

MEDIA ✦ EXPO SPONSORSHIP



American Staffing Association

MEDIA

PRINT *Staffing Success Magazine*

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

Full-page, 1/2-page, 1/3-page, or two-page spread placements

10,000+

Industry Professionals Receive
Staffing Success Magazine in
print and online

Bimonthly

PRINT *Staffing Law Digest*

- The triannual newsletter of the American Staffing Association
- Covers current legal, legislative, and regulatory news in the staffing industry

Full-page, 1/2-page, 1/3-page, or two-page spread placements

10,000+

Industry Professionals Receive
Staffing Law Digest Newsletter
in print and online

Triannual

All print advertisers 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

128,000+

Page Views per Month

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

DIGITAL *Staffing Industry Playbook*

- The digital ASA Staffing Industry Playbook is an annual economic analysis of the staffing and recruiting industry.
- Robust online presence, including a dedicated, interactive website with sponsored content opportunities

Full-page, 1/2-page, 1/3-page, or two-page spread placements

DIGITAL Staffing Today Daily Enewsletter

- ASA's daily e-newsletter delivers an all-inclusive summary of the industry's news, resources, and events delivered daily to members' inboxes.
- The staffing industry's No. 1 source for news as determined by an independent audit

26%
Avg. Open Rate

20,000+
Circulation

Premium banner ads above the first news article or featured banner ads in the middle of the e-newsletter

DIGITAL ASA Central

- The staffing industry's premier online community exclusively for members of the American Staffing Association
- Members connect with colleagues, participate in discussion boards, read member blogs, and more

2,750
Avg. Monthly Logins

30,000+
Members

Run of site leaderboard ad or square ads on individual discussion posts and digest emails

DIGITAL ASA Marketplace

- 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 ASA membership), 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

75%



SPONSORED CONTENT Bundles

▪ Premium Bundle

- Article in *Staffing Success* (subject and interviewees selected by you and 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)
- Article housed in digital library of professional development 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* searchable digital library.

SPONSORED CONTENT À La Carte Options

▪ Staffing Success Article

- The subject of your article is chosen by you along with two to four interviewees.
- A member of the ASA editorial team collects the information and writes the article, which runs as a major feature story in the magazine.

▪ **NEW!** Hot Products/Hot Companies

- Highly focused full-page sponsored content in *Staffing Success*, print and digital editions
- Sponsored content placements in three issues of *Staffing Today*
- Archived on *Staffing Success* searchable digital library

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 a session or introduce a speaker
- Two complimentary registrations to the event
- Logo on signage and registration area 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
- Logo recognition on all available email and printed promotions for ExecuVision 2025 as well as sponsor recognition on the website, *execuvision.net*
- ASA to assist in facilitating meetings with attendees (emails, scheduling, etc.)

Additional sponsorships available for the golf event on Monday, Feb. 10.





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, CSP
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
On-site Program Bellyband
Charging Stations
Banner Sponsorship

SIGNATURE LEVEL

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

PREMIER LEVEL

Knowledge Hub
Networking Lunches
ASA Leadership
Hall of Fame Award
Lanyards
Staffing World Mobile App
Relaxation Station
Super 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.

Full-page or 1/2-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.

