

workhuman* live
APRIL 27-30 2026 | ORLANDO

SPONSORSHIP PROSPECTUS

The world's most transformative HR conference.

Workhuman Live is more than a conference, it's a movement – uniting 3,000+ HR and business leaders across the world in pursuit of more purposeful work.

In 2026, we're taking the award-winning conference to the Sunshine State to rise above business as usual and meet the people who make work brighter. **Care to join?**



Sponsors shine brighter here.



Mission-driven

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



Exclusive

We believe in quality over quantity. This means fewer sponsors, less noise for attendees, and more impact for you.



Intentional

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.

workhuman*

Not your typical
HR EVENT

YOUR STORY
is YOUR DA

Add it to The Big

Our star-studded past speaker roster (to name a few)...

Speakers that will leave you speechless.

Big names. Bold ideas. Check out the full list of past speakers [here](#), and stay tuned for the 2026 lineup.



Warning: May cause jaw-droppage.



Issa Rae



Trevor Noah



Cy Wakeman



Adam Grant



Esther Perel



Brené Brown



Dr. Bernice A. King



George Clooney



Baratunde Thurston



Simone Biles



Michelle Obama



Simon Sinek



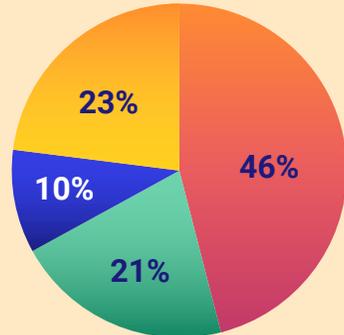
Make our audience yours.

The majority of surveyed attendees said sponsors added real value.

Who you'll meet

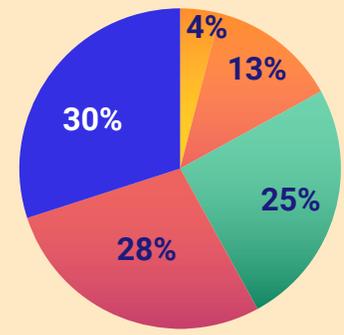
- 3,000+** Attendees
- 1,200+** Companies
- 42%** Director level and above
- 42%** from Companies with 2,500+ employees

Company size (# of employees)



- <1000
- 1,000 - 5,000
- 5,000 - 10,000
- 10,000 +

Job level



- C-Level
- Director
- Contributor
- President/VP
- Manager

Top industries

- Banking & Finance
- Business
- Education
- Government
- Healthcare
- Technology

“

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
Life. Love. Power. Made.

WE ♥ OUR SPONSORS.

The feeling is mutual.

“

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 in 2026.

ethena

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Opportunities to Shine



Sponsor Access Packages

| | Gold Tier | Silver Tier* |
|---|-----------|--------------|
| Benefit access varies by sponsorship tier: | | |
| Complimentary full conference registrations for your organization's employees, valued at \$2,295 per ticket | 5 | 3 |
| Complimentary expo only registrations for your organization's employees, valued at \$1,095 per ticket | 4 | 2 |
| Option to purchase two additional full conference registrations at a discounted rate of 20% off current single ticket price | ✓ | ✓ |
| Option to purchase two additional expo only registrations at a discounted rate of 20% off current price | ✓ | ✓ |
| Access to discounted pricing when you bring your organization's HR team (5 or more) | ✓ | ✓ |
| Special code to share with your qualified customers to purchase full conference registrations at a discounted rate of 20% off the current single ticket price | ✓ | ✓ |
| Pre-event breakdown of companies and job titles attending (provided in excel format 2 weeks prior to event start date) | ✓ | N/A |
| Mobile app access to network and schedule meetings (available 6 weeks prior to event start date) | ✓ | ✓ |
| Complimentary invitation for executive/C-level delegate from your company to attend the Workhuman Executive Dinner – based on availability | 1 | N/A |
| Lead scan device (<i>additional licenses can be purchased for use on mobile phones that are NFC enabled</i>) | 1 | 1 |

*** Minimum sponsorship spend of \$25k for full benefits. Actual benefits subject to adjustment at lower sponsorship values.**



Branding & Communications

All sponsorship tiers 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)

