



AHRD 2027 International Research Conference in the Americas

Powering Human Potential: HRD at the Intersection of Work, Identity, and Innovation

Houston Marriott Westchase • Houston, Texas • February 10–12, 2027 • Virtual Day • January 29, 2027

The Academy of Human Resource Development's 2027 International Research Conference in the Americas invites scholars and practitioners to explore how HRD can develop human potential and power new possibilities in a world defined by rapid change, complexity, and transformation. Providing a powerful backdrop for this conversation, Houston is one of the most economically dynamic, diverse, and globally connected cities in the United States. As organizations navigate the accelerating forces of technological disruption, demographic shifts, and evolving expectations around work and learning, HRD is uniquely positioned to serve as both an anchor and a catalyst for developing people with the capacity to adapt, lead, and thrive in these environments. This year's theme calls us to examine how HRD can expand what is possible for individuals, organizations, and communities by building systems and cultures that invest in human capability at every level.

Why Sponsor or Exhibit at AHRD 2027

The AHRD Annual Conference attracts over 400 attendees, including HRD researchers, practitioners, and students dedicated to fostering growth and excellence in the field. As a sponsor or exhibitor, organizations gain access to a vibrant, engaged community eager for new partnerships and solutions that advance human resource development worldwide.

Enhanced Brand Visibility

- **Logo Placement:** Prominent display of sponsor logos throughout conference platforms—including mobile app, program book, signage, and digital proceedings—maximizes exposure before, during, and after the event.
- **Social Media Recognition:** Your brand will be actively promoted across AHRD's channels, driving engagement and awareness.
- **Program Advertising:** Sponsors benefit from impactful advertising opportunities such as full, half, or quarter-page ads in conference materials.
- **Networking & Engagement Opportunities**
- **Exhibit Tables:** Dedicated space providing direct access to attendees during all breaks, lunches, and receptions.
- **Exclusive Events:** Sponsorship levels include recognition at signature conference gatherings such as keynote sessions, President's Lunch, Town Hall, and networking breaks.
- **Complimentary Registrations:** Most sponsor packages offer complimentary full conference registrations for company representatives and students, ensuring your team's access to every facet of the event.

Secure Your Spot

All sponsorship and exhibiting bookings must be completed and paid in full by January 25, 2027. Exhibit booths will be allocated in order of receipt, with higher-level sponsors receiving priority placement for maximum exposure.

CONFERENCE SPONSOR & EXHIBITOR OPPORTUNITIES

Premier Partner Sponsor - \$7,500

BENEFITS

- Sponsor recognition at keynote and president's lunch
- Recognition on AHRD website, conference emails, and social media before, during, and after conference
- Logo in the conference mobile app, signage, and program book
- Exhibit table
- Full-page program ad (design provided by sponsor)
- Two (2) complimentary full conference registrations
- 10 student full conference registrations

President's Lunch Sponsor (4 available) - \$3,500

BENEFITS

- Recognition on AHRD website, conference emails, and social media before, during, and after conference
- Logo in the conference mobile app, signage, and program book
- Exhibit table
- Half-page program ad (design provided by sponsor)
- Two (2) complimentary full conference registrations

Proceedings Book Sponsor - \$2,750

BENEFITS

- A digital collection of technical submissions, the conference proceedings are a valuable reference document for attendees
- Your branding will be featured on the downloadable eBook supplied to attendees
- Your company logo displayed on the eBook proceedings
- One (1) full page advertisement in the eBook proceedings
- Logo in the conference mobile app, signage, and program book
- Exhibit table
- 1/4-page program ad (design provided by sponsor)
- Two (2) complimentary full conference registrations

Keynote Sponsor (3 available) - \$1,500

BENEFITS

- Recognition on AHRD website, conference emails, and social media before, during, and after conference
- Logo in the conference mobile app, signage, and program book
- Exhibit table
- One (1) complimentary full conference registration

Awards Sponsor (2 available) - \$1,500

BENEFITS

- Recognition on AHRD website, conference emails, and social media before, during, and after conference
- Logo in the conference mobile app, signage, and program book
- Exhibit table
- One (1) complimentary full conference registration

Welcome Reception Sponsor (3 available) - \$1,500

BENEFITS

- Recognition on AHRD website, conference emails, and social media before, during, and after conference
- Logo in the conference mobile app, signage, and program book
- Exhibit table
- One (1) complimentary full conference registration

