

TOTAL 2012 REWARDS

WorldatWork Conference & Exhibition

ORLANDO, FL

MAY 21-23

GAYLORD PALMS RESORT & CONVENTION CENTER



sponsor
& exhibitor

prospectus

This was our first time to exhibit at WorldatWork and it was a great experience. The show was run very well and the quality of the attendees was excellent.”

Phil Edwards | V.P. Business Development | CompensationMaster

www.worldatwork.org/conference

WorldatWork
The Total Rewards Association

The Suddath Companies has been an exhibitor at the WorldatWork Total Rewards Conference for several years. This event has always been a success for us, with both active booth traffic and the generation of multiple leads. The committee does a good job scheduling events in the exhibit hall as well as encouraging attendees to visit and get to know the exhibitors.”

JOLYCE LEDVINA | Global Sales Account Executive | Suddath

A Different Kind of Conference

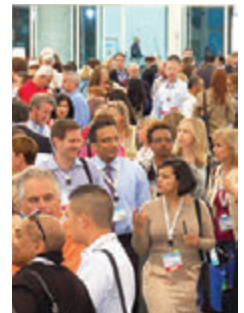
Founded in 1955, WorldatWork provides HR practitioners with knowledge leadership to effectively implement total rewards — compensation, benefits, work-life and executive rewards. With 30,000 members and customers in 100 countries, our Total Rewards Conference & Exhibition is the premier event for HR executives and specialists who want to learn from the profession’s top thought leaders, network with peers and find solutions to today’s challenges. It is a complete total rewards learning experience.

Invaluable Client Time That is Hard to Beat

With paid attendance at the 2011 conference being the highest in three years, exhibitors and sponsors reported a noticeable increase in the quality of sales leads they received compared to 2009 and 2010. Come join this growing opportunity by being an exhibitor or sponsor of the WorldatWork Total Rewards 2012 Conference & Exhibition in Orlando, FL. We anticipate more mid- to senior-level HR professionals looking for new ways to help their organizations succeed. And the **face-to-face time you spend with these prospects** cannot be duplicated at Webinars, at virtual events or through direct mail.

True Partnerships

Being a sponsor or exhibitor at our Total Rewards Conference is one of the best opportunities of the year to reach decision makers interested in implementing programs and products that will help their organizations improve business performance. Our conference team is dedicated to providing the best service and support to our sponsors and exhibitors, and we make sure our staff is always available to answer questions or help find solutions to challenging questions. We truly value your presence and consider you our guest.



Have a
sponsorship
idea?



