



HR ● **TECH GROUP**

2017 SPONSORSHIP PACKAGE

WELCOME

The HR Tech Group offers human resources professionals employed in BC tech companies the only forum to learn and exchange relevant knowledge with peers. HR Tech Group is a professional organization that encourages and fosters involvement, contribution, mutual support and life long learning. HR Tech Group serves over 150 mid- to large size member companies in all areas of tech: IT, wireless, digital media, VFX/animation, clean tech and life sciences.

HR Tech Group has been the leader in all things related to technology workers in BC for more than 20 years, including creating the definition of a “high tech professional” and “high tech company” in the Employment Standards Act of BC. Our members are VPs & Directors of HR, Talent Acquisition Managers, Recruiters, HR Generalists and more. We are proud to provide this network to assist these individuals with implementing meaningful and competitive practices to contribute to the success of their business.



Allison Rutherford

Allison Rutherford
Founder & Executive Director
HR Tech Group

MISSION

Through a community of knowledge sharing, HR Tech Group drives and delivers HR value within tech companies and champions the needs of the industry.

STATS

150+
tech companies

(members include Hootsuite, Electronic Arts, Sony Imageworks, Ballard, Mobify, BuildDirect, etc.)

600+
individual HR reps

working at these companies

12,000
technology employees

operating for 20+ years

CORE VALUES

COLLABORATION – we bring together tech companies to share information and help grow BC tech companies

IMPACTFUL – we deliver results that assist HR leaders and their organizations

LEADERSHIP – we provide thought leadership

AGILITY – we respond quickly and resourcefully to the needs of the industry and our members



Talent Conference for the Tech Industry 2015



Holiday Party 2014

WHAT WE DO

- produce the annual BC High Tech Salary Survey
- collect data to share competitive data on employment practices in tech companies
- provide 6-8 larger annual events for members on topics like performance, coaching, compensation, etc.
- run a Mentorship Program for HR people working for tech companies
- offer smaller working groups that meet monthly on Recruitment, Strategy, Generalist topics, Digital Entertainment, etc.
- keep members informed - weekly newsletter and updates as they happen on immigration, salary premiums, education grants, etc.
- provide the tech industry a group benefits plan - pooling together to save costs & get expert advice from consultants
- conduct the tech industry's employee benefits survey
- provide the network and social events for members to connect
- run leadership development programs for tech employees
- collect and share tech metrics for the industry (revenue per employee, cost of turnover, etc.)
- provide a bi-annual talent conference for the tech industry (the 2017 conference will be the 7th one!)

Exposure, Recognition and Participation



Tara Kemes - Vice President, Culture & Talent
at Rainmaker Entertainment Inc.



2015 Talent Conference for the Tech Industry keynote speaker
Jeff Ryan ,VP of People for GoPro

For more information, contact Allison Rutherford
of the HR Tech Group at 604-874-2653 or
arutherford@hrtechgroup.com



www.hrtechgroup.com



Minister of Technology, Amrik Virk speaking at the 2015 Talent
Conference for the Tech Industry.



Attendees of the 2015 Talent Conference for the Tech Industry.

Annual Sponsorship

The HR Tech Group invites you to take on an industry leadership role as a 2017 Sponsor. Our annual sponsorship opportunities are all-encompassing. That means your sponsorship dollars work to support our educational sessions, membership services and offerings, as well as our special events. Annual sponsors of the HR Tech Group have the greatest level of exposure to our audience.



Derek Isley, Talent Acquisition Manager, Hootsuite

- All sponsors are granted first right of refusal for subsequent years sponsorship
- The HR Tech Group reserves the right to review and amend sponsorship annually

BENEFITS	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
	EXCLUSIVE TO INDUSTRY	EXCLUSIVE TO INDUSTRY		
Company logo on HR Tech Group website	✓	✓	✓	✓
Signage and introductions at member events	4 events	3 events	2 events	1 event
Social media recognition: Twitter mentions	3 mentions/ month	2 mentions/ month	1 mention/ month	1 mention/ 2 months
Company logo on weekly HR Tech Group newsletter	✓	✓	✓	✓
Sponsor spotlight emailed to all members	✓	✓		
Complimentary tickets for 2 attendees to 4 events	✓	✓	1 attendee, 2 events	
Recognition in all post-event communications	✓	✓		
Opportunity to distribute corporate & logo material at sessions facilitated by your organization	4 sessions	3 sessions		

Conference Sponsorship

The Talent Conference is a one-day forum that will bring together approximately 350 Leaders and HR professionals of the technology community to share, learn and gather the tools and information needed to continue the development and growth of our most valuable resource – people. The conference takes place every two years and the next one is scheduled for Fall 2017. This will be the 7th conference we've held and will deliver informative sessions designed to fit the diverse needs of our technology community. We have received overwhelmingly positive sponsor feedback on our past conferences. Past Talent Conferences occurred in 2005, 2007, 2009, 2011, 2013, and 2015.

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BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
	\$10,000	\$7,500	\$5,000	\$4,000
	EXCLUSIVE TO INDUSTRY	EXCLUSIVE TO INDUSTRY		
Premier logo placement on the HR Tech Group event page promoting this event & social media platforms	✓			
Podium time to introduce or thank both breakfast and lunch keynote speakers	✓			
Recognition in all marketing and collateral materials, print and electronic & on conference app	✓	✓	✓	✓
Recognition on corresponding websites	✓	✓	✓	✓
Recognition in all post-event communications	✓	✓	✓	✓
Company logo on event signage and AV presentations	✓	✓	✓	
Opportunity to distribute corporate & logo materials	✓	at breakout sessions	at breakout sessions	at reception only
Signage at conference sessions	both keynote sessions	2 breakout sessions		
Introduce at breakout sessions	3 breakout sessions	2 breakout sessions	1 breakout session	
Complimentary full-day tickets	5	4	2	1