CONFERENCE SPONSOR & EXHIBITOR OPPORTUNITIES

Mobile App Sponsor (5 available) - \$1,200

BENEFITS

- The conference app is frequently referred to throughout the conference, and is used for:
 - *connecting delegates, sponsors and exhibitors*
 - *viewing the conference program, speaker profiles and proceedings*
 - *keeping up to date with notifications and important announcements*
- Recognition on AHRD website, conference emails, and social media before, during, and after conference
- Logo in the conference mobile app, signage, and program book
- Exhibit table
- One (1) complimentary full conference registration

General Sponsorship - \$750

BENEFITS

- Recognition on AHRD website, conference emails, and social media before, during, and after conference
- Logo in the conference mobile app, signage, and program book

Break Sponsor - \$1,200

BENEFITS

- Recognition on AHRD website, conference emails, and social media before, during, and after conference
- Logo in the conference mobile app, signage, and program book
- Signage during all networking breaks
- Exhibit table
- One (1) full conference registration

Virtual Pre-Conference Sponsor (5 available) - \$1,000

BENEFITS

- Recognition during the virtual pre-conference
- Recognition on AHRD website, conference emails, and social media before, during, and after conference
- Logo in the conference signage, and program book

Exhibit Table Space Details

Your dedicated, 6' table with one chair is an effective, convenient and inexpensive way to increase your visibility and meet with attendees. The ballroom will be the hub of attendee activity during all refreshment breaks, lunches, and receptions.

Cost

Exhibit Table	\$595
Add Electricity	\$50

Tabletop exhibit includes:

- 6' table and one chair
- AHRD will assign tabletop exhibits with higher level sponsors receiving highest exposure
- One (1) complimentary staff exhibit registrations (*does not include full conference registration*)
- \$100 off One (1) full conference registration

Exhibit tables will be allocated in order of receipt by AHRD and payment must be received in full to secure your booth placement.

Full exhibitor details will be sent with your confirmation packet. Exhibitors have the option to give away door prizes at their booths. Exhibitors are responsible for contacting the winners directly. AHRD is not responsible for any prizes that are won and not collected.

Sponsorship and Exhibitor deadline is January 25, 2027.

For opportunities to tailor your package, please contact Office@AHRD.org

AHRD CONFERENCE SPONSOR & EXHIBITOR REGISTRATION FORM



This is an application to sponsor. All sponsor applications are subject to review and approval by AHRD. Moreover, we reserve the right to deny sponsor privileges to any applicant.

Please select level of Sponsorship:

- | | | | |
|---|---------|--|-------|
| ☐ Premier Partner Sponsor | \$7,500 | ☐ Exhibit Table | \$595 |
| ☐ President's Lunch Sponsor | \$3,500 | ☐ Add Electricity | \$50 |
| ☐ Proceedings Book Sponsor | \$2,750 | | |
| ☐ Awards Sponsor | \$1,500 | | |
| ☐ Welcome Reception Sponsor | \$1,500 | | |
| ☐ Break Sponsor | \$1,200 | | |
| ☐ Mobile App Sponsor | \$1,200 | | |
| ☐ Virtual Pre-Conference Sponsor | \$1,000 | | |
| ☐ General Sponsor | \$750 | | |

PAYMENT AND COMPANY LOGO (IN HIGH RESOLUTION JPG & EPS PRINT FORMAT) MUST BE RECEIVED WITH YOUR COMPLETED FORM

Please complete your Sponsor/Exhibitor registration at AHRD.org

Sponsorship and Exhibitor deadline is January 25, 2027.

Contact Name: _____

Email: _____

Company/Institution Name: _____

Company Address: _____

State: _____ Postal Code: _____

Phone: _____

All Listings/Signage should read: _____

☐ **I have read and consent to use my data as outlined in the [privacy policy](#).**

Audio/Video Policy: Registration and attendance at, or participation at association events constitutes an agreement by the registrant to association's use and distribution of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

PCI Compliance: Please do not send credit card information via email. Per standard by the Payment Card Industry, AHRD has met the requirements of the Payment Card Industry-Data Security Standards (PCI-DSS).

Cancellation Policy: Cancellation requests for exhibit booth space must be submitted in writing and received by conference staff by January 5, 2027 will be refunded, less a \$100 handling fee. Cancellations received after January 5, 2027 will not receive a refund.

**SPONSORSHIP AND EXHIBITION BOOKINGS ARE NOT CONFIRMED UNTIL PAYMENT HAS BEEN MADE IN FULL.
PLEASE RETURN COMPLETED FORM TO OFFICE@AHRD.ORG.**

Mail to the AHRD Office at
Academy of Human Resource Development
1935 County Road B2 W., Ste 165
Roseville, MN 55113
OR
Office@AHRD.org

All Forms Due January 25, 2027