

ORACLE HCM WORLD

April 5–7, 2016
Hyatt Regency Chicago



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Oracle HCM World

Overview

“Oracle HCM World is a fantastic event for HR and IT professionals. It offers insights and perspective from some of the most interesting thinkers in HR and HCM.”

Steve Boese, Co-Chair, HR Technology Conference, LRP Publications

Oracle HCM World

Overview

Oracle **HCM World** brings together our customers, partners, industry HR luminaries and experts together for **three compelling days** to discuss critical HR topics, including workforce planning, recruiting, on-boarding, training, leadership development, compensation, benefits, and more.

As **THE industry event**, Oracle HCM World offers valuable insights at the intersection of human resources, talent management, and business, on how **forward thinking** organizations are employing **modern HR** to transform their organizations.

The conference agenda is focused on **customer led stories** and use case studies for real life applications. Additionally, the event provides multiple opportunities to interact, network, and **engage** with leaders, influencers and peers in the industry.

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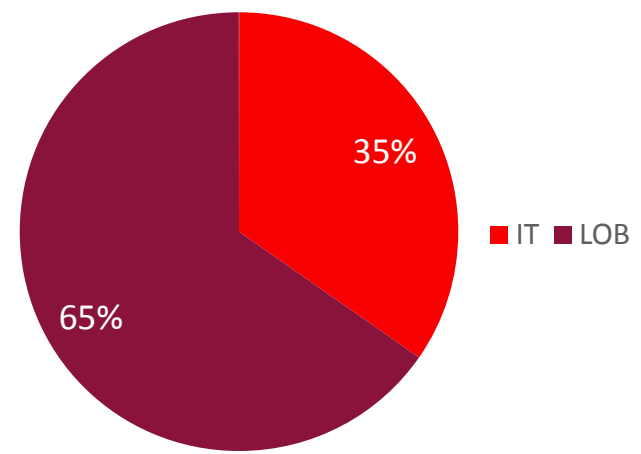
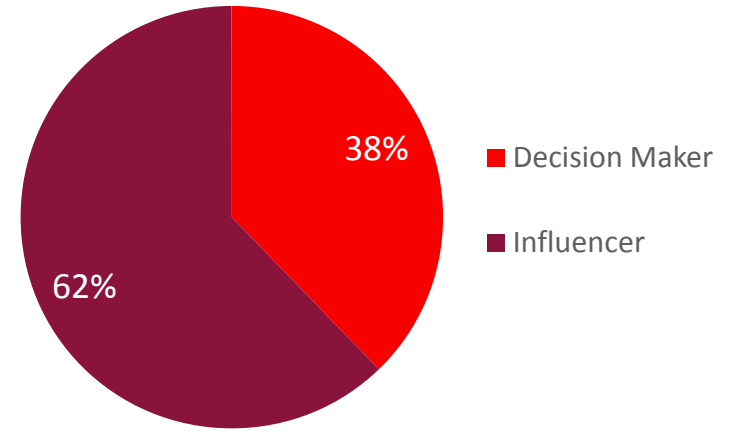
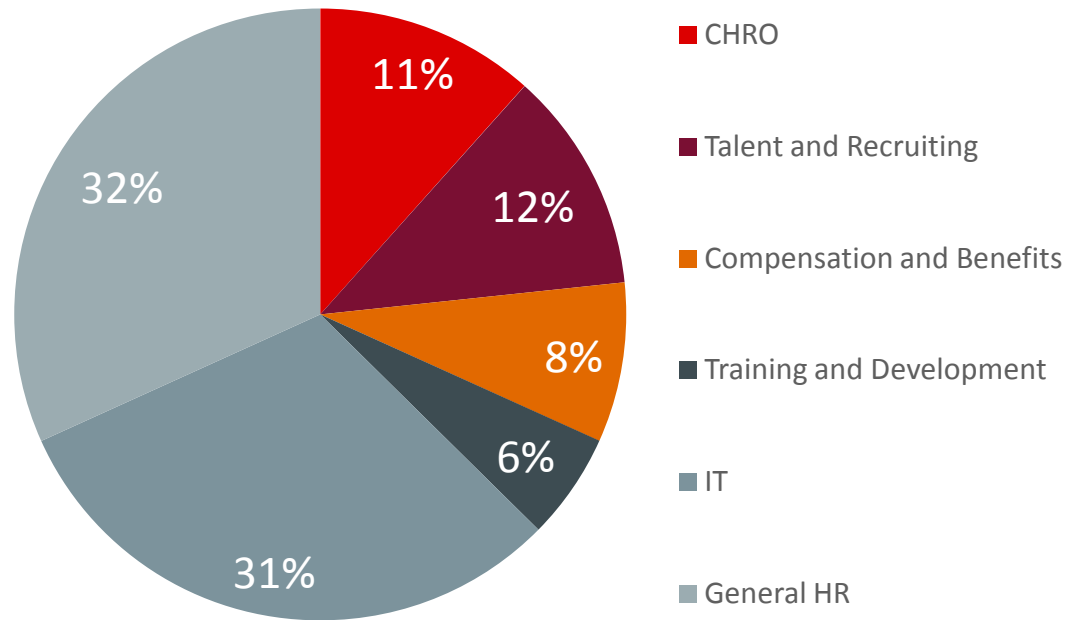
Target Audience

