

2024



## EXHIBITOR PROMOTION GUIDE

2024 ASA Staffing Law & Compliance Conference ▪ May 16–17, 2023  
The Westin Washington, DC Downtown ▪ Washington, DC

MAY 16–17 ★ WASHINGTON, DC

### CONTACT ATTENDEES FOR FREE

As an exhibitor, you have the option to send a pre- or post-show email to attendees. This service is offered for marketing purposes exclusively to promote the exhibiting company’s participation at the 2024 ASA Staffing Law & Compliance Conference.

### STEPS TO SEND PROMOTION

In line with industry best practices, ASA will no longer provide the attendee list in excel format. Instead, all promotions will be sent from ASA.

**OPTION 1:** Submit the HTML code for your email and it will be sent as-is.

**OPTION 2:** Use the ASA email template. Submit information using the below parameters:

- **From email address**  
*(ASA will need to send a verification email from Mailchimp in order to send the email on your behalf. Companies will need to have access to the email address supplied.)*
- **From name**
- **Email subject line**
- **Email preview text\***
- **Header or logo image**  
*Maximum width of 650 pixels wide x 225 pixels height, .PNG or .JPG format*
- **Preferred color of hyperlinks and buttons**  
*Please provide hex code, such as #906abf or #0000ff, or a simple color. Color of hyperlinks and buttons must be the same color.*
- **Headline\***  
*with less than 38 characters*
- **Intro text**  
*no more than 2 paragraphs*
- **Button text and hyperlink\***
- **Closing text**  
*no more than 3 paragraphs*
- **Company’s full name, physical address, and phone number**  
*for footer of email*

\*This information is optional

All promotional pieces must still include the 2024 Staffing Law & Compliance Conference [logo](#) and the website address [staffinglawconference.net](http://staffinglawconference.net).

[Click here](#) to access a sample email using the ASA template.

### DECIDE WHICH PROMOTION TO SEND

<input type="checkbox"/> <b>Pre-Show List</b> <i>available May 1–15</i>	<input type="checkbox"/> <b>Post-Show List</b> <i>available May 20 – May 31</i>
--	--

### QUESTIONS?

Contact the Supplier Relations team:

Core Depue  
Advertising Manager, Supplier Relations  
703-253-1142 or [cdepue@americanstaffing.net](mailto:cdepue@americanstaffing.net)