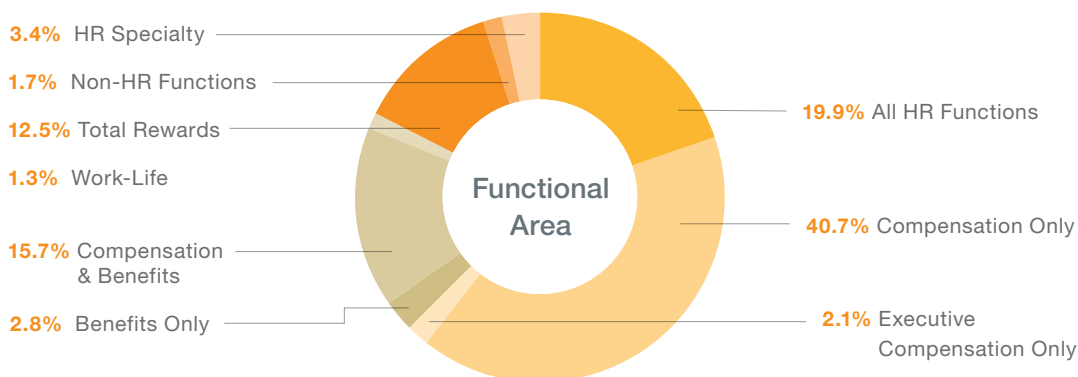
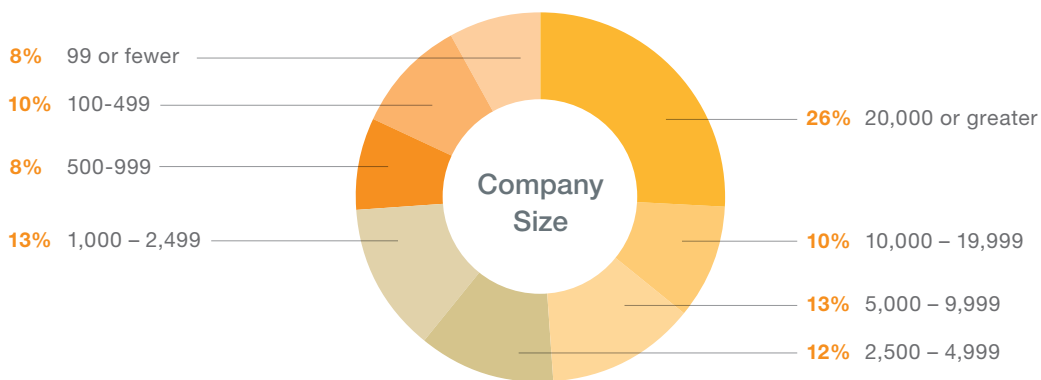
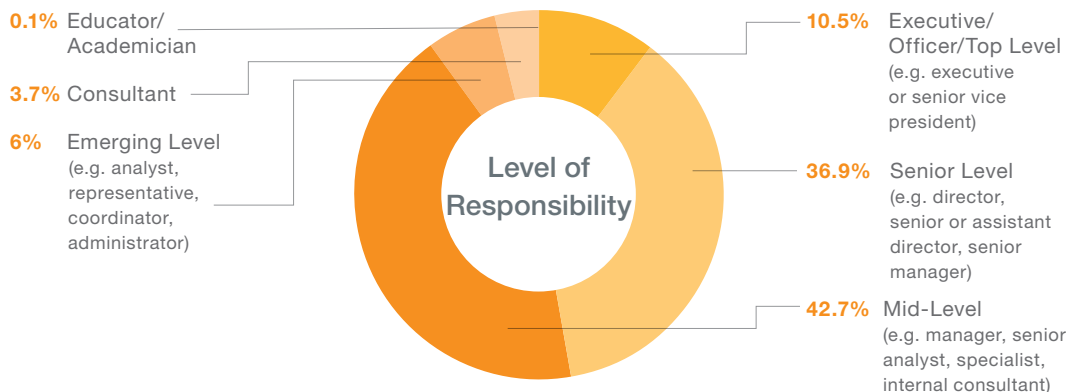
Share it
with Audrey.

Audrey.Johnson@worldatwork.org

Attendees were the management and senior management level — ideal for connecting to the right person in a prospective client organization. Excellent opportunity to get qualified leads!”

GILLIAN OECHSLIN | President | Prompt>, Inc.

WorldatWork Conference Demographics



WorldatWork continues to attract key players in the industry and tops the Inspirus list of 'must participate' events. This show is a valuable opportunity for us to make new contacts and check in with current customers, friends and colleagues." Robbie Floyd | Vice President, Sales | Inspirus



Orlando Means Sales Opportunities!

Since the WorldatWork Total Rewards 2012 Conference & Exhibition will be in Orlando, you have the opportunity to stand out in a big way. Gain visibility in front of a high-level audience of HR decision makers via a wide range of different sponsorships and levels of commitment. Exhibitors and sponsors from 2011 will tell you that the quality of the HR professional leads they obtained was some of the best they have seen. We want you with us in Orlando and will work with you to make it happen.

Sponsorship Benefits

- Signage on item or event sponsored
- Highlighted listing in Conference & Exhibition on-site program guide
- Pre- and post-conference attendee lists
- Logo included in full conference promotional brochure (if submitted by Dec. 1, 2011)
- Listing on the WorldatWork website with a hyperlink to your company's site through May 31, 2012
- Slide presentation during General Session showcasing your company logo to conference attendees
- Sponsorship badge ribbons
- First choice of booth space at the WorldatWork Total Rewards 2013 Conference & Exhibition
- First right to same sponsorship at WorldatWork Total Rewards 2013 Conference & Exhibition

Platinum Sponsors

\$25,000+

*Includes All Sponsorship Benefits Plus:
Three Full Conference Registrations*

Conference T-Shirt

\$25,000

SOLD | Kenexa

Cyber Stations

\$28,000

Available

Conference Bags

\$36,000

SOLD | Kenexa

Social Event

\$40,000

SOLD | Hay Group

Mobile App **NEW!**

\$25,000

SOLD | Towers Watson

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idea?