Full-page or 1/2-page ads

DIGITAL Staffing World Website

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

Run of site banner ad

WOMEN IN LEADERSHIP



THRIVE LIVE 2025

Oct. 5-6, 2025 ▪ Orlando, FL

SPONSOR

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



WOMEN IN LEADERSHIP



Women in Leadership Initiative

2025 Sponsorship Packages



Dedicated to bringing visibility to the value of women leaders in the U.S. 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(s)	3	2	1
Opportunity to Address Participants	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
THRIVE LIVE at Staffing World 2025	Premier	Signature	Supporting
Host a Table at the Event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Gift Given to Attendees on Sponsor's Behalf	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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 2025	2	1	
Opportunity to Introduce a Speaker <u>or</u> Sponsor the Breakfast or Networking Lunch (depending on availability)	<input checked="" type="checkbox"/>		
Women in Leadership Interest Group	Premier	Signature	Supporting
Logo on Women in Leadership (WIL) Interest Group Web Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo Recognition in Half-Page WIL 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 All Women Leader-Focused Sessions at Staffing World 2025 (Logos on Signage, Slides at the Start of Session, Recognition During Session Presentation)	<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> Enewsletter	3 Days	1 Day	
Ad in One Issue of <i>Staffing Success</i> Magazine	Full	Half	
Links to Sponsor's Educational Opportunities on the ASA Learn 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"/>
Sponsor May Have A Representative Join One WIL Taskforce	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

LEGAL & COMPLIANCE



2025
ASA STAFFING
LAW & COMPLIANCE
CONFERENCE

MAY 8–9 ★ WASHINGTON, DC

This high-visibility conference is the only event dedicated to the legal, regulatory, and compliance issues facing staffing firms. From federal and state regulatory issues and protecting temporary workers to background checks and health care reform, the ASA Staffing Law & Compliance Conference delivers critical content. With select and limited expo space available, this is the perfect forum for reaching industry decision-makers.

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 booths for this event include a complimentary exhibitor listing.

ADVERTISE

PRINT Staffing Law & Compliance Conference Resource Book

- This take-home piece is distributed to 400+ conference attendees
- It includes valuable session information, providing resources long after the conference closes. **Full-page, 1/2-page, 1/3-page, or two-page spread placements**

Legal Sponsorship Packages

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 Benefits	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 the rotation under the legal category) \$1,500 Value	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Recognition in <i>Staffing Law Digest</i> Newsletter (Print/Digital)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Recognition in ASA Staffing Law & Compliance Conference Resource Book 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 & Compliance Conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Registration(s) to ASA Staffing Law & Compliance 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 Email	3	2	1
Webinar Led by the Sponsoring Firm and Promoted by ASA	1		
Print/Digital Advertising in <i>Staffing Law Digest</i> Newsletter \$3,050 Value (Half Page), \$2,765 Value (Third Page)	Half	Third	
Participation in Session at Staffing Law & Compliance Conference or Staffing World events	<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"/>		

+ ADD-ON OPTIONS

WEBINARS - \$10,000 per webinar

PRINT AND DIGITAL ADVERTISING in *Staffing Law Digest* Newsletter - \$3,050 (half page), \$2,765 (third page)

SPONSORED CONTENT in *Staffing Law Digest* Newsletter - \$4,800

BANNER AD on Top Legal Resources Microsite - \$7,000

SPONSORED CONTENT on Top Legal Resources Microsite, Linked to ASA Law & Advocacy Webpages (PDF or Short Video) - \$8,000 premium placement, \$6,000 mid-page placement, \$5,000 footer placement

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 Events (3x 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 (x3)	<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"/>
Opportunity to Address Participants	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
IDEA Group Session 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"/>
Verbal and Slide Recognition at Start of Session	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Chair Drop of One Promotional Item/Brochure (Production Not Included)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
IDEA Group	Premier	Signature	Supporting
Logo on IDEA Group Web Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo in Half-Page IDEA Group Advertisement in <i>Staffing Success Magazine</i>	<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> Enewsletter	3 Days	1 Day	
Ad in One Issue of Staffing Success Magazine	Full	Half	
Links to Sponsor's Educational Opportunities on the ASA Learn Web Page	<input checked="" type="checkbox"/>		
Webinar Led by the Sponsor and Promoted by ASA	<input checked="" type="checkbox"/>		

CORPORATE PARTNER

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, in addition to:

Elite Benefits

- Exclusive executive-level leadership networking opportunities
- Opportunity to present to ASA board of directors 3X per 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
- ASA board meetings
- ASA board meeting dinners
- Chairman's private reception at Staffing World



Funding Growth for Staffing Firms | A Paychex® Company



Benefits in a Card™



CONVERZAI



VensureHR
Staffing Alliance



WORLD WIDE
Specialty

A Division of Philadelphia Insurance Companies



American Staffing Association



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