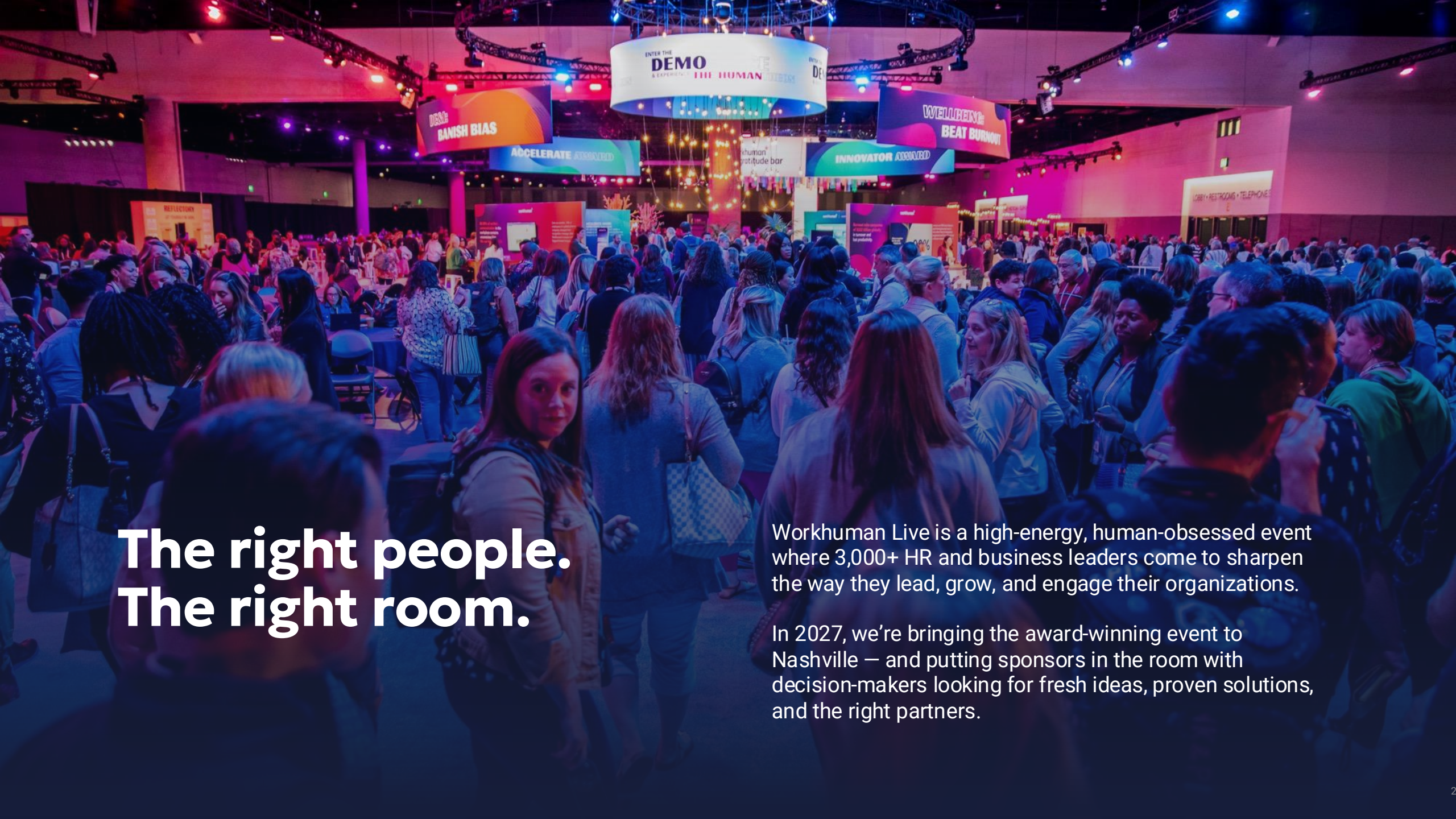
workhuman live

Sponsorship Prospectus

Shared Success

Nashville 2027



The right people. The right room.

