

American Staffing Association

MEDIA ✦ EXPO SPONSORSHIP



MEDIA

PRINT Staffing Success Magazine

- The award-winning, flagship publication of the American Staffing Association.
- Delivers in-depth articles, legal analysis, and data and research tailored to the staffing industry.

****Available as full-page, half-page, quarter-page, or two-page spread placements**

35,000+

Industry Professionals Receive Staffing Success Magazine

Bimonthly

PRINT Staffing Law Digest

- The triannual publication of the American Staffing Association covering current legal, legislative, and regulatory developments in the staffing industry.

****Available as full-page, half-page, quarter-page, or two-page spread placements**

10,000+

Industry Professionals Receive Staffing Law Digest Magazine

Triannual

All print advertisers will appear in digital editions of the magazine at no additional cost.

DIGITAL AmericanStaffing.net

- The home of the American Staffing Association online and the first page members and interest groups access when looking for ASA resources.

****Run of site leaderboard ads run across all americanstaffing.net webpages (Legal Resources and Tech Trends pages sold separately)**

128,000+

Page Views per Month

DIGITAL Staffing Industry Playbook

- The digital-only, ASA Staffing Industry Playbook is an annual economic analysis of the staffing and recruiting industry.

****Available as full page, half page, quarter page, or two-page spread placements**

DIGITAL Staffing Today Daily Newsletter

- ASA's daily newsletter delivers an all-inclusive summary of the industry's news, resources, and events delivered daily to member's inboxes.

****Available as premium banner ads above the first editorial piece or featured banner ads in the middle of the newsletter**

26%

Open Rate

40,000+

Circulation

DIGITAL ASA Central

- ASA Central is the business social media network exclusively for members of the American Staffing Association.
- Members can connect with colleagues, participate in discussion boards, or read member blogs.

****Available as a run of site leaderboard ad or square ads on discussion posts**

2,750

Avg. Monthly Logins

30,000+

Members

DIGITAL ASA Marketplace

- ASA Marketplace is the highest-profile and most-visited online buyer's guide serving the staffing and recruiting industry.

****Three tiers of ASA Marketplace listings are available; basic (included with an industry supplier membership with ASA), upgraded, or premium**

FEATURES	BASIC	UPGRADED	PREMIUM
Company Name	x	x	x
Full Address: Street, city, state, zip	x	x	x
ASA Member Logo	x	x	x
Website	x	x	x
All ASA Sections (choose as many as appropriate)		unlimited	unlimited
Company Logo		x	x
Company Description (no word limit)		x	x
Social Media Accounts		x	x
Contact Person Information Full name, email and phone		x	x
Product/Service Category Choice	1	3	unlimited
Banner Ads		1	3
Share Articles & Press Releases			x
Video/Product Showcase (Ability to upload videos)			x
Priority in Search Results			x
Price	FREE*	\$1,500**	\$3,600**

****Leaderboard, premier skyscraper, and preferred skyscraper ads are available for purchase on the ASA Marketplace site**



SPONSORED CONTENT Bundles

- **Premium Bundle**

- Article in *Staffing Success* (subject and interviewees are selected by your team and the article is written by ASA)
- Article highlighted as sponsored content in three issues of *Staffing Today*
- Hero image placement on ASA homepage for one month
- Callout on ASA homepage for one month (among ASA articles on the page)
- Housed in library of materials on ASA Learn

- **Signature Bundle**

- Hot Products/Hot Companies full-page sponsored content in *Staffing Success*, print and digital editions
- Sponsored content placements in three issues of *Staffing Today*
- Archived on *Staffing Success* magazine online

SPONSORED CONTENT À la carte

- **Staffing Success Article**

- The subject of your article is chosen by your team along with a list of 2-4 interviewees
- A member of the ASA editorial team will collect the information and write the article, which will run as one of our feature stories

- **NEW! Hot Products/Hot Companies**

- Hot Products/Hot Companies full-page sponsored content in *Staffing Success*, print and digital editions
- Sponsored content placements in three issues of *Staffing Today*
- Archived on *Staffing Success* magazine online

For media inquiries with ASA contact,

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EVENTS

ExecuVision® 2025 FEB. 11-12 • SOUTH BEACH MIAMI

This invite-only event delivers a singular, high-level experience that is rich in forward-looking information and features unique opportunities to connect with the most influential executives operating in the staffing, recruiting, and talent solutions industry.

PREMIER SPONSOR

- Potential opportunity to speak in session or introduce speaker
- Two complimentary registrations to the event
- Logo on signage and registration unit at the event
- Opportunity to distribute an attendee gift, giveaway, or chair drop
- Oral recognition by ASA President & CEO or ASA Board Member on both days of ExecuVision
- Logo recognition on all email and printed promotions of ExecuVision 2024 as well as sponsor recognition on the website, asaexecuvision.net
- ASA to assist in facilitating meetings with attendees (emails, scheduling, etc.)


