

HRPA 2017 Annual Conference & Trade Show #ACGames Contest



Participate in the 2017 #ACGames Contest to drive traffic to your booth and maximize your exposure with key HR decision makers!

Sponsored by



Based on the conference's mobile app, the #ACGames contest has conference delegates competing to accumulate points by networking and interacting with trade show exhibitors. The most points wins the #ACGames grand prize and runners-up can pick donated exhibitor prizes through the games' prize draft.

How to participate

HRPA is seeking prize donations from our trade show exhibitors (minimum \$75 value). Contact trade show and sponsorship specialist Melissa McQuillan or Janet Gibson for more information and to participate: Mmcquillan@hrpa.ca, JGibson@hrpa.ca.

#ACGames Exhibitor benefits

Before and during the conference, delegates earn points by contacting exhibitors and asking about their products and services. During the conference, delegates who visit and network with participating #ACGames exhibitors will earn 50 percent more points—thus driving more traffic to your booth, delivering more potential leads and exposing your brand, products and services to more HR decision makers!

Additional #ACGames Exhibitor benefits

1. Attendees visiting participating exhibitors earn 75 points (regular exhibitor only worth 50)
2. Acknowledgement, company logo and link to company website on the Annual Conference Website (Mobile App – Gamification page)
3. Twitter post to Conference Gamification page listing company name, booth # and points level one week before the conference. A Friday post will also announce the winner of the exhibitor prize mentioning the exhibitor and booth number.
4. Photo opportunity with prize winner at the Exhibitors booth. (Photo will be made available on the HRPA Annual Conference website)

Don't delay – Become a #ACGames Exhibitor today!

Contact Melissa McQuillan (email Mmcquillan@hrpa.ca or call 416 923 2324 x347) or **Jannet Gibson** (email JGibson@hrpa.ca or call 416 923 2324 x336) to participate.



HRPA
ANNUAL
CONFERENCE &
TRADE SHOW
2017

FEBRUARY

1

2

3



HRPA Annual Conference & Trade Show #ACGames

The #ACGames contest is based on a points-based system where attendees will accumulate points throughout the registration and conference period. The conference attendee who receives the highest total points will win our Grand Prize [TBD] and runners up will be able to pick donated exhibitor prizes via our Prize Draft.

How the contest works

From August 22, 2016 to February 3, 2017, conference attendees will be able to enter codes that will award points based on these completed tasks:

Pre-Show Mobile App Profile Completion (August 22, 2016 – January 27, 2017)

Points: 75pts for Mobile App Profile Completion.

Exhibitor Pre-Show Contact (August 22, 2016 – January 27, 2017)

Points: 50pts per Exhibitor, 75 pts for participating #ACGames exhibitors, 75 pts for sponsors

Attendees can receive points by contacting exhibitors before the conference. Each exhibitor is assigned a unique code. If the attendee contacts the exhibitor and is deemed to be a potential lead they receive a points code from the exhibitor (including 75 points from #ACGames exhibitors and sponsors).

Exhibitor Onsite Contact (February 1 – 3, 2017)

Points: 50pts per Exhibitor, 75 pts for participating #ACGames exhibitors, 75 pts for sponsors

Attendees receive points by interacting with trade show exhibitors. If the attendee is deemed to be a potential lead they will receive a points code from the exhibitor (including 75 points from #ACGames exhibitors and sponsors).

Additional points

Attendees can also earn points from non-trade show activities including most-liked Twitter and Instagram posts, networking with fellow delegates and a conference scavenger hunt.

Prize Awards

Grand Prize: The person with the most points by Friday February 3rd at 10am will receive the grand prize [TBD] at HRPAs trade show booth.

Exhibitor Prizing: Prizes provided by #ACGames exhibitor participants will be awarded via draft. Starting at the second place runner up and moving down, winning attendees will select their prize from an exhibitor prize pool. Winners will be awarded the prize at the exhibitor booth and will participate in a photo op. This will continue until all exhibitor prizes are claimed.

For more information about the #ACGames and to participate,

contact Melissa McQuillan (email Mmcquillan@hrpa.ca or call 416 923 2324 x347) or
Jannet Gibson (email JGibson@hrpa.ca or call 416 923 2324 x336).