

# Talent HQ Network Media Kit



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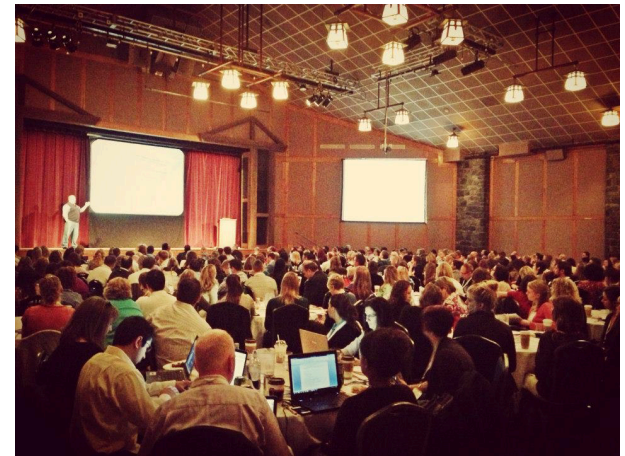
ADVANCING TALENT ACQUISITION LEARNING AND DEVELOPMENT THROUGH CONTENT, EDUCATION, CONFERENCES AND NETWORKING FOR PROFESSIONALS IN RECRUITING AND HUMAN RESOURCES.

# Recruiting Conferences

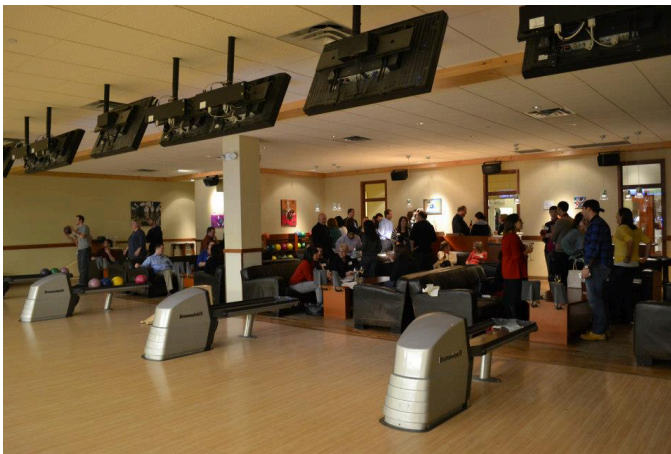


Recent speakers include:

- Annie Chae (Competitive Intelligence)
- Carmen Hudson (Social Outreach)
- John Vlastellica (Recruiter Effectiveness)
- Ben Gotkin (Candidate Experience)
- William Arruda (Personal Branding)
- Joanie Courtney (The Digital Candidate)



# Peer Networking





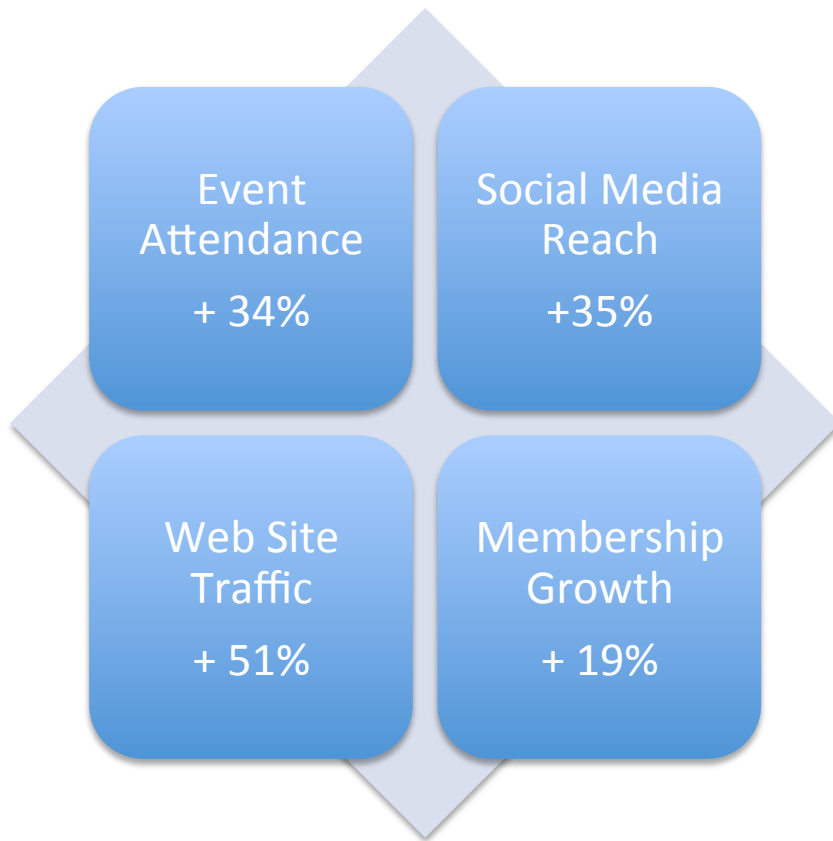
# Charitable Giving & Community Involvement





