

SPONSORED
CONTENT STRATEGY
PRINT/DIGITAL
ADVERTISING
EXHIBITS AND
SPONSORSHIPS

American Staffing Association

PRO SPECTUS

Target Your
Dream Audience.
Jumpstart Sales.
Broaden
Your Market.



The World's Largest, Most Influential Staffing Association

Your Single Source for Reaching the Industry's Top Decision Makers

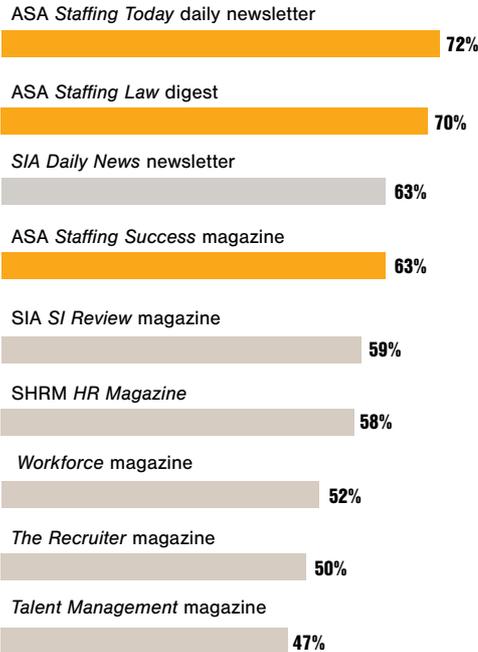
No other staffing organization in the world has the reach the American Staffing Association delivers. From reinforcing your market presence and messaging as an industry leader to establishing name visibility and brand recognition, or tailoring targeted and timely promotions, ASA offers all the marketing tools you need to reach industry decision makers.



American Staffing Association

ASA Publications Rate Highest— Most Valuable in the Industry

In a third-party survey of industry professionals, respondents rated two ASA publications highest in terms of value in recipients' work.



ASA Readers Are Influential Professionals

74% of staffing professionals reading ASA publications and visiting ASA websites are involved in purchasing for their organizations.

ASA Delivers the Largest Audience of Staffing Professionals

As the largest, most-trusted source of industry information and resources, ASA takes great pride in the relationship the association has with its members.

By the end of 2022, nearly **1,400 staffing companies** were members of ASA.



Members Value and Trust ASA Publications

According to a study conducted by an independent research firm, staffing professionals rely on ASA publications for valuable information for their companies.

82% agree:

ASA publications are the authoritative source for current staffing industry information

77% agree:

ASA publications and resources are value-added tools that are beneficial to their business

73% agree:

ASA publications and resources have made them more aware of industry products and services and helped their company learn more about industry suppliers and their offerings

PRINT

MEMBER PUBLICATIONS



Staffing Success Magazine

Well known for its high-quality content and presentation, this award-winning magazine is read by decision makers in all sectors of the staffing industry, and readers range from officers of multinational corporations and owners of independent firms to executive recruiters and branch managers.

» **35,000+** industry professionals receive *Staffing Success* magazine in print or online.

» *americanstaffing.net*, where *Staffing Success* is hosted, averages more than **105,000 page views** per month.

Sponsored content bundles available. Call for details.

#2

Regularly read industry publication (#1 is the *ASA Staffing Today* newsletter)

Staffing Law Digest

The Industry's Go-To Legal Resource

A timely collection of national and state legal news, court and agency actions, and other legislative headlines, *Staffing Law* is a critical resource for staffing professionals who must stay on top of pressing issues in order to secure their future growth and success.

» More than **10,000** industry professionals receive *Staffing Law* digest.



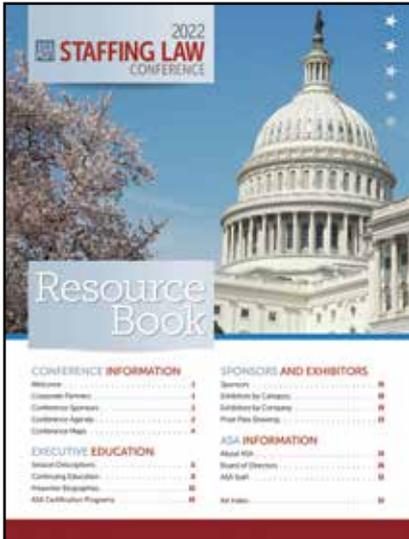
71%

of ASA members value *Staffing Law* digest



Staffing Success and *Staffing Law* print advertisers also appear in the digital editions at no additional charge—making your print dollars go a long way toward capturing online leads.

EVENT PUBLICATIONS



ASA Staffing Law Conference Resource Book

In addition to exhibit and sponsorship opportunities, suppliers can raise their visibility by advertising in the ASA Staffing Law Conference Resource Book that is distributed to all attendees. It is a valuable take-home piece containing session materials, so attendees refer to it often during and after the show.