Workhuman Live is a high-energy, human-obsessed event where 3,000+ HR and business leaders come to sharpen the way they lead, grow, and engage their organizations.

In 2027, we're bringing the award-winning event to Nashville — and putting sponsors in the room with decision-makers looking for fresh ideas, proven solutions, and the right partners.


CNBC
Google
cisco
LOCKHEED MARTIN
Southwest
Bristol Myers Squibb
ADP
jetBlue
BOEING
LinkedIn
Microsoft
Deloitte.
Make our audience yours.
indeed
TRAVELERS
COSTCO WHOLESALE
Bright Horizons
amazon
VOLVO
INTUIT
NBCUniversal
EATON
MERCK
U.S. Department of Defense
HARVARD UNIVERSITY
KOHLER
The Bank of Princeton
accenture
PEPSICO
workday

The playbook for winning partnerships.

People come to our event to solve challenges, not wander expo halls. That's why we obsessively integrate sponsors into the attendee journey, creating authentic connections that lead to real opportunities.



Mission-driven

We partner with purpose, collaborating only with companies dedicated to creating positive change in the workplace.

Intentionally limited

We believe in quality over quantity. Fewer sponsors means less noise for attendees — and more impact for you.

Thoughtfully designed

Your brand is more than a logo. That's why we integrate your company with ease and intention, ensuring your presence is felt by thousands.

