



**Workplace &
Employment
Law
Update**

2013
**Exhibit & Sponsorship
Information**

Preparing Employers for 2013 Employment Issues

Workplace & Employment Law Update (WELU) Background

Each year Employers Group (EG) provides California HR professionals with an annual Workplace & Employment Law Update (WELU) covering the issues, laws and practices organizations must prepare for in the upcoming year. Unlike other legal updates, Employers Group provides its WELU early – before the new year – so employers can adequately prepare for any compliance complexities. Additionally, EG's program covers timely workplace issues, since not all employment issues are legal in nature. Employers Group is preparing this year's program to include a general session Q&A luncheon, and 2 or more concurrent / breakout sessions.

WELU Exhibit and Sponsorship

Sponsorship and exhibiting exposure will be to approximately 600 total attendees from over 500 employers. Each attendee represents approximately 250 individual employees. Demographics and other information from last year's participants are on page 6. Additional demographics are available upon request. It is important to note that a majority of attendees are exposed to early marketing and take advantage of early registration.



WELU Dates and Locations (2012)

<u>Date</u>	<u>Location</u>	<u>Planned Venue</u>
November 8	Riverside, CA	Mission Inn
November 9	Carlsbad, CA	La Costa Resort
November 13	Burbank, CA	Airport Marriott
November 16	Anaheim, CA	Disney's Grand Californian
December 4	San Francisco, CA	Parc 55 Union Square
January 2013	Washington, DC / New York, NY	Date and Venue TBA

Draft Agenda

Times	Sessions
8:00 – 8:30	Registration
8:30 – 8:45	Welcome
8:45 – 9:30	General Session 1: C-Level Human Resources Issues
9:30 – 10:40	General Session 2
10:40 – 11:00	Break
11:00 – 12:10	Concurrent Sessions: Round 1*
12:10 – 12:20	Break
12:20 – 1:30	Luncheon and Presentation
1:30 – 1:40	Break
1:40 – 2:50	Concurrent Sessions: Round 2*
2:50 – 3:10	Dessert Break
3:10 – 4:30	General Session 3: Richard Simmons
4:30	Conclusion

* A minimum of two concurrent sessions will be offered per venue.



Planned Attendee Registration Information

Early Bird (by September 30)	1 or 2 Registrations	\$245
	3 or More Registrations	\$196
	Reserved Table of 6	\$1,100 (\$183.33/person)
Regular (after 9/30 & 2 weeks prior to event)	1 or 2 Registrations	\$295
	3 or More Registrations	\$236
	Reserved Table of 6	\$1,350 (\$225.00/person)
Late (less than 2 weeks prior to event)	1 or 2 Registrations	\$325
	3 or More Registrations	\$260
	Reserved Table of 6	\$1,750 (\$291.67/person)
Binder Electronic Materials	\$45 per binder Included with Registration	

Sponsorship and Exhibit Menu

Employers Group's 2013 program allow sponsors and exhibitors more choices so that they can tailor the package to meet their needs and budget. Please contact Employers Group to discuss pricing, options and other details so your firm does not miss exposure.

Sponsor and Promotion Opportunities. (Select 7 or more, save 10%)		
Registration for Staff (per individual, per location): \$150 (must coincide with 1 or more options below)		
Concurrent Session Speaking Opportunity: \$750 (per event) \$3,000 (All 5 min / 6 max) Limited to duration of one concurrent session and includes breakout-room sponsorship (see below)		
Breakfast Sponsorship with Verbal and Print Recognition (one available per location)		
- Anaheim \$2,500	- Burbank \$1,500	- New York \$1,500
- Riverside \$1,500	- Carlsbad \$1,500	- All \$8,000 (5min / 7 max)
- San Francisco \$1,250	- Washington, DC \$1,500	
Luncheon Sponsorship with Verbal and Print Recognition (one available per location)		
- Anaheim \$5,000	- Burbank \$3,000	- New York \$1,500
- Riverside \$3,000	- Carlsbad \$3,000	- All \$20,000 (5 min / 7 max)
- San Francisco \$3,000	- Washington, DC \$3,000	
Supporter Recognition: \$750		
- EGWELU.com website supporter recognition with click-through to supporter's homepage		
- Logo on "Thank You to Our Sponsors" Recognition Banner (at all locations)		
Recognition in Attendee Materials. One two-sided, full-color advertisement page placed in trainee materials (supplied by sponsor in print and electronic formats). Printing available. Deadlines apply. \$750		
Purchase Display / Exhibit Table. One six foot display table at registration area: \$750 (per)		
Employers Group Assistance. Setting Up Display Table: \$250; Staffing Display Table: \$500		
Purchase Reserved Attendee Table (6 per table) for Sponsors' Clients: \$1,100 by September 30; \$1,350 by October 31; \$1,750 after October 31		
Discounted Tickets to Sponsor's Clients (includes custom registration page with logo, registration link and notice that sponsor is subsidizing a portion of registration fee to attend this event): \$750		
Homepage Advertisement. Inclusion of one sponsor-supplied graphic in scrolling ad space (approved by Employers Group) for a one-month period, includes web analytics and click through (employersgroup.com) and one ad in scrolling PowerPoint during the event itself: \$1,500		
PostIt©-Style Cube Giveaway. Sponsor a co-branded giveaway with Employers Group for attendees: Pricing and Giveaway TBD. Limited to one sponsor only. Contact Employers Group for more details.		
Host Pre-WELU Webinar. Be a presenter and presenting firm in Employers Group's webinar series (maximum duration of webinar is 45 minutes and content subject to approval): \$1,500		
Break-Out Room Sponsor: Sponsor one breakout room per event: \$250 (quantities are limited and deadlines apply). This is included in the fee paid for concurrent session speaking (see above).		
Sponsor Attendee Registrations. Sponsor 5 college student registrations (HR or management majors) or 5 HR professionals who are in transition. \$950 (per 1-5 attendees). Includes verbal recognition.		
Advertisement to Individual Training Attendees. One-page advertisement included in all on-site, public and roundtable attendee / trainee materials for a one-month period: \$2,500		

Why Support Employers Group's WELU?