# 2014 – 2015 YoY Review

## Reach and Growth:



## Demographics

- Seniority Level
  - 31% are Senior
- Average Event Attendees
  - 310 (Conferences)
  - 68 (Lunch & Learn)
- Corporate / Agency
  - 73% / 27%

# 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         |                    |
|--------------------------|--------------------|
| Best Buy                 | American Family    |
| Regions Hospital         | Sleep Number       |
| 3M                       | Shop NBC           |
| Fairview Health Systems  | Cargill            |
| General Mills            | Jostens            |
| Mortensen Construction   | YMCA               |
| Allina Health            | Mayo Clinic        |
| Robert Half Interational | Accenture          |
| Target                   | Health Partners    |
| Microsoft                | Buffalo WildbWings |
| SNI Technology           | Anchor Bank        |

# Sample List of Sponsors





# Conference Sponsorship Summary

| COMMUNITY  | 2015<br>EVENT<br>SPONSOR<br>(ANNUAL) | 2015<br>UNDERWRITING<br>SPONSOR<br>(ANNUAL) | 2016<br>EVENT<br>SPONSOR<br>(ANNUAL) | 2016<br>UNDERWRITING<br>SPONSOR<br>(ANNUAL) |
|------------|--------------------------------------|---|--------------------------------------|---|
| Wisconsin  | \$2,500                              | \$4,500                                     | \$5,900                              | \$10,900                                    |
| Florida    | \$2,500                              | \$4,500                                     | \$5,900                              | \$10,900                                    |
| Minnesota  | Sold Out                             | Sold Out                                    | \$5,900                              | \$11,900                                    |
| California | \$4,000                              | \$6,900                                     | \$7,900                              | \$15,900                                    |
| Charlotte  | Sold Out                             | Sold Out                                    | \$5,900                              | \$10,900                                    |
| Arizona    | Sold Out                             | Sold Out                                    | \$5,900                              | \$10,900                                    |

- ❖ Since 2012, 108% of MN Recruiters Sponsorship & Event Revenue in 2014 has been re-invested into conferences, technology, branding, giveaways, and the community.

# What's Included

| Sponsorship Highlights             | Event Sponsors | Community Sponsors |
|------------------------------------|----------------|--------------------|
| Event Exposure & Message           | ✓              | ✓                  |
| Sponsor listing - Web Site         | ✓              | ✓                  |
| Food Sponsor                       | ✓              | ✓                  |
| Social Media Exposure              | ✓              | ✓                  |
| Prize Giveaway & Drawing           | ✓              | ✓                  |
| Logo Lanyard @ Events              |                | ✓                  |
| Co-branded 2016 Calendar           |                | ✓                  |
| Happy Hour / Social Event          |                | ✓                  |
| Webinar Sponsor                    |                | ✓                  |
| Conference Kick-off & Message      |                | ✓                  |
| Web Site Banner & Title Bar Ad     |                | ✓                  |
| Conference Passes (Sponsor/Client) | 2              | 5                  |