Who you'll meet

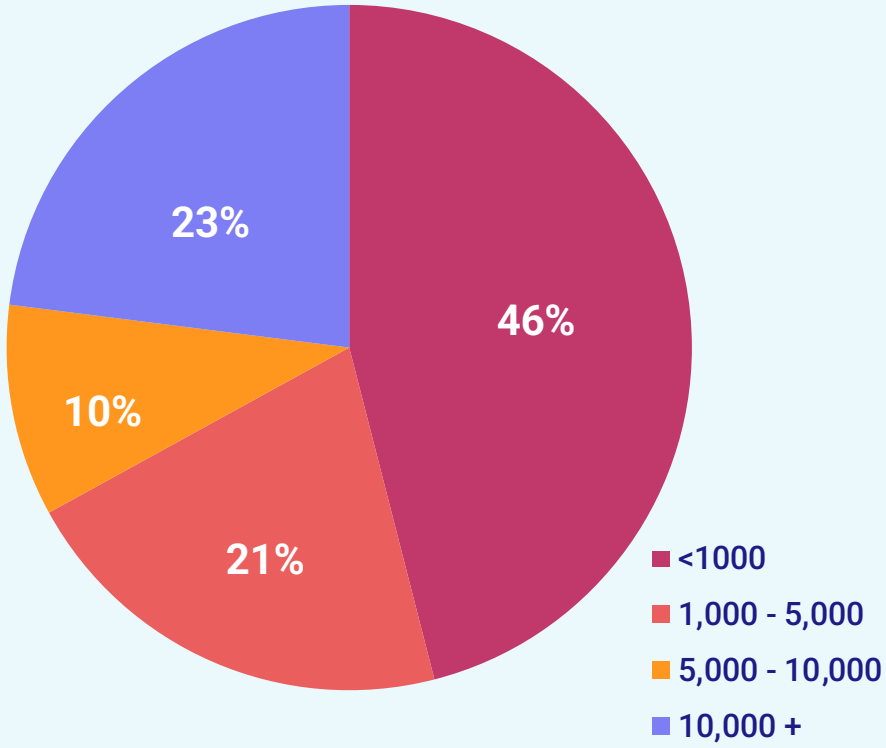
3,000+
Attendees

1,200+
Companies

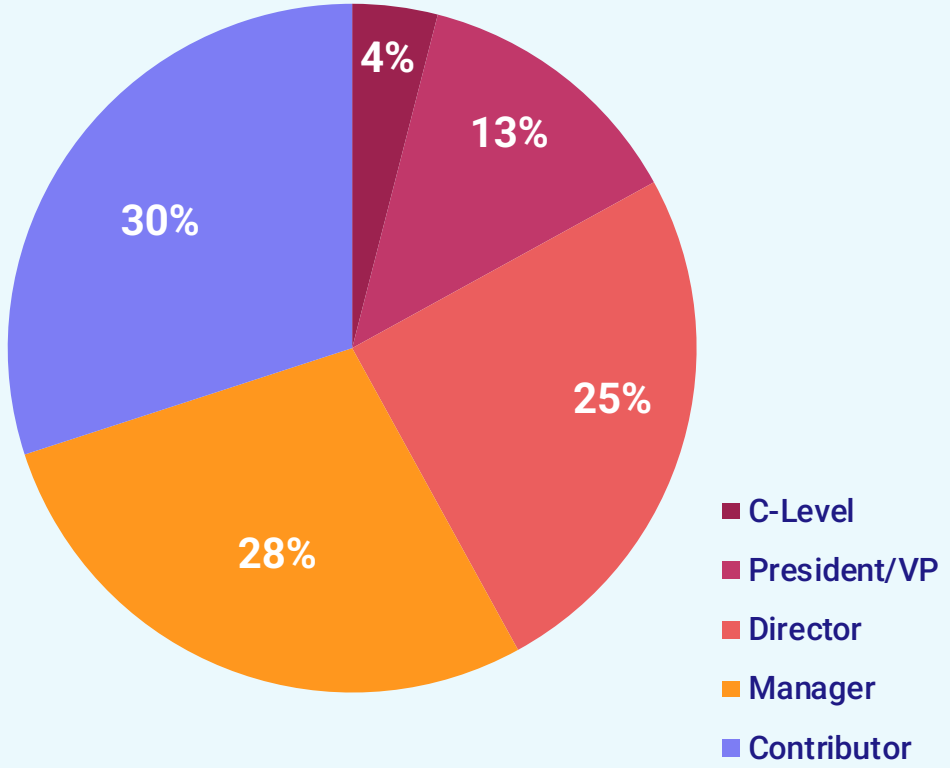
42%
Director level+

42%
from Companies
with 2,500+ employees

Company size
(# of employees)



Job level



Top industries BANKING & FINANCE | BUSINESS | EDUCATION | GOVERNMENT | HEALTHCARE | TECHNOLOGY

Straight from past sponsors:

It's not every event where you can meet with HR professionals and have folks lining up willing to speak with you as a technology vendor.

bambooHR

We've got quality people here having really good conversations. We love the feel of the whole thing, and we'd love to be back next year.

Nationwide is on your side

Workhuman is all about people – about making sure people are recognized and seen. As a sponsor and speaker, we feel seen. Every little detail has been taken care of, and we really, really appreciate that.

UKG

We came out of day one with 40-plus leads. I'm already excited to be back at Workhuman Live.

ethena



Workhuman Central

Be where the action is.

Workhuman Central is the beating heart of the event — our busiest, most highly trafficked hub, filled with activations, photo ops, surprises, music, communal spaces, and thousands of attendees moving through it all.

And right in the thick of it: you. Our sponsors. With a presence designed to be seen, experienced, and impossible to miss.









