



DEVELOPING LEADERS
IN A SHIFTING WORLD

October 24-25 | Minneapolis, MN

PARTNERSHIP PROSPECTUS



Visit siop.org/Leading-Edge-Consortium to learn about the educational program, registration, and accommodations.

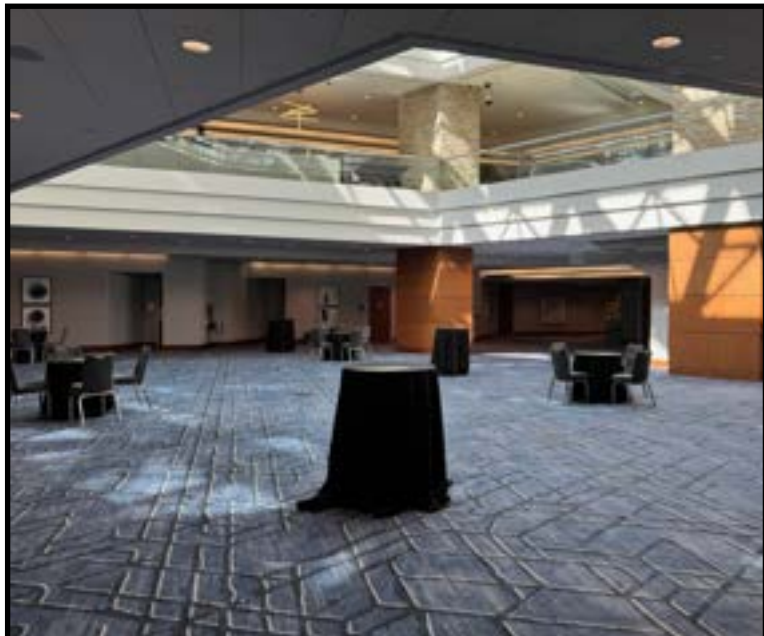
Contact Susan Rogers, CAE at srogers@siop.org

2024 Leading Edge Consortium Partnership Prospectus

- ◆ Partnership opportunities are sold on a first-come, first-served basis.
- ◆ Sales open July 15 2024.
- ◆ Contact Susan Rogers at srogers@siop.org
- ◆ We anticipate 275325 attendees for this event.

LEC Attendance History

2023	Philadelphia	204	Talent Assessment Strategies for the Future
2023	Atlanta	106	Rethinking the Employee Experience
2021	Virtual	215	Leading Edge Leadership Development
2019	Atlanta	332	Leading Edge Assessment for the 2020s
2018	Baltimore	201	High Potential: Identifying, Developing, and Retaining Future Leaders
2017	Minneapolis	247	Talent Analytics: Data Science to Drive People Decisions and Business Impact



Presenting Partner Package

\$7,500

Before the LEC:

- ◆ Complimentary consortium registration for two (2) partner representatives.
- ◆ Pre-event list of LEC attendees four weeks out (Sept. 25, 2024).
- ◆ Pre-event email to U.S. registrants sent by SIOP on the partner's behalf two weeks prior to the LEC (Oct. 9, 2024).
- ◆ Posting of sponsored content on LEC attendee resources webpage.
- ◆ Large logo recognition on main LEC web page.
- ◆ Large logo recognition on registration promotional emails.
- ◆ Social media recognition.

At the LEC:

- ◆ First choice of table location in the Vendor Experience.
- ◆ Large branded sign prominently displayed near Registration Desk.
- ◆ Exclusive pre-LEC scrolling slide. Content provided by partner.
- ◆ Remarks by a partner representative on the first day. Must be approved by SIOP in advance.
- ◆ Large logo recognition on on-site partner signage.



After the LEC:

- ◆ One U.S. mailing list with attendee name, job title, affiliation, and postal mailing address. No Canadian or international addresses. No emails. No telephone numbers. Single-use only. Registrant opt-in required.
- ◆ A thank you email from SIOP to all 2024 LEC Attendees with logos and links to partner websites.

Workshop Partner Package

\$5,000

Before the LEC:

- ◆ Choice:
 - ◆ Complimentary consortium registration for two (2) SIOP members or one (1) nonmember.
- OR
- ◆ Complimentary workshop registration for two (2) SIOP members or for one (1) nonmember.
- ◆ Pre-event list of LEC attendees four weeks out (Sept. 25, 2024).
- ◆ Pre-event email to U.S. workshop registrants sent by SIOP on the partner's behalf one weeks prior to the LEC (Oct. 16, 2024).
- ◆ Posting of sponsored content on LEC attendee resources webpage.
- ◆ Large logo recognition on main LEC web page.
- ◆ Large logo recognition on LEC Promotional Emails PLUS Exclusive logo recognition on Promotional Workshop Emails
- ◆ Social media recognition.

At the LEC:

- ◆ Second choice of table location in the Vendor Experience.
- ◆ Large branded sign prominently displayed near the Workshop rooms.
- ◆ Exclusive pre-workshop scrolling slide. Content provided by partner.
- ◆ Recognition on exclusive LEC scrolling slide. Content provided by partner.
- ◆ Verbal recognition by workshop facilitators at the beginning of each workshop.
- ◆ Large logo recognition on on-site partner signage.

After the LEC:

- ◆ One U.S. mailing list with attendee name, job title, affiliation, and postal mailing address. No Canadian or international addresses. No emails. No telephone numbers. Single-use only. Registrant opt-in required.
- ◆ A thank you email from SIOP to all 2024 LEC Attendees with logos and links to partner websites.