1,200 Customers, Partners, Press & Analysts + 300 Oracle Sales and Product Experts

- Line of Business Professionals and Executives from the following functional areas:
 - Recruiting/Staffing
 - Learning and Development
 - Human Resources
 - Compensation and Benefits
 - IT professionals that support the above business areas

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2015 Audience Demographics



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Modern HR – Digital Disruption and Beyond

Content Focus / Session Tracks

TRACK 1: Core Human Resources

This track is focused on the innovations and challenges presented by managing the core aspects of human resources management. Whether it is the basics of record keeping, manager & self service, employee directories, time management, absences – there are creative ways to think about these processes differently given the tools we now have available to us. Give us your perspective, from the most global organizations to the smallest businesses. How are you making it easier for employees to do business with you? How have you transformed your employees' experience?

TRACK 2: Finding People

Everyone is connected these days. How has that affected your business environment? How are you leveraging social to find the people you need with the critical skill set for your business? Are your employees telling their friends this is a great place to work and inspiring them to join? What are your best practices in engaging candidates? Is your recruiting strategy changing now that you have new tools? What are you doing differently to accelerate on-boarding, productivity and engagement for new employees?

TRACK 3: Paying People

Everyone needs to pay their people for the work that they do. Let's talk about the latest trends. Should we pay for performance? Is the bell curve helpful or should it be abolished? Are there benefits that are more valued by your workforce now? Do you manage different payrolls in every country? How can you maximize the effectiveness of your pay structure to match with your employee's ideal balance of pay/benefits? How does your compensation strategy align and change with your corporate strategy? How are you making it easier for your managers to calibrate compensation efforts? What's new and different about your incentive compensation practices?

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Modern HR – Digital Disruption and Beyond

Content Focus / Session Tracks

TRACK 4: Growing People

How are you capturing talent profiles of your workforce? How are you insuring you have more information about your workforce than the public domain? How do you make them the best they can be, both for themselves and how they will contribute back to your organization? How are you accelerating learning with technology? How can they create career paths for themselves? Have you radically changed your performance management processes? How do you identify your top talent for succession planning? What challenges do you see as a new generation enters the workforce? Tell us your stories, about your people, and the things you are all achieving together.

TRACK 5: Workforce Analytics

Analytics is more than just number crunching. You have to generate Actionable Insight – activities that can be derived from analysis of the data – in order for this to be useful. How are you leveraging the information generated within your system? How do you partner with other areas of the business to provide more complete information? What unique dashboards have you created? How are analytics making your people managers and HR professionals more effective? This track will explore the way data and analytics are being managed today, what you can do, and how you can leverage this asset as you analyze your business.

