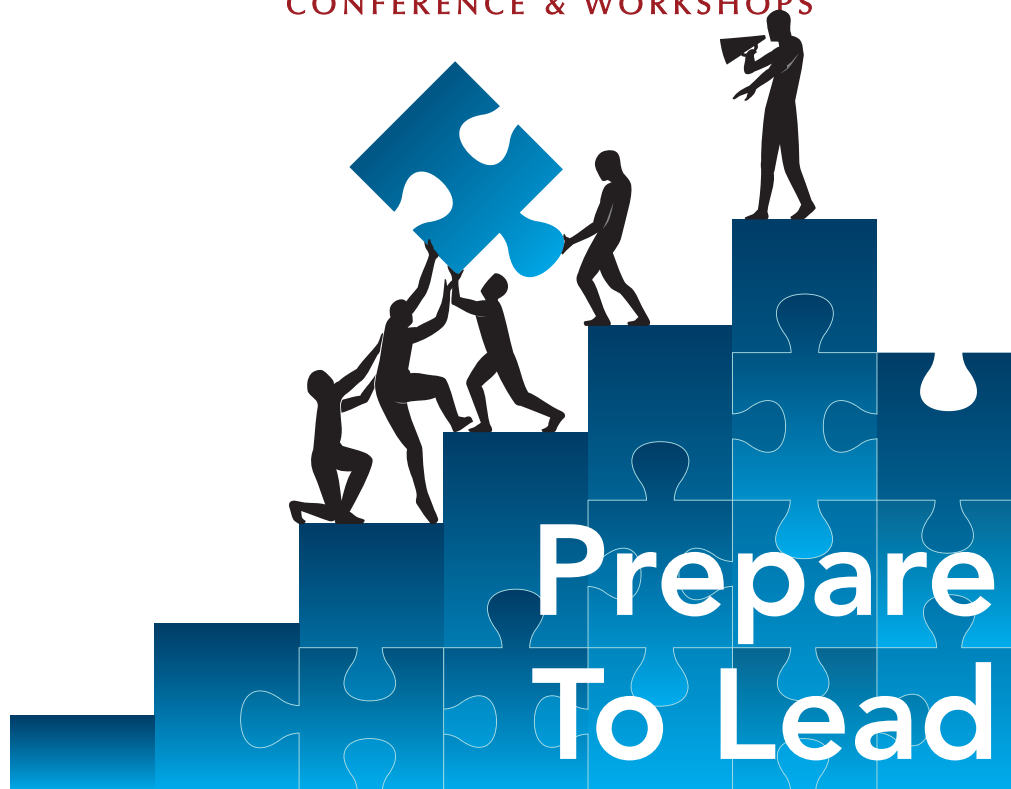


## Exhibitor & Sponsor Registration

*Don't miss your opportunity to be part of the premiere HR event of the year!*

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PEOPLE  
PROGRESS 2012  
CONFERENCE & WORKSHOPS



*For business people, being prepared  
is not just a cliché – it is an imperative.  
The future belongs to leaders who build resilient,  
nimble teams that thrive during uncertain times.*

March 14, 2012 • Suburban Collection Showplace • Novi, Michigan



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Make your marketing dollars do their best work at this **one-of-a-kind** event.

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CONFERENCE & WORKSHOPS

**March 14, 2012**  
*Prepare to Lead*

ASE brings its much anticipated Human Resources Conference for area HR professionals to learn, engage and rejuvenate themselves for challenges to come. With two keynotes, exciting breakout sessions, more vendors to visit and recertification credits, this is a value-added event that needs to be on your calendar.

*Mark your calendar now for a day you cannot miss. Here are just a few of the activities we have planned for the agenda:*

**CONFERENCE WELCOME:**

**Opening Remarks**



**Mary E. Corrado**  
*President & CEO  
American Society  
of Employers*

**MORNING KEYNOTE ADDRESS:**

**Leadership Preparedness**

After Hurricane Katrina, New Orleans Mayor Ray Nagin referred to Lt. General Russel L. Honoré, U.S. Army (Retired) as “one John Wayne dude.” It was Gen. Honoré who stepped in to take charge after Katrina and restore order and hope to the citizens of that beleaguered city.



ASE is excited and privileged to bring Gen. Honoré to our 2012 annual conference to deliver our morning keynote address. The general’s topic will be “The New Normal: Leadership Preparedness in the 21st century.” Gen. Honoré will speak from the heart about his leadership experiences in New Orleans and elsewhere, and he will inspire you to embrace the leader inside you. You will not want to miss this special kind of speaker.

**CONFERENCE WORKSHOPS:**

The breakout sessions will include three distinct tracks to address the needs of every HR professional: a **Leadership** track, a **Nuts-and-Bolts** track, and a **Best Practices** track. The workshops will cover HR topics ranging from Employment Law to Social Media to Unemployment.

**AFTERNOON KEYNOTE ADDRESS:**

**Life and Leadership**

*Wall Street Journal* columnist Jeffrey Zaslow’s books are about what happens to people when life takes an unexpected turn. He delves deeply into the recesses of our cultural psyche, with results that are surprising, funny and often extremely moving. Mr. Zaslow has collaborated with some of the most inspiring people of our time, including Professor Randy Pausch (*The Last Lecture*) and U.S. Airways pilot Capt. Chesley “Sully” Sullenberger (*Highest Duty*). He is currently working on a book with Rep. Gabrielle Giffords and her husband, astronaut Mark Kelly.