Reception Partner Package

\$5,000

Before the LEC:

- ◆ Choice:
 - ◆ Complimentary consortium registration for (2) SIOP members

OR

 - ◆ Complimentary consortium registration for one (1) nonmember.
- ◆ Pre-event list of LEC attendees four weeks out (Sept. 25, 2024).
- ◆ Posting of sponsored content on LEC attendee resources webpage.
- ◆ Large logo recognition on main LEC web page.
- ◆ Large logo recognition on LEC Promotional Emails
- ◆ Social media recognition

At the LEC:

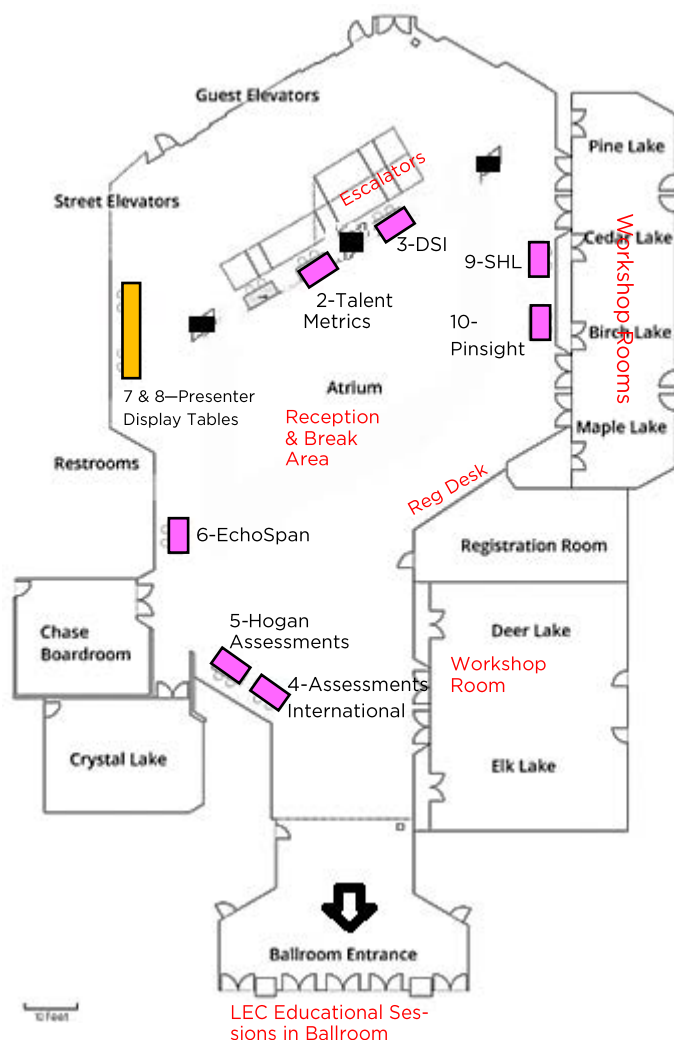
- ◆ Third choice of table in the Vendor Experience.
- ◆ Exclusive host of the reception in the hotel atrium area on Thursday evening. Permission to display partner-supplied swag on the cocktail tables during the event.
- ◆ Hold a drawing and announce the winners of three \$50 gift cards to pay for dinner. Winners must be present to win.
- ◆ Recognition on exclusive LEC scrolling slide. Content provided by partner.
- ◆ Exclusive logo recognition on Reception signage.
- ◆ Large logo recognition on on-site partner signage.

After the LEC:

- ◆ One U.S. mailing list with attendee name, job title, affiliation, and postal mailing address. No Canadian or international addresses. No emails. No telephone numbers. Single-use only. Registrant opt-in required.
- ◆ A thank you email from SIOP to all 2024 LEC Attendees with logos and links to partner websites.



Vendor Experience



■ Indicates a hotel column.

Benefits for Vendor Experience table-only partnership includes one (1) full-consortium registration for a SIOP member to attend.

Escalators are located behind tables 1, 2, and 3.

General sessions will meet in the ballroom near tables 3 and 4.

One workshop will be held Thursday AM in Pine-Cedar-Birch-Maple behind table 9 and 10 and the other workshop will be held in the Deer Lake-Elk Lake rooms near tables 4 and 5.

Restrooms located between tables 6 and 7.

Coffee breaks and Thursday evening reception will be held in the Atrium.

Vendor Experience Table: \$2,000 Each 6 3 Left!

Choice of table is first given to Presenting Partner, then Workshop Partner, Reception Partner, and Evaluation Partner, in that order. The rest of the tables will be chosen by the partner based on invoice date.

- ◆ **Set-up 7:00 AM Thursday.** Benefits include one 6' black-cloth table, two chairs, and one wastebasket. Electrical not included—sold separately.
- ◆ **Thursday:** Vendor Experience will be open during AM registration, the AM coffee break, and the evening reception.
- ◆ **Friday:** Vendor Experience will be open during the AM coffee break and closes at 1:00 PM Friday.
- ◆ **Being at your table during viewing times is not mandatory.** Feel free to set-up with branded materials and enjoy the consortium.

Staff working the table must register for an exhibitor-only badge (\$0), which does NOT include attendance to the educational sessions, meals, or receptions. If staff wish to participate in the educational program as an attendee during the times when the Vendor Experience is closed, then they need a paid registration to attend the consortium (or they need to use a comp registration).



Minneapolis Marriott City Center
30 S 7th St
Minneapolis, MN 55402

To get the SIOP room rate, use the link under “Hotel Information” on the LEC website:

siop.org/Leading-Edge-Consortium

Talent Metrics Consulting is the official Evaluation Partner of the Leading Edge Consortium.