Additional sponsorships are available related to the golf event on Monday, Feb. 10.





2025
ASA STAFFING
LAW & COMPLIANCE
CONFERENCE

MAY 8–9 ★ WASHINGTON, DC



This high-visibility annual conference is the only event dedicated to the legal and regulatory issues facing staffing companies. From federal regulatory issues and protecting temporary workers to background check parameters and health care reform, the ASA Staffing Law and Compliance Conference delivers content that is critical to staffing companies. With select and limited expo space available, this is the perfect forum for suppliers to target c-suite staffing executives.

EXHIBIT

- **10'x10' Booth**
 - includes two registrations
- **10'x20' Booth**
 - includes four registrations
- **10'x30' Booth**
 - includes six registrations
- **20'x20' Booth**
 - includes eight registrations

SPONSOR

- Breaks With Exhibitors
- On-Site Banner—limited availability.
- Breakfasts—two available.
- Conference Lanyards
- Topical Sessions
- Registration Area
- Happy Hour
- Networking Lunch

All SLCC booths receive a complimentary exhibitor listing.

ADVERTISE

PRINT Staffing Law and Compliance Conference Resource Book

- This take-home piece is distributed to 400+ attendees during Staffing Law and Compliance Conference.
- It includes workshop slides and the attendee roster, providing resources long after the conference closes. ****Available as full-page, half-page, or quarter-page print ads**



Staffing World is where the staffing community comes together to make strategic connections, learn about new strategies, and get solutions that win business and spur growth.

“Staffing World’s size and scope allow for one-stop shopping in the form of conversations with industry leaders, hands-on learning opportunities, and connections with strategic suppliers who can help agencies increase efficiency and ROI in the face of rapid change.”

*-Jason Leverant, TSC, CSP, CHP, CSC
President and Chief Operating Officer, AtWork Group*

EXHIBIT

- **10’x10’ Booth**, includes two registrations
- **10’x20’ Booth**, includes four registrations
- **10’x30’ Booth**, includes six registrations
- **20’x20’ Booth**, includes eight registrations
- **Tech Stand**, reserved for first-time exhibiting companies that offer technology solutions to the staffing industry

SPONSOR

SELECT LEVEL

Session Tracks
Hotel Door Drop
Aisle Sign Sponsorship
Refreshment Breaks
Breakfasts
Staffing World Materials
Hotel Welcome Letter
Onsite Program Bellyband
Charging Stations
Banner Sponsorship

SIGNATURE LEVEL

Water Service
Roundtable Discussions
Attendee Registration Area
Welcome Mixer
Wi-Fi

PREMIER LEVEL

Knowledge Hub
Networking Lunch
ASA Leadership
Hall of Fame Award
Lanyards
Staffing World Mobile App
Relaxation Station
General Session Keynotes
Industry Leader Event

ADVERTISE

PRINT Staffing World Advance Program

- The piece is sent to the biggest and best list of staffing professionals in the industry, including all ASA members, regardless of whether they can attend.
- The digital edition of the Advance Program is highly trafficked in the weeks leading up to Staffing World. ****Available as full-page or half-page ads**

PRINT Staffing World On-Site Program

- Attendees refer to the On-Site Program throughout the convention to identify exhibitor's names and contact information, event details, schedules, and more.

****Available as full-page or half-page ads**

DIGITAL Staffing World Website

- All attendees visit staffingworld.net to register for the conference, get agenda and speaker updates, and to plan their conference experience.

****Available as a run of site banner ad**



THRIVE LIVE 2025

October 5-6, 2025 ▪ Orlando, Florida

SPONSOR

- Breakfast
- Lunch
- Happy Hour
- Table Sponsorship
- Keynotes (3)



WOMEN IN LEADERSHIP



YEAR-ROUND SPONSORSHIPS

Legal Sponsorship Package

Providing the most reliable legal resources in the staffing industry is a top priority for ASA and its select circle of law firm members.

Legal Sponsorship	Managing Partner	Senior Associate	Associate
ASA Associate Membership-- \$895 Value	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Upgraded Listing on ASA Marketplace (Includes a Horizontal Banner in Rotation Under the Legal Category)-- \$1,500 Value	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Listing in <i>Staffing Law Digest</i> Newsletter (Print/Digital)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Recognized in Staffing Law and Compliance Conference and Staffing World On-Site Program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to Submit a Speaking Proposal for ASA Staffing Law Conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Registration(s) to ASA Staffing Law Conference-- \$2,620 Value Each, Member Rate	3	2	1
Sponsor May Provide Content for the Top Legal Resources Microsite Linked to ASA Law & Advocacy Pages (PDF or Short Video)	3	2	1
Sponsored Content in ASA Weekly Legislative Update	3	2	1
Webinar Led by the Sponsoring Firm and Promoted by ASA	1		
Print and Digital Advertising in Staffing Law Digest Newsletter-- \$3,050 Value (Half Page), \$2,765 Value (Third Page)	Half	Third	
Participation in Session at Staffing Law and Compliance Conference or Staffing World	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Presentation of Monthly ASA Legal Line Video	1		
Sponsored Content in <i>Staffing Law Digest</i> Newsletter-- \$4,800 Value	1		
Complimentary Registration to Staffing World-- \$4,385 Value, Member Rate	1		
Opportunity to Present at ASA Legal & Legislative Committee Meetings	<input checked="" type="checkbox"/>		