# Add On Items

| Add-on Sponsorship                           | Sponsorship | Additional Detail   |
|--|-------------|---|
| Title Bar Ad (Talent HQ)                     | \$750       | Title bar ad is run-of-site custom color, message, and URL destination. Requires 2 month commitment.                |
| Title Bar Ad (All Recruiting Properties)     | \$1200      |   |
| 468 x 60 Banner (All Recruiting Properties)  | \$1,500     | Flash banners permitted. All banners require 2 month commitment.  |
| 250 x 300 Banner (All Recruiting Properties) | \$2,000     |   |
| Sponsored Blog Post (Talent HQ)              | \$5,000     | Custom content created for sponsored blog post.   |
| Sponsored Blog Post (Across (All Properties) | \$7,000     |   |
| Webinar Sponsor – 1 Event                    | \$4,900     | Sponsor logo on all material. Includes sponsor message, attendee list, contact info, and Webinar software licenses. |
| Webinar Sponsor – 2 Events                   | \$6,900     |   |
| Annual Boat Cruise Event                     | Contact Us  | Fall event, Lake Minnetonka.  |

Our network includes 75,000+ connections, members and followers between all of our communities and social channels tools including and are leveraged to drive additional exposure to advertisers. The target audience is Talent Acquisition leaders, Recruiters and HR professionals / decision makers involved in recruiting, Annually, ads receive over 2 million impressions.



# Sponsorship Discount Options

| # of Communities | Event Sponsors | Underwriting Sponsors |
|------------------|----------------|-----------------------|
| 1 Community      | N/A            | N/A                   |
| 2 Communities    | N/A            | 5%                    |
| 3 Communities    | 5%             | 7.5%                  |
| 4 Communities    | 5%             | 10%                   |
| 5 Communities    | 7.5%           | 12.5%                 |
| 6 Communities    | 10%            | 15%                   |

## 2015 Events

| Community  | Conference | Lunch & Learn | Webinar | Networking |
|------------|------------|---------------|---------|------------|
| Wisconsin  | 1          | N/A           | 1       | N/A        |
| Florida    | 1          | N/A           | 1       | N/A        |
| Minnesota  | 3          | 2             | 1       | 1          |
| California | 1          | 1             | 1       | 3          |
| Charlotte  | N/A        | N/A           | 1       | 1          |
| Arizona    | N/A        | N/A           | 1       | 1          |

## 2016 Events

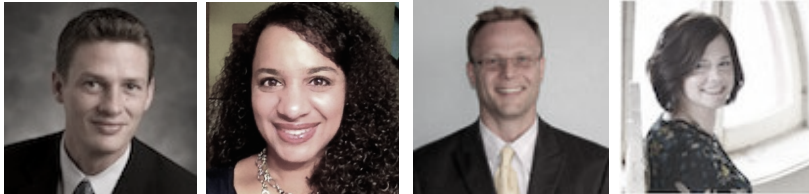
| Community  | Conference | Lunch & Learn | Webinar | Networking |
|------------|------------|---------------|---------|------------|
| Wisconsin  | 3          | 1             | 1       | 1          |
| Florida    | 1          | 1             | 1       | 1          |
| Minnesota  | 3          | 2             | 1       | 1          |
| California | 1          | 1             | 1       | 3          |
| Charlotte  | 1          | 1             | 1       | 1          |
| Arizona    | 1          | 1             | 1       | 1          |

# Important To Know

- There is a cap / limit on the number of sponsorships available, call for availability
- Sponsorships are available on a first-come, first-serve basis
- Exclusivity options are available, please inquire for additional details



# Our Advisory Board Members



**Jason Buss**, Recruiting Innovation Officer, SmartRecruiters

**Tiffany Kuehl**, Sr. Account Executive, Versique

**Matt Duffy**, Chief Operating Officer, QTI Group

**Amanda Daering**, Director, Talent Acquisition, Centare



**Tara Storms**, Talent Acq Specialist, Spok, Inc.

**Chris Gasparro**, Vice President, Digital Ops, Findly

**Kris Roessler**, Talent Acq Manager, American Family

**Rob Hoefer**, Talent Sourcer, Best Buy



**Adam Sprecher**, Managing Director, SALO

**Ryan Stene**, Director, Media & Strategy, The Arland Group

**Sean Kelly**, Talent Acq Operations, CUNA Mutual

**Anna Brekka**, Director, Recruitment Svcs, MPG

# Questions?

[CLICK](#) to schedule a call or [CLICK](#) to request additional info via email.



**Jason Buss**  
President & Community Leader  
Tweet @jjbuss