TRACK 6: Tech Talk

Sessions in this track will talk about the technical aspects of a Cloud / Modern implementation. We'll talk about strategy for approaching integrations and configurations, security and data privacy, and how this ties in to your overall business / HR Strategy.

TRACK 7: Modern HR

What's disrupting your business or talent bench? How are you transforming your organization? What is your workforce demanding? How do you keep innovating? How is the role of HR changing in your company? How have you managed a significant change in your organization? Share how you are using technology to improve your culture and make your company a great place to work. Share your experience, excitement and engagement stories here.

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Working Agenda (subject to change)

DAY ONE: Tuesday, April 5, 2015

4:00 pm	-	6:00 pm	Opening Keynotes
6:00 pm	-	9:00 pm	Welcome Reception @ HCM Showcase

DAY TWO: Wednesday, April 6, 2015

8:00 am	-	10:00 am	Keynote and General Session
10:00 am	-	11:00 am	The Networking Hour @ HCM Showcase
10:00 am	-	1:30 pm	HCM Showcase Open
11:00 am	-	11:45 am	Concurrent Sessions
11:45 am	-	1:15 pm	Networking Lunch
1:15 pm	-	6:00 pm	Concurrent Sessions
6:30 pm	-	7:00 pm	Transport to Off Property Event
7:00 pm	-	10:00 pm	Sponsored Evening Function

DAY THREE: Thursday, April 7, 2015

8:00 am	-	10:00 am	Keynote and General Session
10:00 am	-	11:00 am	The Networking Hour @ HCM Showcase
10:00 am	-	1:30 pm	HCM Showcase Open
11:00 am	-	11:45 am	Concurrent Sessions
11:45 am	-	12:45 pm	Boxed Lunch
1:45 pm	-	3:00 pm	Concurrent Sessions
3:00 pm			Conference Closes

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Sponsorship Opportunities

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Platinum Sponsorship – \$60,000

(7 opportunities available)

BENEFITS	DESCRIPTION
Content	<ul style="list-style-type: none">• One Track Sponsorship of choice• One Conference Session to be placed in selected sponsored track (45-minutes; Content to be pre-approved by Oracle)<ul style="list-style-type: none">– Pre-Registration attendee reports to include company name, primary job role, state, country provided for all sponsored sessions– Post-Event Registration Report with full contact information for scanned session attendees (Name, Primary Job Role, Company Name, Email, Mailing Address, Phone and Industry, pending onsite Oracle Consent Process: Sign posted outside session stating “By accepting scanned entry into this session you agree to have your contact information shared with the sponsor of this session.”
Sales Engagement/Networking	<ul style="list-style-type: none">• One extended turnkey networking kiosk<ul style="list-style-type: none">– Extended kiosk within the HCM World Show floor; 4 stools– Includes one 24” monitor, power, one internet connection, one lead retrieval device and company logo displayed on Kiosk• 3 Oracle HCM World conference passes
Marketing & Branding	<ul style="list-style-type: none">• Branding on the HCM World website• Logo placement on all “Thank you to our Sponsors” signage• Company listing and event profile listed on the HCM World website
Public Relations	<ul style="list-style-type: none">• Registered press attendee list one week prior to event
Client Services	<ul style="list-style-type: none">• Dedicated Account Management• Opportunity to reserve conference hotel room blocks at negotiated conference rates, based on a first-come, first-served basis

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Gold Sponsorship – \$55,000

(4 opportunities available)

