



Public Sector Human Resources Association – AL Chapter 2026 Annual Conference Sponsorship Information

Dear PSHRA-AL Partners:

On behalf of the Board of Directors of the Alabama Chapter of the Public Sector Human Resources Association (formerly AAPPAA), we are excited to invite you to join us for the 2026 PSHRA - AL Annual Conference. The 2026 Conference will be held in Gulf Shores, Alabama at The Embassy Suites, August 24-27, 2026. Don't miss this exciting opportunity to showcase your organization's resources and services with HR professionals who make executive level decisions for their respective organizations.

Exhibitors and sponsors are instrumental in the enhancement of the conference experience. With your support, HR practitioners from across Alabama can increase their industry knowledge and expand their networks to better service their organizations and the communities in which they serve.

PSHRA-AL provides several sponsorship opportunities to our corporate partners. We recognize your need to maximize your marketing dollars and want to provide your organization with the highest possible return on your investment. This year, the sponsorship/exhibitor packages have been modified to create more meaningful opportunities for you to connect with our members and increase your visibility during the conference. Your participation will allow you to:

- Reach attendees from throughout the state in one venue
- Experience increased networking opportunities
- Increase your organization's visibility in the public sector

Should you have questions regarding the 2026 conference and/or the exhibitor/sponsor opportunities available, please review the enclosed sponsor materials and registration form. If you have any additional questions, please reach out to Dr. Matt Ulmer at ulmermj@auburn.edu. We look forward to seeing you at the 2026 Annual Conference in Gulf Shores!

Sincerely,

Dalton Farmer, PSHRA-AL President



PSHRA – AL CHAPTER SPONSORSHIP FORM

Company Name: _____

Company Representative(s): _____

Company Address: _____

Phone #: _____ Email Address: _____

SPONSORSHIP SELECTIONS

GENERAL SPONSORSHIP

- Number of attendees from your organization – please select one.
 - 1 attendee - \$1,000.00
 - 2 attendees - \$1,200.00
 - 3 attendees - \$1,400.00

***A general sponsorship must be purchased before adding any additional sponsorship opportunities.**

EVENT SPONSORSHIPS

- Awards Luncheon Lead Sponsor - \$2,500.00
- Membership Appreciation Event - \$1,500.00
- Conference Welcome Event - \$1,250.00
- Break Sponsor - \$500.00 (3 opportunities)

CONFERENCE IMPLEMENTATION SPONSORSHIPS

- AV Sponsor - \$1,000.00
- Speaker Sponsor - \$1,000.00

CONFERENCE SCHOLARSHIPS – UNDERGRADUATE & GRADUATE STUDENTS

- Individual Scholarship - \$1,250.00

PAYMENT INFORMATION

Payments must be made by July 1, 2026. For credit card transactions, please contact Dr. Matt Ulmer (334) 844-1964 or ulmermj@auburn.edu.

Checks may be mailed to:

AAPPA

Attn: Bo Bonner, Treasurer

P.O. BOX 1676

Robertsdale, AL 36567



2026 ANNUAL CONFERENCE DETAILS

Dates: August 24-27, 2026

Location & Address: Embassy Suites | 112 W Beach Blvd, Gulf Shores, AL 36542

Theme: “HR at High Tide: Elevate, Engage, Empower”

Hotel Booking Room Link: [Alabama PSHRA Conference 2026](#)

2026 EXHIBITOR/SPONSOR OPPORTUNITIES

The PSHRA – AL Annual Conference has several unique ways for organizations to gain more visibility during the conference activities. We value the relationships and partnerships that exist between our sponsors, members, and the public entities they serve. These options are intended to help initiate increased sponsor engagement with conference attendees by placing introductions, visible branded materials, and other similar opportunities aligned with key events and components of the conference. Please review the sponsorship opportunities below. Should you have any questions, ideas, or concerns, please contact:

Dr. Matt Ulmer, Executive Director

PSHRA – AL Chapter | ulmermj@auburn.edu | 334-844-1964 or 334-740-2644

GENERAL - \$1,000.00

General Sponsorship Benefits

- 1 Exhibit table in exhibitor space.
- Complimentary conference registration for 1 attendee from your organization.
*Please note, additional attendees are welcome. Vendors are allowed to bring up to three total attendees per organization. Additional attendees may be added for an additional \$200.00 per person.
- Access to all conference events for those registered from your organization.
- Company logo on exhibit hall signage and meeting room screens between sessions.
- ½ Page Program Ad.
- Recognition via PSHRA – AL website and conference programs.
- Access to attendee directory two weeks before conference.
- Access to additional conference sponsorship opportunities.

CONFERENCE SPONSORSHIP OPPORTUNITIES

*Please note, a general sponsorship is required before adding additional conference sponsorship opportunities.

Event Sponsorships

- Awards Luncheon Lead Sponsor - \$2,500.00 (1 opportunity)
- Membership Appreciation Event - \$1,500.00 (1 opportunity)
- Break Sponsor - \$500.00 (3 opportunities)

Event sponsorships will be limited to 1 per sponsor on a first come, first served basis. Event sponsorships will be confirmed once a completed form and payment are received. If opportunities are still available on July 1, we will reopen the invitation to committed event sponsors to secure an additional event sponsorship if desired.

Sponsors will be provided an opportunity to greet attendees and comment briefly about their organization's products and/or services at the beginning of each of these events. Event sponsors cannot exclude other sponsors from participating in their designated events due to conference sponsors being afforded the same privileges as PSHRA-AL members during all conference proceedings.

Conference Implementation Sponsorships

- Sponsor AV - \$1,000.00
- Sponsor a Speaker - \$1,000.00

Conference implementation sponsorships will be **limited to 1 per sponsor on a first come, first served basis**. Conference implementation sponsorships will be confirmed once completed form and payment are submitted. If opportunities are still available July 1, we will reopen the invitation to committed event sponsors to secure an additional sponsorship if desired. AV sponsors will be recognized at the beginning of the conference and will be offered an opportunity to address attendees on the first day of the conference. Speaker sponsors will be invited to address attendees and introduce the sponsored speaker. PSHRA-AL Executive director and board members will work with sponsors to make speaker introduction assignments in the order in which the sponsorships are received.

Conference Student Sponsorships - \$1,250.00

PSHRA-AL welcomes the opportunity to help bring as many undergraduate and graduate students to our conference as possible to take advantage of the numerous educational and networking opportunities our conference presents. If you would like to help sponsor a student pursuing a public service role in HR, please let us know. Student sponsorships will be recognized during the conference.

REGISTRATION AND PAYMENT:

Make Checks payable to AAPPA and mail by July 1, 2026, to: Bo Bonner, PSHRA-AL Tres. P.O. Box 1676 Robertsdale, AL 36567

ADDITIONAL INFORMATION:

Door prizes are welcomed but not required and are at the discretion of the sponsor. Door prizes will be given away at various points during the conference.

All **hotel rooms** are subject to the same rates as conference attendees and are at the expense of the sponsor. **Hotel Booking Room Link:** [Alabama PSHRA Conference 2026](#)

For more information, please contact Dr. Matt Ulmer at ulmermj@auburn.edu or 334-844-1964.