Comprehensive Brand Exposure

All sponsorships include:

Your company's full-color logo and company listing on the conference sponsor page on workhumanlive.com

Deluxe signage with your company's full-color logo in strategic conference locations

Premium recognition on large video screens in general session

Logo featured on Mainstage walk-in loop

Your company's full-color logo and company listing on mobile app

Your company's full-color logo included in "Sponsor thank you" footer in pre-, during, and post-event emails

Company logo in daily emails to attendees each day of the conference (tiered by sponsorship level; listed alphabetically by company name)

	PASSES	COMPLIMENTARY CUSTOMER REGISTRATION
7x10 Kiosk	3 expo passes 1 full conference	1
12x12 Kiosk	3 expo passes 2 full conference	1
20x20 Exhibit Space	6 expo passes 3 full conference	3
Kiosk + Add-on	2 expo passes	1
Premium Sponsorship	3 expo passes 2 full conference	1

Kiosk Opportunities

If lead generation is your goal, consider a turnkey booth sponsorship in Workhuman Central. Limited to just 18 sponsors, it's designed for peak visibility and meaningful attendee engagement.

7x10

12 available

12x12

8 available

20x20

(space only)

4 available

*Exact booth size will be confirmed in 2027

LIMITED AVAILABILITY

Sponsor Spaces

Exhibit Space (4 available)
Grand Kiosk (8 available)
Standard Kiosk (12 available)

A select group of sponsors will have the chance to connect with attendees in these turnkey branded spaces within Workhuman Central. Workhuman will drive traffic to the sponsor village through messaging and on-site activation.

INCLUSIONS:

- Turnkey branded kiosk space in one of three levels – Standard, Grand, or Exhibit.
- One lead capture device w/ Standard Kiosk *or*
- Two lead capture devices w/ Grand Kiosk
- Sponsor signage
- Benefits package aligned to sponsorship level

*Exact kiosk measurements are subject to change

Grand Kiosk

Multiple furniture layout options available

New this year!



Standard Kiosk



Put your expertise on stage.

Three speaking opportunities to turn your brand’s point of view into useful, credible content for attendees.

Fresh Take

A high-energy 15-minute spot on a dedicated Workhuman Central stage, best for one sharp idea, skill, POV, or innovation.

6 Sessions Available



Thought Leadership

A focused 45-minute breakout session built for deeper ideas, original research, and substantive conversations.

6 Sessions Available



Lunch & Learn

An intimate 30-minute lunch session designed for practical education, real-world examples, and interactive discussion.

2 Sessions Available



Premium Sponsorship Opportunities

Put your brand inside the moments attendees remember most — from the places they recharge to the experiences they seek out.

Headshot Studio



Recharge Lounge



Wellness Way



Specialty Café



Add-on Sponsorship Opportunities

Choose the touchpoints that fit your brand. Pro Tip: Pair these opportunities with a booth or speaking session to create maximum resonance.

DIGITAL

- Charging Station
- Event Wifi
- Conference App
- Digital Billboard

WELLNESS

- Water Bottles
- Inspirational Messages
- Mother's Room
- Healthy Lunch

NETWORKING

- Social Event *(Singles Social or Custom Social)*
- Networking Break *(Bundle of 3)*
- Community Meetups
- Connection Cove
- Attendee Reception

BRANDING

- Attendee Totes
- Hotel Keycard
- Notebooks/Pens







DIGITAL

Digital Billboard

5 of 5 available or exclusive digital signage sponsor

Promote your brand on the big screen with digital billboards within the Gaylord Opryland in highly trafficked areas.

INCLUSIONS:

- Placement of 1 static image or video on a large display (in rotation with other Workhuman Live and sponsor content)
- Benefits package aligned to sponsorship level