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Ship packages

Gold Sponsors

\$15,500 – \$24,500

*Includes All Sponsorship Benefits Plus:
Two Full Conference Registrations*

Relaxation Station

\$15,500

SOLD | Buck Consultants

Badges & Lanyards

\$16,000

SOLD | Towers Watson

Lunch in Exhibit Hall

\$16,000 Each

■ Monday *Available*

■ Tuesday *Available*

Hotel Room Key

\$17,000

SOLD | VPI Pet Insurance

Conference Notebook

\$18,000

Available

Opening General Session

\$18,000

Available

Water Bottles & Water

\$20,500

Available

Silver Sponsors

\$8,000 – \$15,000

*Includes All Sponsorship Benefits Plus:
One Full Conference Registration*

Continental Breakfast

\$8,000

■ Monday AM *Available*

■ Wednesday AM *Available*

Celebrate the Profession: Breakfast with Special Presentation

\$11,000

SOLD | ADP

Grand Prize Drawings

\$9,000

SOLD | SuccessFactors

Pilates Class & Continental Breakfast

\$9,000

Available

Conference Pen

\$10,000

SOLD | OC Tanner

Bookstore

\$10,000

SOLD | Longnecker & Associates

Closing General Session

\$10,000

Available

Wellness Screening Station

\$10,500

SOLD | Quest Diagnostics

Monday Evening Expo Hall Reception

\$15,000

Available

Hotel Room Drop

\$11,500

Available

*Water/beverage room drop to
approximately 1200 attendee rooms.*

WorldatWork conferences offer the best sales ROI for our marketing dollars, and the assistance from WorldatWork makes participating in a meaningful way a much easier effort, allowing us to focus on creating impact on target buyers.”

TED BRIGGS | Principal | Better Sales Comp Consultants

Bronze Sponsors

\$4,000 – \$7,500

Includes All Sponsorship Benefits

Exhibitor Lounge

\$4,000

SOLD | HRMarketer.com

Career Center at Information Booth

\$5,000

Available

Daily Updates

\$5,000

Available

(Includes an ad in workshop room slide presentation – preworkshop)

Networking Break

\$5,500

- Monday AM **SOLD** | Culpepper & Associates
- Monday PM **SOLD** | Pearl Meyer & Partners
- Tuesday AM Available
- Tuesday PM Available
- Wednesday AM Available

Workshop Tracks, Online Handouts & Electronic Sign Outside Workshop Rooms

\$6,000 each

- Compensation **SOLD** | Kenexa
- Benefits Available
- Executive Compensation **SOLD** | Cogent Compensation Partners
- Total Rewards Available
- Work-Life Available

Exhibit Hall Entrance Screen 2 Available

\$6,500

1 SOLD | Globoforce

Hotel Room Drops

\$7,500

Room drops limited to one company each day. Price may change due to size and method of room drop.

- Monday AM **SOLD** | ADP
- Monday PM **SOLD** | Sun Life Financial
- Tuesday AM **SOLD** | Care Innovations

Skyscraper Web Banner Ad

\$5,200 Each

Ad space – 120 X 600 pixels

Available

Leaderboard Web Banner Ad

\$4,300 Each

Ad space – 468 X 60 pixels

Available

Smaller sponsorships may be combined to raise sponsor recognition level. Sponsorships sold as of March 20, 2012.

contact

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WorldatWork

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Scottsdale, AZ 85260 USA

The annual WorldatWork Total Rewards Conference and Expo is a must-attend event for our organization and many of our clients. The event provides excellent educational and networking sessions with high quality attendees and exhibitors. We have participated in the Total Rewards Conference for many years and plan to do so in the future.” MARK WILLAMAN | Founder and CEO | HRmarketer.com

Extra Promotional Opportunities

Conference Program Guide Four-Color Advertisement

Price: \$1,895 – \$3,595

Complement your presence by placing a color ad in the popular conference program guide distributed to every registrant on site.