As an added bonus, attendees will receive a copy of *The Last Lecture*. After his talk Mr. Zaslow will make himself available to sign copies of the book for those who want a memento of the occasion.



## Sponsorship opportunities are available to meet every budget.

ASE's *People Profit Progress Conference* is the only event in the state that gathers more than 350 HR decision-makers in one place for a concentrated day of networking, learning, and exploring new resources.

- Gain visibility as an HR leader
- Promote your company to a key target audience

Conference sponsorship allows you to get your message to decision-makers prominently and effectively. Your organization will be recognized with your logo on conference printed materials and on the web, with links to your website. You will also be supplied with attendees' contact information, allowing you to follow up with qualified prospects.

**For more information, call George Brown at 248-223-8019 or email [gbrown@aseonline.org](mailto:gbrown@aseonline.org).**



### 2012 CONFERENCE SPONSORSHIP BENEFITS

	EXCLUSIVE Presenting Sponsor \$6,000.00	EXCLUSIVE Morning Keynote \$4,000.00	EXCLUSIVE Afternoon Keynote \$4,000.00	(3) Luncheon \$3,000.00	(3) Bag \$2,500.00	(2) Flash Drive \$2,000.00	(3) Notebook \$1,500.00	(3) Breakfast \$1,500.00	(4) Refresh- ment \$1,000.00
Logo presence on print marketing material	●	●	●	●	●	●	●	●	●
Logo and hyperlink on electronic marketing media	●	●	●	●	●	●	●	●	●
Name announced at conference (sponsor level)	●	●	●	●					
Signage announcing sponsorship	●	●	●	●	●	●	●	●	●
Company name on PowerPoint presentations at conference	●	●	●	●	●	●	●	●	●
Pre-approved PowerPoint presentation run during lunch and breaks	●								
Opportunity to place an ad in the ASE magazine (2500 viewers)	●								
Opportunity to place ad in ASE newsletter (6500 viewers)	●	●	●						
Promo items in guest bag	●	●	●	●	●	●	●	●	●
Promo items placed at General Session tables	●								
Promo items placed at Morning Keynote tables		●							
Promo items placed at Afternoon Keynote tables			●						
Promo items placed at lunch tables				●					
Promo items placed in breakfast area								●	
Complimentary conference registrations	6	4	4	2	1	1	1	1	1
Exhibit space with two exhibitor registrations	●	●	●	●	●	●			
Contact information for attendees (one time use only)	●	●	●	●	●	●	●	●	●
Logo on Conference bag					●				
Logo on Flash Drive						●			

*Don't miss the chance to exhibit at this year's ASE Conference!*

*As a Conference Exhibitor, your company will enjoy these benefits:*

- Attendees' contact information
- Your company's name and contact information in the conference binder presented to all attendees
- Premium exhibit space, with two exhibitor registrations

ASE MEMBERS:

**\$700**

NON-MEMBERS:

**\$900**

Please submit your completed registration form by **January 15, 2012**, for maximum visibility.

For more information



... on **People Profit Progress** or ASE's industry-leading insight and resources, visit [www.aseonline.org](http://www.aseonline.org).

... on sponsorship benefits, please contact George Brown at (248) 223-8019 or email [gbrown@aseonline.org](mailto:gbrown@aseonline.org)

Suburban Collection Showplace is conveniently located at 46100 Grand River Avenue between Novi and Beck roads in Novi, Michigan. The facility can be accessed from I-96 at the Novi and Beck road exits.



Please submit your completed registration form by **January 15, 2012**, for maximum visibility.

## A Century of Service

*A few of the many benefits our members enjoy:*

- **Research Services** – Unlimited access to professional research.
- **Compensation & Benefits Surveys** – Compensation, salary planning and benefits surveys; national, employee opinion and customized surveys.
- **Professional HR Placement Services** – HR placement, staffing and support services.
- **Learning & Advancement** – Continuing education, certification programs and customized learning.
- **Consulting Services** – Affirmative Action, compensation, pre-employment and handbook development.
- **Organizational Development Services** – Succession planning, executive coaching and assessment testing.

*To learn more about ASE member benefits, please contact us today.*



**AMERICAN SOCIETY OF EMPLOYERS**  
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19575 Victor Parkway, Suite 100  
Livonia, MI 48152  
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# 2012 EXHIBITOR & SPONSOR REGISTRATION FORM



**Wednesday, March 14, 2012**  
*Suburban Collection Showplace  
 Novi, Michigan*

**REGISTER BY JANUARY 15, 2012, FOR MAXIMUM VISIBILITY.**

*Please complete and FAX to: American Society of Employers; (248) 353-1224; Attention Progress 2012*  
 Or **MAIL to:** ASE; Progress 2012 Exhibitor & Sponsor Registration; 19575 Victor Parkway, Suite 100; Livonia, MI 48152

Please check your level of participation:

EXHIBITOR \$900 (ASE Members \$700)	Presenting Sponsor \$6,000 <i>EXCLUSIVE</i>	Morning Keynote \$4,000 <i>EXCLUSIVE</i>	Afternoon Keynote \$4,000 <i>EXCLUSIVE</i>	Luncheon \$3,000 <i>THREE ONLY</i>	Bag \$2,500 <i>THREE ONLY</i>	Flash Drive \$2,000 <i>TWO ONLY</i>	Notebook \$1,500 <i>THREE ONLY</i>	Breakfast \$1,500 <i>THREE ONLY</i>	Refreshment \$1,000 <i>FOUR ONLY</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Company Name \_\_\_\_\_

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Please check your method of payment:

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