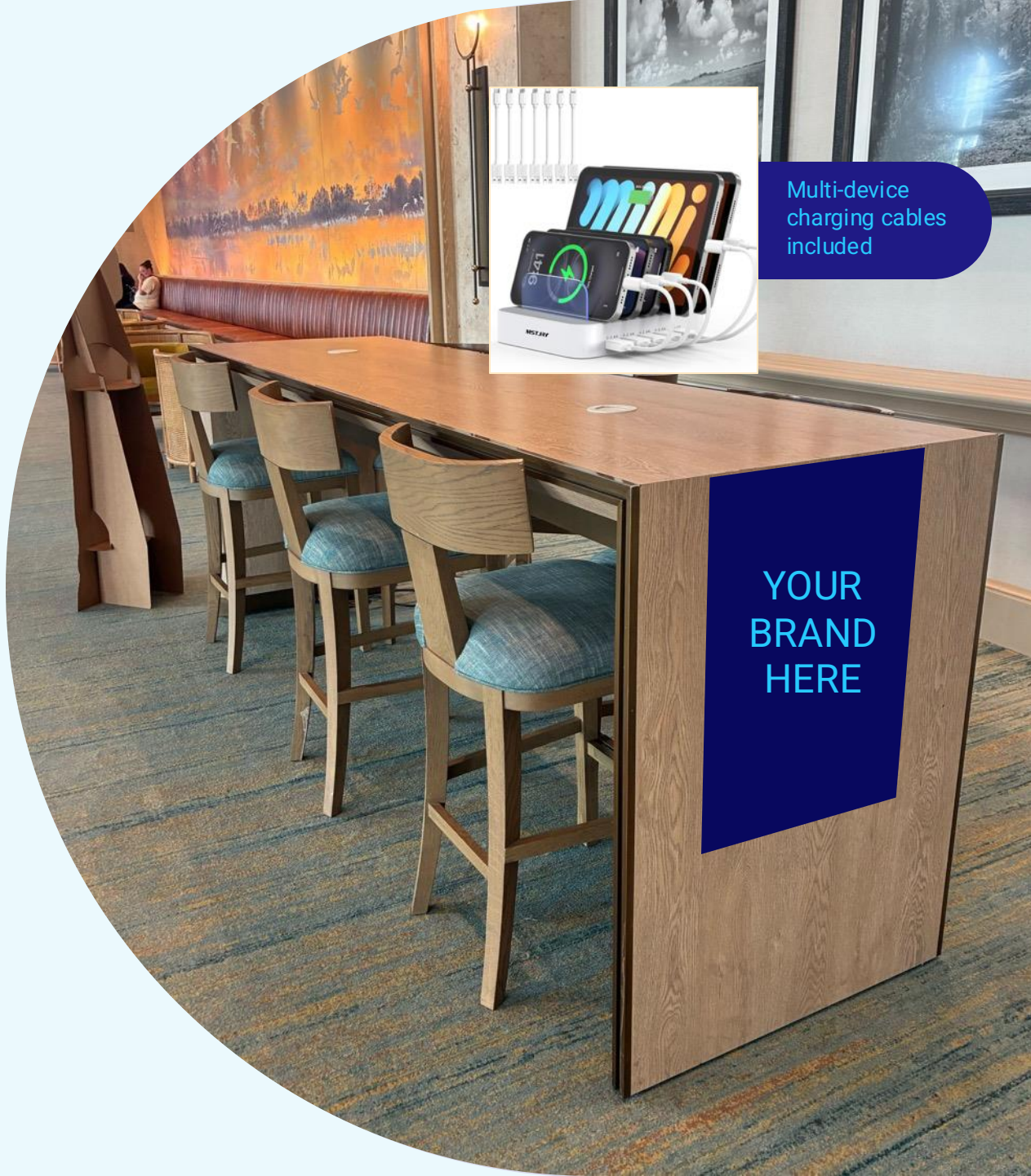
Charging Counters

8 stations available

Got a charge? Now you do. Branded multi-device charging counters will be placed strategically throughout conference. Available for attendees to charge up and Slack their envious coworkers.

INCLUSIONS:

- Branded multi-device charging counter
- Benefits package aligned to sponsorship level



Event WiFi

1 available

Keep attendees connected data-free with the sponsorship of the event Wi-Fi.

INCLUSIONS:

- Sponsor signage
- "Sponsored by" company mentions on Wi-fi promotions, Wi-Fi instructional signage throughout conference areas, and on exclusive mobile app Wi-Fi section
- Your company's name worked into Wi-Fi password
- Custom branded splash page on login
- Benefits package aligned to sponsorship level



WELLNESS

Wellness Way

1 available

Become the exclusive wellness sponsor for Workhuman Live! This hallway includes a variety of attendee-centric activities, meditation, a mother's room, and a tranquility lounge.