Covers

Inside Front Cover
\$2,995
SOLD | Buck Consultants

Inside Back Cover
\$2,895
SOLD | Towers Watson

Back Cover
\$3,595
SOLD | Xactly Corp.

Tabs

General Information Front
\$2,595
Available

General Information Back
\$2,595
SOLD | Sibson Consulting

Special Events Front \$2,195
Available

Special Events Back \$2,195
SOLD | Quest Diagnostics

Maps Front
\$2,095
Available

Maps Back
\$2,095
Available

Conference Map
and Map Pages
\$3,500
Available

Monday Back
\$1,995
Available

Tuesday Back
\$1,995
Available

Wednesday Back
\$1,895
Available

In Recognition Back \$1,995
Available

Exhibitor Directory Front
\$1,995
Available

Exhibitor Directory Back
\$1,995
Available

Tuesday Night Reception Beer & Wine Sponsorship

Price: \$3,700

Be part of Tuesday’s celebration where peers gather from around the globe to network and explore new products and services in the Exhibit Hall. We have an opportunity for exhibitors (first come first served) to participate as one of the beer & wine sponsors. There will be a variety of beer, red and white wines and margarita stations listed with the sponsor’s booth indicated. The Exhibit Hall food will complement the evening to make for a fun event that will draw traffic into the Expo Hall.



Concierge Service

Base Price: \$1,500 each

Provide concierge service, including car service to and from the conference location’s closest major airport, VIP hotel check-in, luggage service, and possibly a gift in the registrant’s hotel room. The sponsor will be able to select their priority customer(s) to ensure a valuable ROI. In addition, there is a potential for an upgraded package, which may include a ride-along/one on one meeting opportunity, etc. \$1,500 in addition to base price.

Focus Group

Price: \$3,500 each

A WorldatWork topic-specific focus group with a limited number of customers that will be held during the conference. The sponsor is able to submit additional questions (approval required) prior to the discussion and will receive the results and analysis of the responses.

Personal Best has exhibited at WorldatWork for years and due to the quality of leads we receive every year, we continue to participate as exhibitors. Our investment pays off every year in new sales plus we appreciate the opportunity to see numerous existing clients face-to-face at the booth and at social events.”

JULS OWENSBY | VP Major Accounts | Personal Best

Exhibitor Opportunities

The WorldatWork Exhibition Hall is one of the only shows offering you irreplaceable face-to-face time with today’s leading HR decision makers. With more than 155 exhibit booths, our conference is a showcase of the latest in compensation, benefits, work-life and total rewards products and services. As an exhibitor, you’ll receive a consistent flow of high-quality traffic on the exhibition floor, exclusive networking opportunities and more. Reserve your space today, as we are already more than 75% sold out.

Booth Pricing

10' x 10'	\$3,595
10' x 10' Corner	\$3,895
10' x 20'	\$7,190
10' x 30'	\$10,785
20' x 20' Island	\$14,380

Application must be accompanied with full payment within 30 days of application.

Virtual Exhibit Booth

Price: \$300

Share your products and services with attendees and interested parties who cannot attend the conference. Your online message will run for two months prior to and two months following the conference. Display up to three product or services categories with your logo, URL link, Flash demo (provided by you), description and email links. Only available to exhibitors.