Employers Group's Workplace & Employment Law Update is unlike other Employment Law Updates. Through everyday intelligence we receive through our helpline services, we are in a unique position to know what employers are currently facing and recommend courses of action. Through our judicial and legislative outreach and advocacy, we know what employers will face from impending and recent court decisions and legislation. Coupling our frontline helpline expertise with our advocacy prowess allows us to offer a breadth of contemporary topics as well as well-rounded speakers – not just from one law firm or organization, but several. This approach makes for a more appealing legal update than our competitors or law-firm specific events.

Additionally, Employers Group themes its WELU to be lively and engaging at venues that are high quality, such as Disney's Grand Californian (pictures from last year's event are profiled in this sponsorship package). Topics are also planned within a couple months of the actual events, so that content is current and relevant – bringing enormous value to the attendees.

Previous Presenting Firms, Supporters and Sponsors



Credit Offered

Employers Group is proud to offer attendees and presenters HRCI (Human Resources Certification Institute) Credits as well as State Bar of California (MCLE) Credits.



Attendee Demographics From Last Year

WELU Location:

Burbank	135
Ontario	95
San Diego	85
Anaheim	210
San Francisco	50
All	575

Employers Group Members versus Non-Members:

Members	460
Non-Members	115

Registration Types:

Early Bird (prior to 9/30 cutoff)	351
Regular (two weeks prior)	71
Late	118

Employees at Facility

45 or less	11%
46 – 99	23%
100 – 249	30%
250 – 999	30%
over 1,000	6%

Attendee Answers Regarding:

Company is Global	32%
Only Operates in U.S.	30%
Only Operates in CA	38%
Only Uses CA Policies	41%
Location-Specific Policies	19%

Industry Breakdown

Manufacturing	26%
Services, Retail, etc	7%
Professional Services	17%
Not for Profit	10%
Entertainment & Tech	11%
Wholesale, Trade	6%
Healthcare	5%
Other	8%

Other Includes: Agriculture, Construction, Education, Entertainment, Travel, Telecommunications, and Real Estate.



Sponsorship and Exhibit Selections

Please use the menu on page 4 to indicate choices and fees. Indicate total and remove this page from the packet. Complete reverse side and return to Employers Group. Deadlines begin to apply on June 15, 2012, so please request a deadline sheet from Employers Group. We encourage you to contact Employers Group in advance to discuss your objectives so that we can tailor a package for you and send you a WELU supporter proposal with fees.

Selections	Indicate Locations	Indicate Fee
Registration for Staff (per individual, per location):		
Concurrent Session Speaking Opportunity		
Breakfast Sponsorship with Verbal and Print Recognition		
Luncheon Sponsorship with Verbal and Print Recognition		
Supporter Recognition: EGWELU.com Website Recognition and Banner		
Recognition in Attendee Materials		
Purchase Display / Exhibit Table		
Employers Group Assistance		
Purchase Reserved Attendee Table (6 per table)		
Discounted Tickets to Sponsor's Clients		
Homepage Advertisement (including scrolling ad during event)		
PostIt©-Style Cube Giveaway		
Host Pre-WELU Webinar		
Break-Out Room Sponsor		
Sponsor Attendee Registrations		
Advertisement to Individual Training Attendees		
Sponsorship of Washington and/or New York Event(s) – call for details		
SUB-TOTAL		=
DISCOUNT: Order 7 or more of the above and deduct 10%		-
TOTAL		\$

Sponsorship / Exhibit Application

Thank you for supporting Employers Group's 2013 Workplace & Employment Law Update (WELU). We believe that this program will provide even more value to our supporters and attendees. Please complete the information below, remove this page and return it to Jeffrey Hull (jhull@employersgroup.com or 213.226-0216 fax) to your Client Service representative.

Contact: _____

Title: _____

Organization: _____

Address: _____

City State ZIP: _____

Phone: _____

Email: _____

Locations Interested in: Anaheim Washington, DC Carlsbad
(circle all that apply) Riverside San Francisco Burbank
 New York

Exhibit or Sponsorship Amount: \$_____ (from reverse side)

By signing below, I acknowledge that my organization would like to sponsor, exhibit and/or support the Employers Group's WELU. I understand that deadlines and timeframes begin to apply on June 15 to some of the items listed in this packet and failure to meet appropriate timeframes may decrease my organization's exposure and that failure to meet timelines does not constitute a refund for any funds paid. Please request a sponsor deadlines sheet from Employers Group. We reserve the right to cancel, change venues, agenda, topics and other event-specific information. If one location is not offered, appropriate financial refunds will only be provided for that specific event. No prorated refunds will be given for selections covering all events as these are priced at a baseline of 5 events. A minimum of 5 WELUs will be delivered, with a maximum of 7 included within the scope of this offering. Employers Group reserves the right to review/approve sponsor content, restrict or limit sponsorships, exhibitors and/or supporters accordingly.

Upon return, Employers Group will review your application, clarify any terms (if needed) and provide you with an invoice that is due immediately and payable by check or credit card. By signing and returning this form, you agree to pay the full amount indicated above upon receipt of invoice.

Signature: _____ Date: _____

For more information contact:
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El Segundo, CA 90245

