INSTITUTE FOR HUMAN RESOURCES

HR SPONSORSHIP

Online Certification Program built by industry experts

NEW!
Product demo included in package.
Book by Dec. 31st

- 100 hours of pertinent education & content
- Access to a skilled & trained client base
- Demonstrated Thought Leadership
- Premier branding in a dedicated and focused community
- Give your clients the gift of education

IHR CERTIFIED

www.instituteforhumanresources.com

Produced by HR.com

Underwriting the cost of education puts you front and center of tomorrow's leaders

What sponsorship opportunities are available?

This Sponsorship aligns you to a one-year program that keeps your firm top of mind, builds thought leadership, garners industry research and offers unparalleled branding opportunities. HR.com, the largest social community dedicated to human resources, with more than 200,000 opt-in members and the leader in online events, is confident sponsorship in its Institute for Human Resources provides branding, lead generation and an opportunity for corporations to become a driving force in creating a certified talent pool of HR professionals and executives.

IHR Sponsorship

As an IHR sponsor, your organization is guaranteed maximum exposure on all marketing material to ensure your brand is always in front of the targeted audience. This is achieved through research, online conferences, webcasts, onsite branding and email marketing that is rolled into one cost-effective package that expands your reach over 12 months. Also included:

- Four virtual events plus complete contact information of all event registrants
- Three speaking opportunities
- Postal ready lists
- Targeted emails, pay-per-leads, newsletter sponsorship
- Premier buyer's guide listing
- Premier logo placement on the Institute's community page
- New product demonstration

A valuable asset of IHR Sponsorship is a variety of marketing opportunities geared to drive lead generation and branding for your corporation. These include an email campaign to 5,000 HR.com members, 100 free leads from a pay per lead program, and one enewsletter sponsorship. The availability of this offer and its quantity is subject to the time of booking.

Participation in virtual events is another component of sponsorship. It creates an even bigger audience for your corporation to target. Virtual events forego the limitations and costs associated with a physical event and deliver your message to the targeted audience you need. Integrated social media allows you to chat one-on-one in real time with prospects and network with other HR executives and professionals.

IHR Sponsorship

Volume Discount Pricing Available!

3 Institutes – **7%** Discount
5 Institutes – **10%** Discount
7 Institutes – **15%** Discount

Product	IHR Sponsorship	Quantity/ Price	Average Leads
Syndicated Research Paper	Platinum sponsor receives logo on one research document. Sponsor will also receive all leads from research downloaded plus receive a generic version for own use.	1 / **$5,000**	1 / **240**
Virtual Events	Four virtual events including a booth and full reporting of activity of the events as well as contact details for all registrants.	4 / **$20,000**	400 / **1,600**
Virtual Product Demo	To be scheduled in one of the virtual events in 2013	1/ **$5,000**	
Speaking Opportunities	Three speaking opportunities that can be scheduled at any of the virtual events or a stand-alone webcast upon approval or at the discretion of the Advisory Board. *additional speaking opportunities may be granted depending on the quality of content presented	3/ **$15,000**	300/ **900**
Postal Ready Lists from Syndicated Webcasts	On all webcasts for this Institute, platinum sponsors will receive logo and company name as underwriter of this Institute at the beginning and end of each webcast. Platinum sponsor will also receive postal ready lists for all registered participants from webcasts.	13 / **$65,000**	300/ **3,900**
Premier Buyers Guide Listing	Includes upgraded listing and reporting from any activity	1/ **$2,000**	
Premier Logo on HR.com community page	Premier Branding–logo on HR.com community page for 12 months	1/ **$2,000**	
Email Targeted to 5,000 members	Email targeted to 5,000 members	1/ **$3,500**	
Pay-Per-Lead Targeted to 100 Members	One Pay-Per-Lead	1/ **$3,500**	1/ **100**
Newsletter Sponsorship	One Newsletter Sponsorship	1/ **$3,500**	
TOTAL VALUE		27 / **$124,500**	**6,740**
TOTAL PRICE			
Payment Option #1	**$24,000 (Bonus: 10,000 additional email names)**		
Payment Option #2	**$2,000/mo.** for 12 mo.		
Total HRCI/IHR Credits	**60**		
Total Leads *	**6,740**		
Cost per lead	**$3.56**		

*Based on average size of Institute. Numbers will fluctuate depending on Institute market capacity.
Sponsorship package is active for 1 year from purchase date.

Last updated October 26, 2012

Certification Programs Available

IHR Institute For Human Resources

Choose The Program That's Right for You...

Each Institute is driven by its own Advisory Board and faculty to ensure that all courses and educational components are state-of-the-art and relevant to current trends in the industry. If you are interested in being part of this Advisory Board please contact HR.com.

Also, if you are interested in delivering an educational webcast on one of these topics? Please go to **www.hr.com/callforspeakers** for complete details.