Show Hours & Exhibitor Information

Tentative schedule; subject to change

Saturday, May 19, 2012

10:00 am – 5:00 pm Exhibitor Registration Open

10:00 am – 5:00 pm Exhibitor Move-In

Sunday, May 20, 2012

7:00 am – 7:00 pm Exhibitor Registration

7:00 am – 7:00 pm Exhibitor Move-In

Monday, May 21, 2012

6:30 am – 6:30 pm Exhibitor Registration

11:00 am – 2:00 pm Exhibit Hall Open/Lunch

2:00 pm – 3:30 pm Exhibitor Appreciation Reception

4:00 pm – 6:30 pm Exhibit Hall Open/Reception

Tuesday, May 22, 2012

6:30 am – 5:00 pm Exhibitor Registration

11:00 am – 2:00 pm Exhibit Hall Open/Lunch

4:30 pm – 6:30 pm Exhibit Hall Open/
Beer & Wine Tasting Reception

6:30 pm – 8:30 pm Optional Move-Out

Wednesday, May 23, 2012

8:00 am – 12:00 pm Move-Out



workspan Exhibitor Showcase

Price: \$900

Promote your company, products or booth giveaways in front of 22,000+ prospects with a 1/6 page ad in the April 2012 issue. Include your logo, contact information and booth number.

This past conference was a huge success for us, thanks to the coordinated efforts of the WorldatWork staff! We took advantage of sponsorship and other vendor opportunities at the conference ... and it really paid off. We brought home more 'warm leads' than ever before."

HARRIET STEWART | Managing Partner | Stewart Daly, Inc

2012 Sponsors & Exhibitors

Sponsors are listed in orange

Achievers
(Formerly I Love Rewards)

Acius Benefit Engineering

ADP

Aflac

Alliant Credit Union

Aon Hewitt

Aquire

ARAG

Bank of America Merrill Lynch

Bright Horizons Family
Solutions

Brown Brothers LTD (BBH)

Buck Consultants

Business Insurance

Cabela's Inc.

Care Innovations

Care.com

CIGNA International

Cogent Compensation Partners

College Coach

Colletti-Fiss LLC

Compdata Surveys

ComPsych

Culpepper and Associates Inc.

Cultural Awareness
International

Davanti Corporation

DBSquared

Decusoft

eDocAmerica

eeStrategy

Employee Benefit News

Enterprise Information
Resources

Enwisen

Epic Hearing Healthcare

Equilar Inc.

ERI Economic Research
Institute

Excellence in Motivation

Flexible Benefit Service
Corporation (FLEX)

GC Incentives™, A Division
of GiftCertificates.com

GeoBlue

Giftcards.com

Giftcard Partners Inc.

Global Equity Organizationi

Globoforce

GS3 — The Cartwright
Companies

Hager Strategic

Halogen Software

Hay Group

HCR Software

HelloWallet

Home Instead Senior Care

HR Certification Institute

HRmarketer.com

HRN Performance Solutions

HRVendors.com

Human Resource Executive
Magazine

IHRIM

ING Employee Benefits

Inspirus

JourneyWell by Health
Partners

Keas

Kenexa

L.L. Bean Direct to Business

LabCorp

Lands' End Gift Cards

LaserBeam Software

Legal Access Plans LLC

Levenger

Longnecker & Associates

Madison Performance Group

March of Dimes Foundation

Marketing Innovators

MarketPay

Medinet Consultores

Mercer

MetLife Center for Special
Needs Planning

Michael C. Fina

MTM Recognition

National Gift Card

NICE Systems

O.C. Tanner

Optum

PayCheck Direct

PayFlex Systems USA Inc.

PayScale

Pearl Meyer & Partners

Prompt> Inc.

Purchasing Power

PWC

Quest Diagnostics Inc.

SBC Systems

Scholarship Management
Services

SHPS

Sibson Consulting, a Division
of Segal

Sittercity Corporate Program

Society for Human Resource
Management

Spiralinks

Stewart Daly Inc.

SuccessFactors

Suddath

Sun Life Financial

Taleo

Talent Edge Software

Tango Health

TharpeRobbins

The Health & Wellness
Institute

The Newport Group

The Standard

Towers Watson

Universal Data Corporation

US Bureau of Labor Statistics

vielife

VitalSmarts

VPI Pet Insurance

VSP Vision Care

WageWorks

Willis

Workforce Management

Workstream Inc.

Xactly Corporation

ZS Associates

List is current as of March 20, 2012.

www.worldatwork.org/conference

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WorldatWork
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