



**Business School  
Sponsorship Proposal 2015  
Second HR International Conference**

Never Stand Still

Business School

## Sponsorship Opportunity

The second HR International Conference (HRIC) will attract scholars from diverse locations around the world to share ideas on all aspects of Human Resource Management.

The HRIC is organised by the HR Division of the Academy of Management (AOM) which is a global community of scholars, practitioners, and students that are dedicated to creating and disseminating knowledge about management and organizations. The conference is co-sponsored by the HR Division of the AOM, the Business School and AGSM at UNSW, the Centre for Human Resource Management at the University of South Australia, and Monash University.

Would you like to connect with this exclusive audience of HRM scholars? Want to partner with Australia's leading Business Schools and reach one of the country's largest business alumni networks? Become a HRIC sponsor!

## Event Details

The HRIC2 Conference theme in 2016 is:

“HIGHLIGHTING CONTEXT AND CONCEPTS IN HRM”

The conference will feature three prominent keynote speakers:

David Guest (Kings' College, London, UK),  
Fang Cooke (Monash University) and  
Cheri Ostroff (Centre for Human Resource Management, University of South Australia).

The second HRIC will offer unique opportunities to exchange views on lessons learned and emerging challenges from an Asian-Pacific perspective, and explore current directions in context and concepts in HRM. The conference will also provide opportunities to share work-in-progress and interact with scholars from academia, industry and government with the hope of forging fruitful and ongoing collaborations.

**Date:** February 20-22, 2016

**Venue:** Plenary will be held at the John Niland Scientia Building and all other sessions will be held at the AGSM Building at the UNSW Kensington campus.

**Time:** Daily from 8.00am – 6.00pm

**Guests:** 200 – 250 participants

## Benefits to Sponsors

We look forward to building a strong relationship with each of our sponsors. The following packages are a guide and can be tailored to meet the needs of organisations who have an interest in sponsoring the conference.

Benefit	Bronze \$500	Silver \$1,000	Gold \$1,500	Platinum \$2,500+
Recognition on the HRIC website (Sponsor provides logos and URLs)	✓	✓	✓	✓
Recognition by level on a PowerPoint slide at workshop and paper sessions sponsored primarily by the HR Division	✓	✓	✓	✓
Recognition from the podium at the sponsored event	✓	✓	✓	✓
Notification of sponsorship opportunities at future events	✓	✓	✓	✓
Recognition by level in slides at the Welcome and Award Ceremony	✓	✓	✓	✓
Opportunity to distribute materials at the sponsored event		✓	✓	✓
Participation in handing the award winner the cheque (Awards only)		✓	✓	✓
Photo with the award winner (Awards only; photo shown in newsletter and on website)		✓	✓	✓
Opportunity to provide signage at the event (Sponsors provide their own signage)			✓	✓
Opportunity to address participants at the event (when feasible)				✓
Mailing list of event participants (when feasible)				✓

## **Further Information & Contact**

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