Women in Leadership Initiative

2025 Sponsorship Package



Dedicated to bringing visibility to the value of women leaders in the global staffing industry.

THRIVE Virtual 2025	PREMIER	SIGNATURE	SUPPORTING
Logo or Text Recognition in all Emails and Promotions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Verbal Recognition at the Start and End of Event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary Registration	3	2	1
May have a moment to address participants	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
THRIVE LIVE at Staffing World 2025	PREMIER	SIGNATURE	SUPPORTING
Logo or Text Recognition in all Emails and Promotions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsorship Recognition on Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to Send Representative to Staffing World 2024	2	1	
May Either Introduce a Speaker or Sponsor the Breakfast or Networking Lunch (depending on availability)	<input checked="" type="checkbox"/>		
Women in Leadership Interest Group	PREMIER	SIGNATURE	SUPPORTING
Logo on WIL Interest Group Community Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo Recognition in Half Page Session Advertisement in <i>Staffing Success</i> Magazine	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
WIL Interest Group “Badge” Provided for Use in Correspondence and Web Pages as well as on ASA Member Profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Link to Sponsor Page from WIL Discussion Thread Emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Recognition at 3 Women Leader Focused Sessions at Staffing World 2025 (Logos on Signage, Slides at the Start of Session, Recognition in Speech)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Logos Pictured at Start of All WIL Webinars	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsored Content in <i>Staffing Today</i> Newsletter	3 Days	1 Day	
Ad in 1 issue of <i>Staffing Success</i> Magazine	Full	Half	
Links to Sponsor’s Educational Opportunities on the Learning Series Web Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Recognition in Networking Email Promotions and WIL Webinars	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

IDEA Group

2025 Sponsorship Package



The IDEA Interest Group connects ASA members who work in inclusion and diversity initiatives in their workplace and those interested in contributing to conversations that help make sustainable change.

Virtual IDEA Group Programs (6x per Year)	PREMIER	SIGNATURE	SUPPORTING
Logo or Text Recognition in all Emails and Promotions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Logos Pictured at Start of All IDEA Group Programs (x6)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Verbal and Slide Recognition at Start and End of Session	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Recognition in Email Promotions and IDEA Group Webinars as Planned	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Able to Address Participants	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
IDEA Group Session at Staffing World 2024	PREMIER	SIGNATURE	SUPPORTING
Logo or Text Recognition in all Emails and Promotions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsorship Recognition on Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Verbal and Slide Recognition at Start of Session	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Chair Drop of 1 Promotional Item or Brochure (Production Not Included)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
IDEA Group	PREMIER	SIGNATURE	SUPPORTING
Logo on IDEA Group Community Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo in Half Page IDEA Group Advertisement in <i>Staffing Success</i> Magazine	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
IDEA Group “Badge” Provided for Use in Correspondence and Web Pages as well as on ASA Member Profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Link to Sponsor Page from IDEA Group Discussion Thread Emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsored Content in <i>Staffing Today</i> Newsletter	3 Days	1 Day	
Ad in 1 issue of <i>Staffing Success</i> Magazine	Full	Half	
Links to Sponsor’s Educational Opportunities on the Learning Series Web Page	<input checked="" type="checkbox"/>		
Webinar Led by the Sponsor and Promoted by ASA	<input checked="" type="checkbox"/>		

CORPORATE PARTNERSHIP

A comprehensive, year-round marketing program designed to build brand equity among staffing firm decision-makers. This turn-key solution provides exclusive benefits to partners, including unique networking opportunities with executive-level leadership.

Comprehensive annual marketing plan with advertising and events options, plus:

Elite Benefits

- Exclusive executive-level leadership networking opportunities
- Opportunity to present to ASA board of directors 3X a year on subject of your choosing.

Exclusive Access

- ASA email on behalf of partner to members
- ASA CEO letter on behalf of partner to members
- Opportunity to conduct focus group with members
- Quotes from ASA executives in partner news releases

VIP Invitation-Only Events

- ExecuVision
- Board meetings
- Board meeting dinners
- Chairman's private reception at Staffing World





American Staffing Association



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