BENEFITS	DESCRIPTION
Sales Engagement/Networking	<ul style="list-style-type: none">• One Sponsored Experience of Choice• One standard turnkey networking kiosk<ul style="list-style-type: none">- Standard kiosk within the HCM World Show floor; 2 stools- Includes one 24" monitor, power, one internet connection, one lead retrieval device and company logo displayed on Kiosk• 2 Oracle HCM World conference passes
Marketing & Branding	<ul style="list-style-type: none">• Branding on the HCM World website• Logo placement on all "Thank you to our Sponsors" signage• Company listing and event profile listed on the HCM World website
Public Relations	<ul style="list-style-type: none">• Registered press attendee list one week prior to event
Client Services	<ul style="list-style-type: none">• Dedicated Account Management• Opportunity to reserve conference hotel room blocks at negotiated conference rates, based on a first-come, first-served basis

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Silver Sponsorship – \$40,000

(4 opportunities available)

BENEFITS	DESCRIPTION
Sales Engagement/Networking	<ul style="list-style-type: none">• One Sponsored Item of Choice• One standard turnkey networking kiosk<ul style="list-style-type: none">- Standard kiosk within the HCM World Show floor; 2 stools- Includes one 24" monitor, power, one internet connection, one lead retrieval device and company logo displayed on Kiosk• 2 Oracle HCM World conference passes
Marketing & Branding	<ul style="list-style-type: none">• Branding on the HCM World website• Logo placement on all "Thank you to our Sponsors" signage• Company listing and event profile listed on the HCM World website
Public Relations	<ul style="list-style-type: none">• Registered press attendee list one week prior to event
Client Services	<ul style="list-style-type: none">• Dedicated Account Management• Opportunity to reserve conference hotel room blocks at negotiated conference rates, based on a first-come, first-served basis

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Sponsorship Opportunities

EXPERIENCE	DESCRIPTION
<p>Welcome Reception</p> <p>\$40,000</p>	<p>Help kick off Oracle HCM World, at the Welcome Reception. As the exclusive sponsor, partner with us in inviting attendees to enjoy the company of new friends, entertainment and indulge in delicious food and beverages.</p> <p>Specific Benefits Related to the Welcome Reception:</p> <ul style="list-style-type: none"> • 3 Oracle HCM World conference passes • Exclusive branding including: Onsite signage and branding, branding on Oracle HCM World website • Custom logo branding opportunity to be created (approved by Oracle)
<p>HCM World Clubhouse</p> <p>\$40,000</p>	<p>It's the 7th inning stretch! Recharge and re-energize at the HCM World Clubhouse within the Exhibition Hall. Network with colleagues and customers in a casual sports-themed setting designed to create conversations and get business done. The Clubhouse will feature coffee and soft drinks for a morning pick me up and refreshing brews and snacks in the afternoon as well as recharge stations to keep you connected and plugged in at all times.</p> <p>Specific Benefits Related to the HCM World Clubhouse:</p> <ul style="list-style-type: none"> • 3 Oracle HCM World conference passes • All attendees who stop by the lounge are scanned and contact information is provided to you • Exclusive branding of this Oracle HCM World experience including: onsite signage, coffee sleeves, napkins with black and white logo, staff t-shirts.
<p>Portrait Studio</p> <p>@ HCM World</p> <p>\$40,000</p>	<p>As the exclusive sponsor of this unique experience give attendees a creative networking opportunity. Smile for the camera and get your headshot professionally taken at the HCM World Portrait Studio!</p> <p>Specific Benefits Related to the HCM World Portrait Studio:</p> <ul style="list-style-type: none"> • 3 Oracle HCM World conference passes • All attendees who stop by the studio are scanned and contact information is provided to you • Exclusive branding including: Onsite signage and branding and branding on Oracle HCM World website
<p>Closing Reception</p> <p>\$40,000</p>	<p>There's no better way to end your time at HCM World than as the sponsor of the Closing Reception. As the official sponsor, join us in thanking attendees, customers and peers for another great year! Enjoy the company of new friends and clients, great entertainment and indulge in festive food and beverages.</p> <p>Specific Benefits Related to the Welcome Reception:</p> <ul style="list-style-type: none"> • 3 Oracle HCM World conference passes • Exclusive branding including: Onsite signage and branding, branding on Oracle HCM World website • Custom logo branding opportunity to be created (approved by Oracle)

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Sponsorship Opportunities continued...