» Staffing Law Conference Resource Book circulation ~ 400

Staffing World® Advance and On-Site Programs

More than 33,000 industry professionals receive the Staffing World Advance Program—an essential guide highlighting event content, schedules, and registration details that is highly referenced in the weeks leading up to Staffing World.

At the show attendees receive the Staffing World On-Site Program—a valuable publication that they refer to during and after the convention to identify exhibitors, session descriptions and schedules, and more. **Advertise in both programs to increase visibility, enhance branding, and drive traffic to your booth.**

» Staffing World Advance Program (print and digital) circulation 33,000+

» Staffing World On-Site Program circulation ~1,800



On-Site Program Bellyband Advertising: Draw attention to your organization by sponsoring the bellyband wrapping the Staffing World On-Site Program.

ONLINE



Staffing Today Newsletter

A daily newsletter that reaches more than 40,000 staffing professionals, *Staffing Today* is the industry's No. 1 source for targeted news and information. It is the largest circulating publication in the staffing industry, reaching a broad audience that goes beyond ASA members.

Increased Ad Visibility—When your company places an ad in *Staffing Today*, your ad is also live on all pages of *staffingtoday.net* until the following day's issue is published.



bundles available.
Call for details.

Staffingtoday.net
attracts an average of

1,546
visitors monthly

**Staffing professionals say
Staffing Today is the industry's most
valuable publication.**

Staffing Today is regularly read more than any other industry publication. **Six in 10** staffing professionals say they read at least three of every four issues they receive.



ASA Staffing Tech Center

A new ASA microsite, the ASA Staffing Tech Center—found at *americanstaffing.net/techcenter*, is home to resources, updates, and news related to advancements in staffing industry technology. Call for advertising details.

ASA Marketplace

ASA Marketplace—the highest-profile and most-trafficked online buyer’s guide serving the staffing and recruiting industry—has been expertly designed to connect buyers with your company. Make sure your company has its strategic listings across targeted product and service categories in place now.

» Visit asamarketplace.net for more information.



ASAmarketplace.net features an average

3,785

page views per month

Americanstaffing.net

According to *cmo.com*, 70% of individuals want to learn about products through content rather than through traditional advertising. Sponsored content campaigns from ASA, designed to mimic the look and feel of the association’s natural content, are now available on the ASA home page—only 12 opportunities per year available.

An ASA website revamp now allows members to access content specifically tailored to them. The new structure also offers numerous new advertising opportunities. Call for details.

» Native advertising generates 82% brand lift.



bundles available.
Call for details.

ASACentral

ASA Central is the business social network exclusively for members of ASA. On asacentral.americanstaffing.net, staffing professionals and industry suppliers can find and connect with colleagues through a robust member directory; participate in discussion boards; visit section communities; read member blogs; and much more.

- » 3,000 average monthly logins
- » Over 30,000 ASA Central community members
- » Discussion thread and home page advertising opportunities available. Call for details.



IN PERSON



ASA STAFFING LAW CONFERENCE & EXPO

Exhibit at the ASA Staffing Law Conference, held every spring in Washington, DC. This high-visibility annual conference is the only event dedicated to the legal and regulatory issues facing staffing companies. With limited expo space available, this is the perfect forum for suppliers to target c-suite staffing executives. Visit staffinglawconference.net for dates and details.

»» **Attracts ~ 400 total** attendees each year!

Exhibitors



are **likely** to exhibit again



are **very likely** to exhibit again

93% are satisfied with their exhibiting experience

Nearly all exhibitors say the ASA Staffing Law Conference is...

- Valuable way to gain new clients
- Valuable way to reach current clients

Attendees

84% influence product or service **purchases**

90% visit the expo hall **3+ times**
66% visit **4+ times**

65% have been in the **staffing industry** six or more years—42% for more than 10 years

51% are senior **leadership**—titles range from vice president to owner to general counsel

* Data from the 2022 ASA Staffing Law Conference.

STAFFING WORLD CONVENTION & EXPO



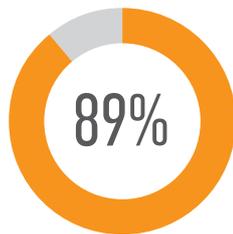
ASA invites you to exhibit and sponsor at Staffing World—the industry’s largest and most comprehensive convention and expo, bringing together qualified attendee decision makers and cutting-edge industry products and services to help staffing companies excel. Staffing World is the perfect forum to target staffing firm owners, partners, principals, c-suite executives, and more. Visit staffingworld.net for dates and details.

Exhibitors Value the Expo Experience

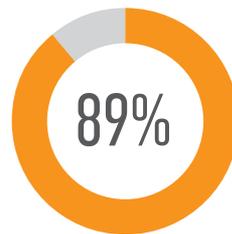
No other industry expo delivers a more impressive experience than Staffing World, where staffing professionals and industry suppliers connect, learn from one another, and work together.