INCLUSIONS:

- Sponsor signage (meterboard & tabletop)
- "Sponsored by" company mentions on wellness promotions (pre-event and during event, digital, and print)
- Digital signage (in rotation with other content)
- Standard Kiosk within Workhuman Central
- Benefits package aligned to sponsorship level



Attendee Water Bottles

1 available

Drink. More. Water. Sustainable and useful, water bottles have become a staple at Workhuman Live. Let attendees bring your brand everywhere with this bottle pick-up activation, integrated with an infused water station.

INCLUSIONS:

- Cost of approximately 4,000 water bottles (one per attendee)
- Your company logo on one side of the bottle
- Workhuman Live logo and message on one side of the bottle
- Benefits package aligned to sponsorship level



Inspirational Messages

1 available

Delight attendees with inspiring words and thoughtful amenities to brighten their day! Positive mirror cling messages will be applied in two high-traffic bathrooms with your logo featured. Handy grab-and-go items extend your brand reach.

INCLUSIONS:

- Decal branding in two restrooms (option to submit designs or have our team design)
- Logo-branded mints
- Décor
- Benefits package aligned to sponsorship level



NETWORKING

Attendee Receptions

3 available

1. **Welcome Reception (4/26)**
Welcome attendees to Workhuman Live with a supercharged networking reception, including our beloved Solo Social event.

INCLUSIONS:
- Specialty cocktail/mocktail
- Branded cocktail napkins
- Sponsor signage

2. **Tuesday Touchbase (4/27)**
Sponsor an energizing afternoon of activities and networking for attendees.

INCLUSIONS:
- Sponsor signage
- CSR Activity

3. **Central Celebration (4/28)**
Wrap an amazing week with music, dancing, and fun.

INCLUSIONS:
- Specialty cocktail/mocktail
- Branded cocktail napkins
- Sponsor signage



Community Meetups

3 available

Host exclusive 25 min meetups for attendees within Workhuman Central that encourage connection and growth.

INCLUSIONS:

- Welcome remarks to participants
- Sponsor signage
- Table for sponsor materials or giveaways (unstaffed)
- Lead scans of all meetup attendees
- Benefits package aligned to sponsorship level
- Meetups featured on the agenda

*Topic/community must be non-sales, community-oriented and hosted by sponsor. All topics/community groups must be approved by Workhuman in advance.



Lounge

3 available

Our popular lounge spaces provide ample opportunity to capture attendees' attention throughout the event. Give attendees a space to relax and recharge (literally) as they casually connect in Workhuman Central.

INCLUSIONS:

- Sponsor signage (meterboard & tabletop)
- Charging areas
- Benefits package aligned to sponsorship level



Networking Breaks

Multiple networking breaks available

There are three strategically timed networking breaks in Workhuman Central (either right before or right after General Session, which is connected to Workhuman Central). Each networking break will feature a locally inspired unique treat and will incorporate creative messaging along with branded signage.

INCLUSIONS:

- Sponsor signage
- Sponsorship of three 45+ minute breaks
- "Sponsored by" company mentions on networking break promotions (pre-event and during event, digital and print)
- Benefits package aligned to sponsorship level



BRANDING

Attendee Totes

1 available

Our tote continues to be one of the most popular items for attendees. See your logo on the bag and on their arm all week long. Bags will be pre-printed with your company's logo and the Workhuman Live logo and placed on chairs during the first mainstage session.

