



2025  
**ASA STAFFING**  
LAW & COMPLIANCE  
CONFERENCE

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MAY 8-9 ★ WASHINGTON, DC

# EXHIBITOR HANDBOOK

MAY 8-9, 2025 ★ Washington, D.C.





## Why ASA Staffing Law & Compliance Conference?

- **Increased Brand Recognition** – With SLCC's smaller exhibit hall, your brand can make a bigger impact on attendees.
- **Face Time with Decision-Makers** – As a more specialized event, you'll have greater opportunities to connect with the audiences you value.
- **Close Knit Networking** – Our expo hall is located in the same room as sessions, giving exhibitors and attendees easy access to our expo hall throughout the show.

### Explore the Website

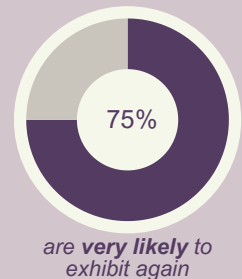
[americanstaffing.net/staffinglawconference25](https://americanstaffing.net/staffinglawconference25)

## Impact in Numbers

### Conference Attendees

- 99%** visit the expo hall multiple times; 83% visit **3+ times**
- 86%** influence product or service **purchases**
- 67%** are **senior leaders**—titles range from vice president to owner to general counsel
- 53%** have been in the staffing industry **six or more years**; 36% for more than **10 years**

### Conference Exhibitors



### Most exhibitors say the ASA Staffing Law & Compliance Conference is...

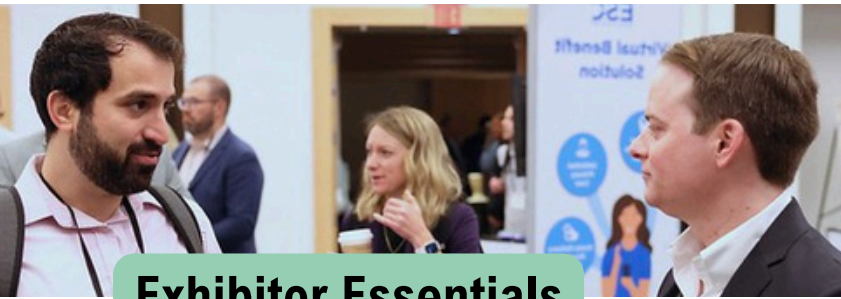
- a valuable way to gain new clients
- a valuable way to reach current clients

Source: 2024 ASA Staffing Law & Compliance Conference survey

## ! Key Dates & Deadlines

- March 24** Exhibitor registration opens
- April 7** Discount deadline for booth accessories through The Expo Group (TEG)
- April 8** Final deadline to submit changes to your exhibitor listing to ASA
- April 15** Deadline for discounted hotel rates at the Grand Hyatt Washington (if not sold out)
- April 24** Full payment for exhibit booth due to ASA

[Questions?](#) Visit the **Exhibitor Resource Center (ERC)** for more information.



## Exhibitor Essentials

- ☐ Register booth staff (see below)
- ☐ Pay booth invoice from ASA
- ☐ Submit Certificate of Insurance (COI) to ASA
- ☐ Write pre- or post-show email content
- ☐ Book flights and hotel rooms
- ☐ Review the official SLCC agenda
- ☐ Order booth accessories from The Expo Group (TEG)(if needed)
- ☐ Check the Exhibitor Resource Center (ERC) for updates and attendee lists (name, title, and company only)
- ☐ Look for your registration confirmation email from ASA
- ☐ Save your registration QR code email for easy on-site registration
- ☐ Read the Know Before You Go email

## On-Site Exhibitor Schedule

### Exhibitor Move-In

Wednesday, May 7; 6-10pm

### Expo Hours

Thursday, May 8; 7:45am-6:30pm

Breakfast with Exhibitors 7:45-8:45am

Refreshment Break 10:15-11am

Lunch in Expo Hall 12-1:30pm

Refreshment Break 3:30-4:30pm

Refreshment Break 3:30-4:30pm

Happy Hour 5:30-6:30pm

Friday May 9; 7:30am-10:30am

Breakfast with Exhibitors 7:30-8:30am

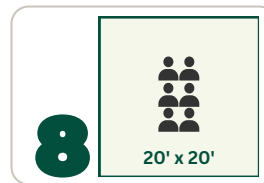
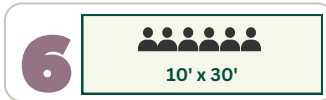
Refreshment Break & Prize Drawing 9:30-10:30am

### Exhibitor Move-Out

Friday, May 9 10:30am-2pm

## Registration

**How many registrations do I receive with my booth?**



**How much does it cost to bring extra booth staff?**

+ First and second additional registrations are **\$655 each** + Third and fourth additional registrations are **\$1,285 each**

### Register Here

[americanstaffing.net/staffinglawconference25](http://americanstaffing.net/staffinglawconference25)

### Important Notes

- Exhibitor badges allow early entrance to the exhibit hall for booth set-up as well as extended time after the hall closes to attendees for dismantling.
- Badges will be available for pick-up at exhibitor registration.
- Booth personnel must work directly for the organization responsible for securing exhibit space.
- Exhibitor approved contractors (EACs) will be provided wrist bands at registration to access the expo hall.

