

Partner Prospectus

2025 SIOP Leading Edge Consortium

Advancing People Analytics

*Loews Atlanta Hotel
October 23-24, 2025*



2025 Details

The 2025 SIOP Leading Edge Consortium is the premier event on “Advancing People Analytics.” This two-day gathering will unite experts to explore innovations transforming workforce analytics and leadership strategies.

Who Attends?

The SIOP Leading Edge Consortium welcomes 250-300 mid- to senior-level practitioners each year to explore a new workplace topic. Program content focuses on subject matter that is current and of importance to practitioners of I-O psychology, human resources, and related fields.

| Opportunities | Keycard Partner | Lanyard Partner | Wi-Fi Partner | Topic-Tables Lunch Partner | Social Hour Partner | Coffee Breaks Partner | Vendor Experience Exhibitor | Window Clings Overlook East |
|---|-----------------|-----------------|---------------|----------------------------|---------------------|-----------------------|-----------------------------|-----------------------------|
| Fee for Each or Partner Name | Hogan | Talogy | Talogy | Deloitte | Pinsight | EchoSpan | \$2,000 | \$500 Each |
| Quantity Available | 0 | 0 | 0 | 0 | 0 | 0 | 6 Available | 10 |
| PRIMARY BENEFITS | | | | | | | | |
| Complimentary consortium registration(s) | 2 | 2 | 1 | 1 | 1 | 1 | | |
| Named Partners and Vendor Experience Exhibitors may purchase additional registrations to attend at the member rate. | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| One 6-foot, skirted tabletop display in the Vendor Experience (Electrical is not included. Sold separately.) | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Logo on lanyard | | Yes | | | | | | |
| Artwork on one side of the hotel keycard. The flip side has the LEC logo. | Yes | | | | | | | |
| Host "topic" tables during lunches. Topics determined by LEC Committee. | | | | Yes | | | | |
| Set the password for the Wi-Fi and provide a branded a "splash page". | | | Yes | | | | | |
| SIGNAGE | | | | | | | | |
| Recognition on the general thank you sign near the registration desk. | Yes | Yes | Yes | Yes | Yes | Yes | Yes | |
| Recognition on a sign at your event. SIOP header with artwork below supplied by the event partner. | | | | Yes | Yes | Yes | | |

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|--|--------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|------------------|
| Recognition on tabletop "topic" signs. | | | | Yes | | | | |
| RECOGNITION | | | | | | | | |
| Logo and link on LEC's partner-web page. | Logo w Link | Logo w Link | Logo w Link | Logo w Link | Logo w Link | Logo w Link | Name | Logo w Link |
| Registration promotional emails. | Logo | Logo | Logo | Logo | Logo | Logo | Name | Name |
| Logo on slide in pre-show scrolling presentation | Group Logo Slide | Group Logo Slide | Group Logo Slide | Group Logo Slide | Group Logo Slide | Group Logo Slide | Group Logo Slide | Group Logo Slide |
| Posting of branded sponsored content on the "Attendee Resources" web page. This page is restricted to attendees only. | 3Links (URL and/or PDFs) | 3 Links (URL and/or PDFs) | 2 Links (URL and/or PDFs) | 2 Links (URL and/or PDFs) | 2 Links (URL and/or PDFs) | 2 Links (URL and/or PDFs) | 1 URL or PDF | 1 URL or PDF |
| ATTENDEE OPT-IN EVENT LIST | | | | | | | | |
| <i>SLOP does <u>not</u> include email addresses or phone numbers on the list. Registrants can check a box to be removed from the list shared with partners (opt-out).</i> | | | | | | | | |
| Pre-event list of LEC attendees approximately 14 business days out from the event with Name, Title, Organization, State/Province, Country and Member Type. | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Post-event list of LEC attendees within 7 business days after with Name, Title, Organization, State/Province, Country and Member Type. | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| <i>* Window clings are an add-on purchase and require the purchase of a named partnership or vendor experience table first.</i> | | | | | | | | |

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