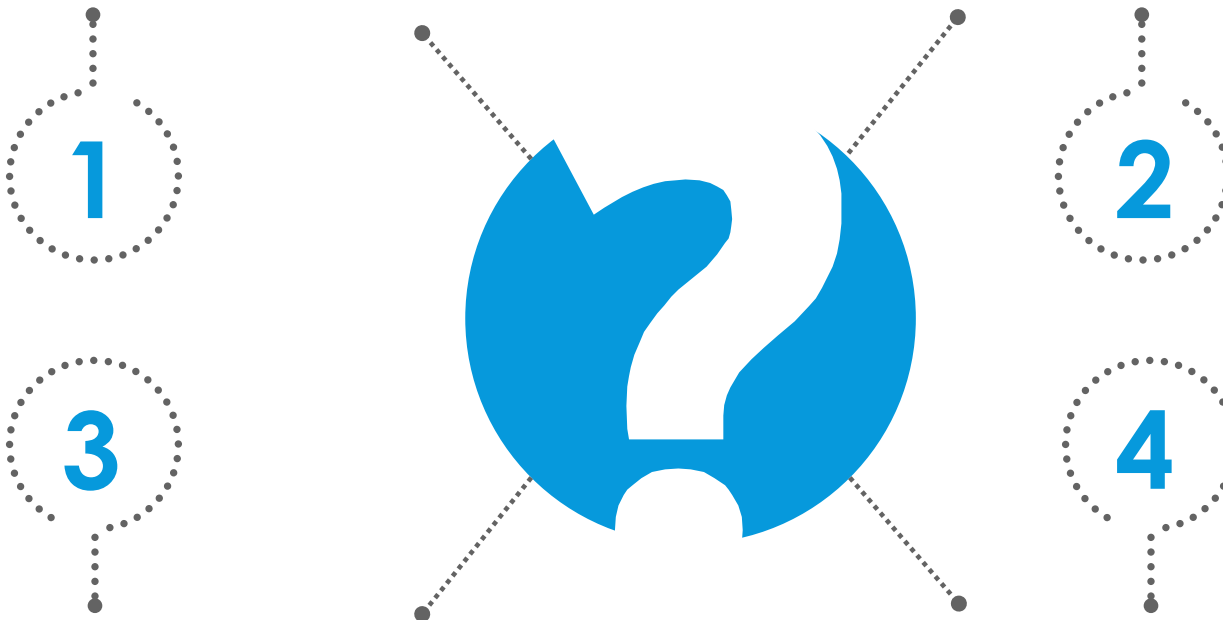
WHAT'S INCLUDED

Sponsorship Highlights	Event Sponsor	Underwriting Sponsor	Community Sponsor
Event Exposure	✓	✓	✓
Sponsor listing - Web Site	✓	✓	✓
Food Sponsor	✓	✓	✓
Social Media Exposure	✓	✓	✓
Content Distribution	✓	✓	✓
Prize Giveaway & Drawing	✓	✓	✓
Attendee List	✓	✓	✓
+ Contact information		✓	✓
Conference Booth		✓	✓
Logo On Lanyard @ Events		✓	✓
Lunch & Learn / Happy Hour / Social		✓	✓
Conference Kick-off & Message			✓
Advisory Board Seat			✓
Additional Web Branding			✓
Speaking Slot (Conference Session)			✓
Conference Passes (Sponsor/Client)	3	6	12

FAQs

Do I need to attend every event? Sponsors are welcome to attend all events, however, in-person attendance is not required. It is recommended for the conferences. Regardless, we will ensure your brand is represented throughout the event and included in all materials and promotional announcements.

Why do you limit the number of sponsors? We want to ensure our sponsors receive the best exposure possible and yield the highest ROI so we do place a cap / limit on the number of sponsorships we sold.



What about my competitors? We believe competition is a good thing. We do offer sponsor exclusivity options if you are interested in "owning" your specific category. Please inquire for additional details

Are there speaking opportunities available for sponsors? Our focus is to deliver the highest learning opportunities at our events. Speaking opportunities are available for the "national" sponsor, as long as the content is approved and is not a "commercial".