

MiBiz360

TALENT & HR SUMMIT SERIES



Event Dates

Virtual Programming:

Six webinars produced by the Michigan Chamber on pressing HR topics

Virtual Programming:

March 4, 2026 | East Lansing, MI

A look into MiBiz360

This enhanced series is a hot commodity in 2026. It features everything related to operations, human resources, talent, workforce development, and more. Attendees join us each month for an educational webinar featuring pressing issues facing Michigan's businesses, plus an annual in-person summit. Each opportunity offers SHRM and HRCI continuing education credits, along with additional access and Q&A with experts in the field. This is the perfect place for sponsors to demonstrate thought leadership or their supportive products and services.

Audience

HR Professionals (59%)

Managers/Supervisors (17%)

C - Suite Leadership (11%)

Other/Misc. roles (13%)

Programming Snapshot



SHRM
SHRM-CP | SHRM-SCP
RECERTIFICATION
PROVIDER



Put your support behind this leading HR and talent programming designed to connect and help busy HR professionals, or those wearing the HR hat – especially in small to mid-size businesses – get actionable insights and ‘must knows’ from industry and employment law experts. Monthly webinars will cover everything from the latest best practices to fast-changing compliance requirements.



Tentative session topics include:

- Navigating labor and workforce challenges
- Building inclusive and equitable workplaces
- Leveraging data and technology in HR
- Developing leadership pipelines and future-ready teams

2025 Attendee Feedback

“Enjoyed networking with other local HR personnel.
The ESTA discussion was very valuable.”

“The essential connection: aligning your HR systems for success was the most powerful breakout session. I have been looking for a way to optimize our business strategy with people strategy, this session gave me the tools and resources.”



The "Trusted Resource Partner" Sponsorship

An exclusive opportunity to showcase your organization as a thought leader on the hottest issues facing HR leaders and small business owners today. This sponsorship opens the door to showcasing on demand, vetted* webinars within the MI Chamber's MiBiz360 2026 HR Library. Customers who purchase the MiBiz360 bundle have access to a library of employment law, compliance, operational and leadership webinars from trusted partners like you. Show your prospective and current clients that you are leading with credible knowledge on must-know information. Trusted Resource Partner packages are available for two, four or six webinar inputs during the calendar year.

All "Trusted Resource Partner" Sponsorships include:

- One event registration to MiBiz360 Talent & HR Summit held March 4, 2026 at the Kellogg Center in East Lansing
- Brand marketing on MI Chamber platforms promoting the Summit and on-demand webinar uploads from your organization's webinar recordings.
- Webinars accessible to these business leaders through Dec 31, 2026.

Pricing

Input up to two webinars
\$2,500

Input up to four webinars
\$4,000

Input up to six webinars
\$4,800

*The MI Chamber staff has authorization to vet the on-demand webinar to ensure it is in line with mission and need of bundle holders. This includes credible education that is unique to other content planned or pre-existing in the webinar library.



Sponsorship Levels

	Diamond \$15,000	(2) Presenting \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	(2) Lunch \$1,000	(1) Caffeinator \$500	Exhibitor \$250	Add on Trusted Resource Partner
Exclusive sponsorship level + first right of refusal on 2026 sponsorship	★								
60-second commercial spot (provided by sponsor) played at beginning of event	★								
Recognized with sponsor level on all marketing and event materials	★	★							
Opportunity to provide opening or closing remarks	★	★							
Logo recognition on custom centerpieces	★	★							
One advertising opportunity in MiBiz newsletter	★	★	★						
List of attendees including name, title and company	★	★	★						
Opportunity to distribute downloadable materials to all attendees (all events)	★	★	★	★					
Complimentary exhibitor table	★	★	★	★	★				
Sponsor-branded invites	★	★	★	★	★				
Opportunity to distribute swag to all participants (at in-person Summit)	★	★	★	★	★				
"Thank You" recognition on Michigan Chamber platforms	★	★	★	★	★	★	★	★	★
Event registrations included	1 Table	6	5	4	3	2	1	1	1
Through leadership led webinar									2 – 6

For more information, contact Amanda Toy, VP of membership and partnerships, at atoy@michamber.com or (517) 371-7642.