INCLUSIONS:

- Cost of approximately 4,000 bags (one per attendee)
- Single sided imprinting
- Co-branded with both your company logo and Workhuman Live logo
- Pre-printed with your custom design*
- Optional bag insert*
- Benefits package aligned to sponsorship level

**Design and insert subject to Workhuman approval*



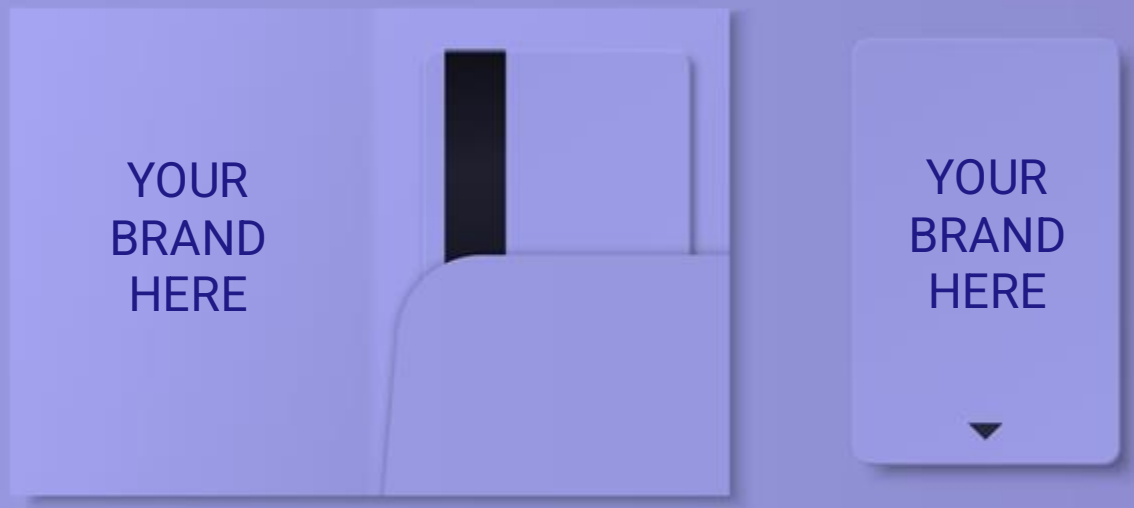
Hotel Keycard

1 available

Connect with attendees the moment they check-in with a branded hotel keycard. Includes keycard production for all Gaylord Opryland hotel guests during the conference hotel block period.

INCLUSIONS:

- Approximately 1,500 keycards at the Gaylord Palms Resort & Convention Center
- Distribution to all conference attendees staying in the resort
- Your company's logo and message on front of keycard and sleeve, co-branded with Workhuman Live. Primary design to align with conference branding
- Benefits package aligned to sponsorship level



Attendee Notebooks

1 available

Give attendees something they can carry throughout the conference – and carry home with all their learnings. Includes a branded 4x6 notebook with pen holder and pen.

INCLUSIONS:

- Approximately 4,000 notebooks with pen holder and pen (one per attendee)
- Distribution to attendees on General Session seats on Tuesday morning
- Your company's logo on front
- Benefits package aligned to sponsorship level



Sample layout –
Item selection has not been finalized; design will be consistent with conference look and feel and can be customized to support sponsor branding.

Headshot Studio

1 available

Professional headshots have always drawn a crowd at Workhuman Live. Now your brand can be part of the picture! Tap into this energized audience on the Workhuman Central show floor.

INCLUSIONS:

- Physical build of headshot space within Workhuman Central
- Minimum of 2 headshot backdrops
- Photographers
- Digital delivery of headshots to attendees, including a co-branded email header from sponsor brand and Workhuman
- Sponsor signage
- Benefits package aligned to sponsorship level



Café

1 available

Leaders run on...[insert your brand name here!] Get in front of every attendee with a sponsorship of the café space within Workhuman Central. Your brand will be a hot spot at the conference.

INCLUSIONS:

- Café named after your organization
- Sponsor signage (meterboard & tabletop)
- Coffee cups or sleeves branded with your logo
- Benefits package aligned to sponsorship level



Interested? Let's chat!



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