EXPERIENCE	DESCRIPTION
Lunch Sponsor \$20,000	<p>What better way to get your branding in front of Oracle HCM World conference attendees than by sponsoring the conference lunches. Logo branding will be included on sponsorship signage throughout the eating areas. Take the opportunity to network with attendees and showcase your expertise over a bite of lunch.</p> <p>Specific Benefits Related Lunch Sponsorship:</p> <ul style="list-style-type: none">• 2 Oracle HCM World conference passes• Unique logo branded opportunity to be created
Mobile App \$30,000	<p>Exclusive opportunity to leverage your brand and increase exposure of your company to the entire Oracle HCM World audience - This mobile marketing sponsorship opportunity will put your brand on the forefront of the mobile user experience at HCM World.</p> <ul style="list-style-type: none">• 2 Oracle HCM World conference passes• Logo on the splash screen• Rotating banner on the navigation panel• Opportunity for Oracle to post up to 2 messages per day on the mobile app activity feed. Posts will be listed among real-time feed updates and can include session promotions, booth drivers and images. (Exclusivity does not apply to Daily News Feed)
Conference Lanyard \$20,000	<p>Take advantage of this opportunity to see every attendee at Oracle HCM World wearing your logo on the Conference Lanyard</p> <p>Specific Benefits Related to Lanyard:</p> <ul style="list-style-type: none">• 2 Oracle HCM World conference passes• Your corporate logo on every Conference Lanyard
City Guide \$20,000	<p>Reach every attendee and showcase Chicago's must-do sights, eats, drinks and more! City guides will be placed at registration for every attendee to pick up this valuable resource guide</p> <ul style="list-style-type: none">• 2 Oracle HCM World conference passes• City guide to be produced by partner (Oracle approval required)

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Exhibitor Opportunities

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Kiosk Opportunity – \$15,000

BENEFITS	DESCRIPTION
Sales Engagement/Networking	<ul style="list-style-type: none"> Standard turnkey networking kiosk <ul style="list-style-type: none"> Standard kiosk within the HCM World Show floor; 2 stools Includes one 24" monitor, power, one internet connection, one lead retrieval device and company logo displayed on kiosk 2 Oracle HCM World conference passes
Marketing & Branding	<ul style="list-style-type: none"> Company name included in online and onsite Exhibitor Listing Company event profile included on website
Public Relations	<ul style="list-style-type: none"> Registered Press attendee list provided one week prior to event
Client Services	<ul style="list-style-type: none"> Opportunity to reserve conference hotel room blocks at negotiated conference rates, based on a first-come, first-served basis



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General Sponsor Benefits Overview

BENEFIT DESCRIPTIONS	Platinum Level	Gold Level	Silver Level
CONTENT			
Track Sponsorship & Forty Five minute Conference Session to be placed in your HCM World sponsored track	•		
SALES ENGAGEMENT / NETWORKING			
HCM World Full Conference Passes	3	2	2
MARKETING / BRANDING			
Logo placement on demand generation campaign (print and e-mail) for HCM World	•	•	•
Logo placement on the "Thank you to our Sponsors" signage for HCM World	•	•	•
Branding on the HCM World Website	•	•	•
Company listing and event profile listed on the HCM World Website	•	•	•
PUBLIC RELATIONS			
Registered Press attendee list one week prior to event	•	•	•
CLIENT SERVICES			
Dedicated Account Management	•	•	
Opportunity to reserve conference hotel room blocks at negotiated conference rates, based on a first-come, first-served basis	•	•	•

Integrated Cloud

Applications & Platform Services

ORACLE®