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Gold Tier



Gold Tier Overview



Sponsor Row

Grand Kiosk (3 available)
Standard Kiosk (4 available)



Headshot Studio

Exclusive Opportunity



Showcase Session

SOLD OUT



Attendee Receptions

3 of 3 available



Café

Exclusive Opportunity



Wellness Way

Exclusive Opportunity

LIMITED AVAILABILITY

Sponsor Row

Grand Kiosk (3 available)

Standard Kiosk (4 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 two levels – Standard or Grand.
- One lead capture device w/ Standard Kiosk or
- Two lead capture devices w/ Grand Kiosk
- Sponsor signage
- Benefits package aligned to sponsorship level

Grand Kiosk

New this year!

Multiple furniture layout options available



Standard Kiosk



Headshot Studio

Exclusive Opportunity

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
- 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



Showcase Session

SOLD OUT

Put your success story front and center with your target audience. One 30-minute sponsored session will be added to each breakout segment of the Workhuman Live agenda.

As a session sponsor, you will receive brand exposure in pre-event and on-site promotions.

INCLUSIONS:

- One (1) 30-minute breakout session as part of the main agenda*
- Sponsor signage
- Session attendee list
- Logo, speakers, company profile included in event agenda
- Benefits package aligned to sponsorship level

**Content must be non-sales, case-story oriented and presented by (or with) a current client. All content (topic, abstract, slides) must be approved by Workhuman in advance.*

SOLD OUT

A photograph of a man in a white shirt and dark vest speaking on a stage to an audience. The image is partially obscured by a large, semi-transparent orange banner that reads 'SOLD OUT' in white, bold, capital letters. The background is a gradient of yellow and orange.

Attendee Receptions

3 available

- 1 Welcome Reception (4/27)**
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 (4/28)**
Sponsor an energizing afternoon of activities and networking for attendees.
INCLUSIONS:
 - Sponsor signage
 - CSR Activity
- 3 Central Celebration (4/29)**
Wrap an amazing week with music, dancing, and fun.
INCLUSIONS:
 - Specialty cocktail/mocktail
 - Branded cocktail napkins
 - Sponsor signage



Café

Exclusive Opportunity

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



Wellness Way

Exclusive Opportunity

Become the exclusive wellness sponsor for Workhuman Live! This hallway includes a variety of attendee-centric activities, including morning yoga outside (weather permitting), 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



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Silver Tier



Silver Tier Overview



Community Meetups

Limited Availability



Lounge

2 available



Attendee Totes

Exclusive Opportunity



Attendee Water Bottles

Exclusive Opportunity



Hotel Keycards

Exclusive Opportunity



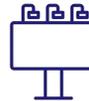
Inspirational Messages

Exclusive Opportunity



Attendee Notebooks

Exclusive Opportunity



Digital Billboard

5 available



Charging Counters

10 available



Pole Banners

5 available, sold in bundles of 5 banners



Networking Breaks

Exclusive Opportunity



Event WiFi

Exclusive Opportunity

Community Meetups

Limited availability

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

2 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



Attendee Totes

Exclusive Opportunity

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*



Attendee Water Bottles

Exclusive Opportunity

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



Hotel Keycard

Exclusive Opportunity

Connect with attendees the moment they check-in with a branded hotel keycard. Includes keycard production for all Gaylord 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



Inspirational Messages

Exclusive Opportunity

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



Attendee Notebooks

Exclusive Opportunity

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.



Digital Billboard

5 available

Promote your brand on the big screen with digital billboards within the Gaylord Palms 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

10 available. (2) Station Minimum

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



Multi-device
charging cables
included

**YOUR
BRAND
HERE**

Pole Banners

5 available. Sold in bundles of 5 banners.

Put your brand directly in front of attendees in high-traffic areas, increasing visibility and guiding foot traffic to your booth.

INCLUSIONS:

- Your branding on 5 pole banners within the Gaylord Palms, leading into the convention space (Sponsor to provide print-ready graphics)
- Benefits package aligned to sponsorship level



Networking Breaks

Exclusive Opportunity

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



Event WiFi

Exclusive Opportunity

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



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Interested? Let's chat!



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