

# Sixth Annual News Laws Forum

November 2019

As the year winds down, it is time to prepare for the new laws and legal developments that will affect ALL Illinois employers in 2020 and beyond. This annual forum brings together Illinois attorneys and experts speaking about Illinois laws – as well as representatives from government agencies, talking about the latest changes. This is the event where HR professionals at all levels discuss how the laws have and will affect their businesses.



*SmithAmundsen's labor and employment attorneys have attended and presented at the New Laws Forum each year since its inception. We believe the ability to interact with HR professionals across a multitude of industries, discussing how workplace regulation impacts their business and ability or willingness to continue to operate in Illinois is vitally important. It helps us in our practice and ability to provide the most effective advice and counsel to employers. We look forward to the forum each year and value the opportunity to continue working with the Illinois Chamber of Commerce.*

—Emily Wallner, SmithAmundsen LLC



**Sixth Annual New Laws Forum  
November 2019**

	<b>GENERAL SESSION</b> \$3,500	<b>BREAKFAST</b> \$2,000	<b>LUNCH SPONSOR</b> \$2,500	<b>BREAK SPONSOR</b> \$1,000	<b>EXHIBITOR</b> \$750	<b>CORPORATE SPONSOR</b> \$700	<b>CUSTOM LEVEL</b> Make it yours
Event registrations/seats included	4	4	4	2	2	2	
Event/topic ownership and collaboration with IL Chamber to select appropriate topic and possible session panelist.	*						
List of attendees, including name, title and company (provided the day before the event)	*	*	*	*	*		
IL Chamber to post confirmation of sponsor's involvement to social media accounts	*	*	*	*	*	*	
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	*	*	*	*	*	*	
Link to company landing page placed on the IL Chamber event page	*	*	*	*			
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	*	*	*	*			
Company listing on all event promotional materials, including e-mail blasts and press releases	*	*	*	*		*	
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	*	*	*	*			
Sponsor can contribute to IL Chamber LinkedIn and IL Chamber website. Content subject to IL Chamber approval	*	*	*	*		*	
Opportunity to distribute promotional materials to attendees	*						
Opportunity to give welcome/introduction remarks		*	*				
Exhibitor table	*	*	*	*	*		

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*[The Illinois Chamber] is a fantastic resource that has broadened our understanding of the global market and allowed us to make government and business connections at a very high level. As a small company with limited resources, we see the Chamber as a vital partner.*

— Donato Ceres  
Advanced Diamond Technologies

## Why Sponsor?

The Illinois Chamber of Commerce is a recognized provider of programs on issues important to business professionals/employers in Illinois. These programs provide opportunities for networking and informing attendees about the important trends and concerns for their businesses. Businesses can expect to strengthen their business image, increase brand visibility, generate leads, provide audience insight on products, and help meet their goals.

## Effective Key Opportunities

We want our programs to benefit both our attendees and sponsors as much as possible. Our marketing campaigns begin early and advertise through e-mail, website, and a strong social media program as well as distribution through print publications.

### How We Market:

- Targeted e-mail campaigns sent to 3,000 to 15,000 high-level business professionals per program. We acquire a notable average open rate of 15-17% per event.
- Our event webpages attract thousands of unique online visitors for each program.

- We have a robust social media program, utilizing Twitter, Facebook, LinkedIn, Instagram, and YouTube to reach a wide audience.

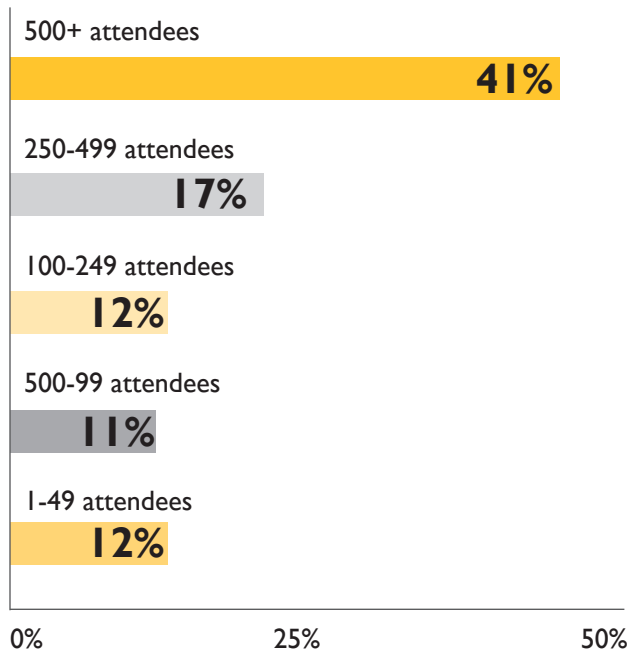
### What Sponsorship Can Provide Your Business

- Put your business in front of our members and clients.
- Be visible to your target market.
- Increase brand awareness.
- Increase your reach and exposure to new clients, customers, and businesses.
- Reconnect with your customers and engage with an audience of business professionals.
- Generate leads.
- Deliver great ROI.

## Attendees by Title

President/Owner .....	13%
C-Suite .....	6%
Vice President.....	16%
Director .....	32%
Manager.....	24%

## Attendees by Employer Size



# Notable Speakers at Our Events

## Various Illinois Governors and Legislators

### Alex Hergott

Executive Office of the President, White House – President Trump’s Infrastructure Advisor

### John Drake

Executive Director, Supply Chain Policy, US Chamber of Commerce

### John Cruickshank

Consul General of Canada

### Kirk Lonbom

Chief Information Officer, Illinois Department of Innovation and Technology

### Kenneth Bixby

Special Agent, Cyber Task Force, Federal Bureau of Investigation

### Mary Ann Ahern

NBC Universal, Political Reporter

### Alicia Tate-Nadeau (BG – Ret.)

Executive Director, City of Chicago Office of Emergency Management & Communications

### Michael Aitken

Senior Vice President, Membership, Society for Human Resource Management (SHRM)

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Enbridge

Northwestern Memorial Hospital

## Our sponsors are vital

We are grateful to our sponsors who help make our Chamber events a success. The networking and educational access we provide is key to our members.

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- Activate Healthcare
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- Groves Work Ready
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- Hamilton Partners
- Hanson Professional Services Inc.
- HFN
- HNTB Corporation
- Home Depot
- Hope Network
- HUB International
- Humana, Inc.
- Hyatt
- IBI IME Services and Industrial Rehabilitation Services
- IBI OrthoAccess Services
- IBM
- Illinois American Water
- Illinois Bone & Joint Institute
- Illinois Health and Hospital Association
- Illinois International Port District
- Illinois Soybean Association
- Illinois Tollway
- Inland Real Estate
- Inman Fitzgibbons, Ltd.
- InnerView Inc.
- Integrity
- Invenergy
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- State Farm
- Streamline Imaging
- Sunvest
- Superior Ambulance
- Tempco

- Terminal Railroad of St. Louis
- The Boeing Company
- The Hope Network
- Thillens Inc.
- T-Mobile
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- Transportation for Illinois Coalition
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## Sponsorship and/or Exhibitor Selection

### Type of Sponsorship Selected

#### SPONSOR CONTACT INFORMATION

Contact Name/Title \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

#### NAMES OF REGISTRANTS (\$100 per person extra if adding more than sponsorship includes)

Name/Title \_\_\_\_\_

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#### PAYMENT METHODS

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**To purchase a table or sponsorship contact**

Laurie Silvey, Associate VP of Business Services | 217-5512 ext. 223 or [lsilvey@ilchamber.org](mailto:lsilvey@ilchamber.org)