Vertical Name	Virtual Event Schedule			
Benefits: Cost Containment, Audits and Legal Risks	Nov 7-8/12	Feb 25-26/13	May 8-9/13	Aug 8-9/13
Canadian Masters in HR Strategy and Execution	Nov 19-20/12	Feb 27-28/13	May 13-14/13	Aug 12-13/13
Compensation Best Practices and Trends	Dec 3-4/12	Mar 19-20/13	Jun 6-7/13	Sep 9-10/13
Contract Workforce and Talent Exchanges	Nov 5-6/12	Jan 30-31/13	Apr 22-23/13	Aug 6-7/13
Developing Organizational Leadership Capabilities	Jan 28-29/13	Apr 4-5/13	Jul 8-9/13	Oct 10-11/13
Employee Wellness	Nov 28-29/12	Feb 6-7/13	May 15-16/13	Aug 22-23/13
HR in Government	TBA			
HR Information Systems: Audits, Compliance and Risk Management	Nov 13-14/12	Feb 20-21/13	May 23-24/13	Aug 26-27/13
Integrated Talent Management	Dec 13-14/12	Mar 21-22/13	Jun 19-20/13	Sep 18-19/13
Legal and Compliance: Managing Employer Risk	Nov 15-16/13	Feb 13-14/13	May 21-22/13	Aug 28-29/13
Online Staffing and Sourcing	Jan 14-15/13	Apr 17-18/13	Jul 15-16/13	Oct 17-18/13
Payroll	Jan 22-23/13	Apr 8-9/13	Jul 10-11/13	Oct 15-16/13
Performance Management	Nov 1-2/12	Feb 4-5/13	May 6-7/13	Aug 15-16/13
Quality of Hire	Jan 15-16/13	Apr 29-30/13	Jul 24-25/13	Oct 8-9/13
Recruitment Process Outsourcing	Oct 24-25/12	Jan 17-18/13	Apr 11-12/13	Jul 17-18/13
Rewards and Recognition	Oct 29-30/12	Jan 24-25/13	Apr 24-25/13	Jul 30-31/13
Social Media and Employee Communications	Dec 10-11/12	Mar 4-5/13	Jun 13-14/13	Sep 11-12/13
Technology Enabled Learning	Jan 10-11/13	Apr 15-16/13	Jul 22-23/13	Oct 21-22/13
Workforce Management: Time and Attendance	Dec 5-6/12	Mar 6-7/13	Jun 17-18/13	Sep 16-17/13
Workforce Planning and Analytics	Nov 19-20/12	Feb 11-12/13	May 30-31/13	Aug 19-20/13

Certification

Who should become certified?

Individuals interested in furthering their career and becoming industry experts in specific HR verticals will require certification to be recognized amongst their peers, employers, and vendors. We recommend that individuals have at least two years of practical HR experience to enroll in the program as basic HR functionality and knowledge is a core requirement for this in-depth training.

How does an HR executive become certified?

Over the course of 12 months individuals who are registered in the certification process must:

- Complete 40-100 hours of approved in-classroom or online training with education dedicated towards the vertical they're enrolled in
- Score 60% or above on their certification test
- Conduct 60 or more hours in a job-related function or volunteer internship where they are utilizing these skills

Is there a time to completion?

Yes. Once you have obtained and logged your first certification credit into the system you have 18 months to write the final exam. Any participant who fails to write their exam within this time frame will be subject to a $50 penalty.

Why should I earn my IHR certification?

Certification from the Institute for Human Resources (IHR) provides you with a competitive edge in your professional space.

- Asserts your knowledge of current HR topics/trends within your domain
- Sets you apart from your peers
- Provides the opportunity for growth within your position
- Opens doors to future career opportunities
- Exhibits your dedication to your HR career

Cost of Certification and Enrollment:

Although many courses and credits can be obtained for free, each participant must pay from **$299** to **$399** to enroll in the certification program.

For more information visit **www.instituteforhumanresources.com,** call **1.877.472.6648** or email **sales@hr.com**

Sponsorship
IHR Certificate Program

In accordance with the terms of this Sponsorship Contract, ("the Agreement"), the organization listed below ("the Sponsor") contracts with HR.com Limited ("HR.com") on this ___ day of _____, 20___ for sponsorship of the Institute for Human Resources Program.

Name of Institute

Name of Organization

Contact Name | Contact title

Street Address

City | State | Zip code

Phone | Fax

Email

Website

Name of the Contact as it should appear in marketing and on-site materials

Name of HR.com Sales Representative

Material Requirements: Speaker picture, bio, webcast title, short description and long description must be submitted to HR.com for IHR and HRCI approval no later than four (4) weeks prior to the event. A late fee of $500 will apply for any material that arrives late.

All webcasts must be presented by two (2) people and for virtual events must be live broadcast streaming with audio with systems provided by HR.com. Sponsors must provide local camera and microphone ($299 investment).

Cancellations are not permitted once a program has started.

Sponsorship Package (price ends Dec. 31/2012)

IHR Sponsorship

- ❑ **$24,000 payment**
- ❑ **$2,000/month for 12 months** (due 15th of each month) Starting on_____

- ❑ **Virtual Event #1 Date** _____
- ❑ **Virtual Event #2 Date** _____
- ❑ **Virtual Event #3 Date** _____
- ❑ **Virtual Event #4 Date** _____

Payment ❑ Credit Card ❑ Check - Mail to 124 Wellington St. East, Aurora, ON. Canada L4G 1J1 Attn: HR.com

Credit Card: ❑ VISA ❑ MasterCard ❑ American Express

Card Number | Date: | Expiration Date:

Name on Card | Signature of card holder

In witness thereof, the parties have caused this agreement to be executed by their duly authorized representatives.

Sponsor Contact Name and title | Sponsor Signature

Fax completed contract to (905) 727-4716