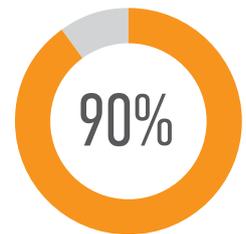
Satisfied with the exhibiting experience



Satisfied with dedicated expo time with attendees

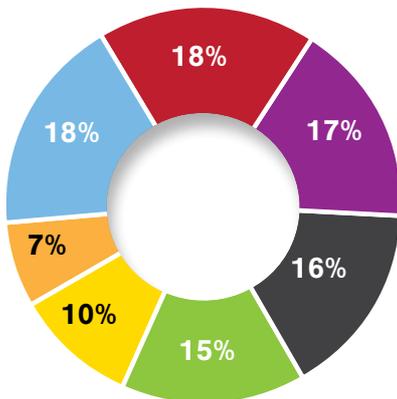


Valuable way to reach current clients

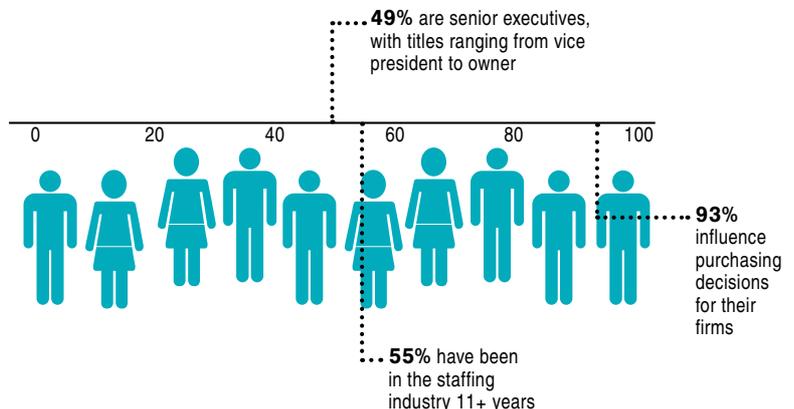
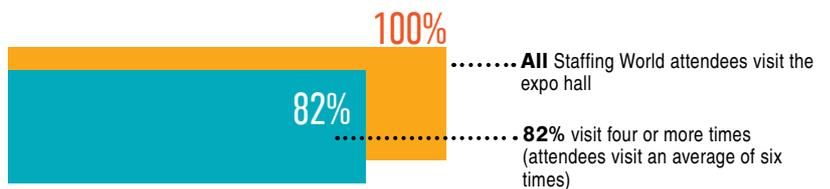


Valuable way to gain new clients

Attendees Visit the Expo Often



- Owner/Franchise Owner
- President/C-Suite
- Vice President
- Director
- Manager
- Sales & Recruiting
- Other



STAFFING WORLD MARKETING OPPORTUNITIES

Upgrade Your Exhibitor Listing

ASA has smart, diverse, and affordable options that help your company stand out and get noticed. Upgrade your company's listing to call out important information or product-specific details.



Staffing World Advance and On-Site Program Advertising

See page 5 for more information.

These publications have received national awards for their reader engagement and design strategies. Make sure your brand is included.



Staffing World Website Banner Advertising

Staffingworld.net draws thousands of visitors each month as attendees register for the convention, check out exhibiting companies, and much more. Plus, strong web traffic continues long after the convention is over because participants follow up on session handouts, download event photos, check on exhibitor details following their on-site conversations, and start planning for the next year. A banner ad on the Staffing World website is an effective way to gain maximum exposure, increase name visibility, and maximize brand recognition. These website banners stay active before, during, and after the show—through the end of December.



STAFFING WORLD SPONSORSHIP OPPORTUNITIES

Show ASA members and Staffing World attendees that you support the industry, and boost your company's bottom line, by sponsoring Staffing World.

Subject to change. Some sponsorships may already be sold or may not be offered. Call for details and custom sponsorship options.

- Knowledge Hub
- Hotel Door Drop
- Aisle Signage
- Refreshment Breaks
- First-Time Attendee Breakfast
- Staffing World Materials
- Hotel Welcome Letter
- Charging Stations
- Banner Signage
- Welcome Mixer Event
- Water Service
- ASA Cares LIVE
- On-Site Program Bellyband
- Attendee Registration Area
- Wi-Fi
- Shuttle Buses
- VIP Session
- ASA Leadership Hall of Fame Award
- Lanyards
- Game Park
- Relaxation Zone
- Networking Lunches
- Expo Evening Networking Receptions
- General Session Keynotes
- Mobile App
- Industry Leader Event

For more information, please contact:

Sarah Senges

Director, Supplier Relations
703-253-2042
ssenges@americanstaffing.net

Sarah Hussein

Expo Manager, Supplier Relations
703-253-2024
shussein@americanstaffing.net

Corie Depue

Advertising Coordinator, Supplier Relations
703-253-1142
cdepue@americanstaffing.net

You can also view order forms online at
americanstaffing.net/supplierforms.



American Staffing Association

277 S. Washington St., Suite 200
Alexandria, VA 22314
703-253-2020
americanstaffing.net

© 2023 by the American Staffing Association