## Hotel & Transportation

### Grand Hyatt Washington

1000 H St., NW  
Washington, D.C. 20001

#### ***How do I book my room(s)?***

ASA has reserved a block of rooms for conference attendees. The \$329 daily rate is available May 6–10 for reservations **made by April 15**, or until the block is full.

**Book online by clicking the button to the right or call (202) 582-1234 and ask for the ASA block.**



#### **Online Booking**

[americanstaffing.net/lawconference25/hotel-and-travel](https://americanstaffing.net/lawconference25/hotel-and-travel)

#### **Airports**

The closest airport to the Grand Hyatt Washington, DC, is Ronald Reagan Washington National (DCA, 5 miles away), followed by Dulles International (IAD, 27 miles away), and Baltimore/Washington Thurgood Marshall International (BWI, 35 miles away).

#### **Metro**

The Metro Center station is the closest to the Grand Hyatt Washington, DC, and it's just a five-minute walk from door to door via 11th St. The Metro Center station is accessible via the red, orange, silver, and blue lines.

## Watch Out for Scam Emails & Offers



***We've been made aware of scam emails falsely claiming to sell attendee lists, provide event services, or offer hotel room booking or discounts.***

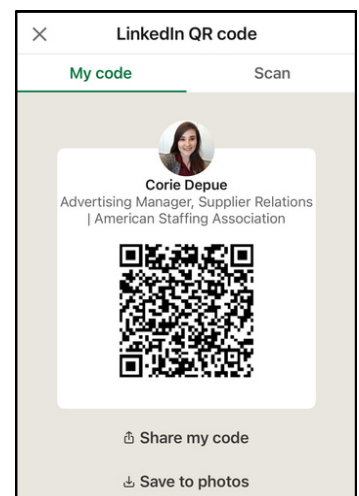
***The American Staffing Association does not sell attendee lists or work with third-party providers not listed on the contact page (8) of this handbook. Avoid clicking on suspicious links or responding to unsolicited offers.***

## Network with LinkedIn

**Step #1:** From the LinkedIn app, click the search bar at the top of the screen and then click the QR code icon.



**Step #2:** Download and share your LinkedIn QR code or scan other codes to directly access LinkedIn profiles!





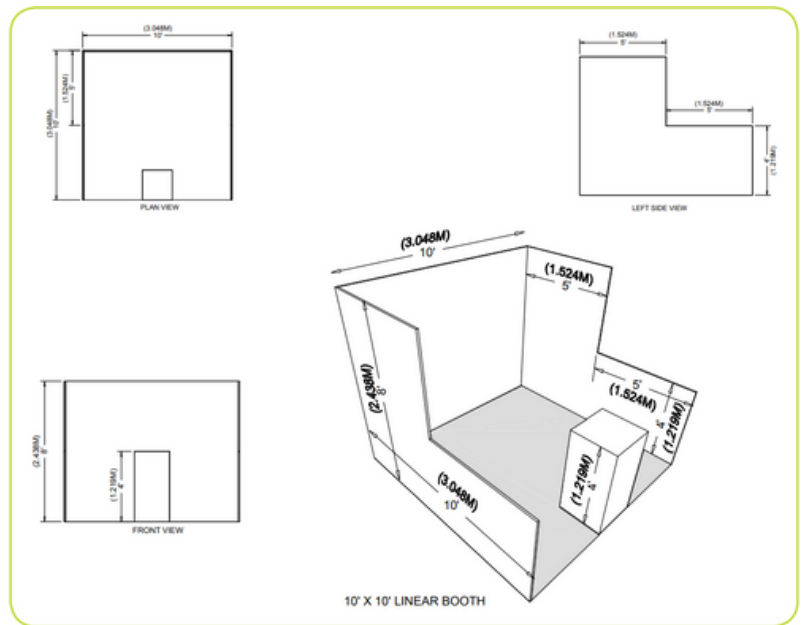
## Booth Display Guidelines

for 10x10, 10x20, & 10x30 booths

ASA follows International Association of Exhibits and Events (IAEE) guidelines for best practices. If you have exhibited with ASA before, these rules are the same as previous ASA events.

- Exhibits must not be higher than 8' in the back and 4' on each side.
- Display fixtures over 4' high must be confined to within 5' of the backline of the booth.
- Nothing over 4' high may be within 5' of the aisle line (in the front half of the booth).

Contact ASA for guidelines regarding 20x20 booths.



Source: IAEE Guidelines for Display Rules and Regulations, 2019 North American Update

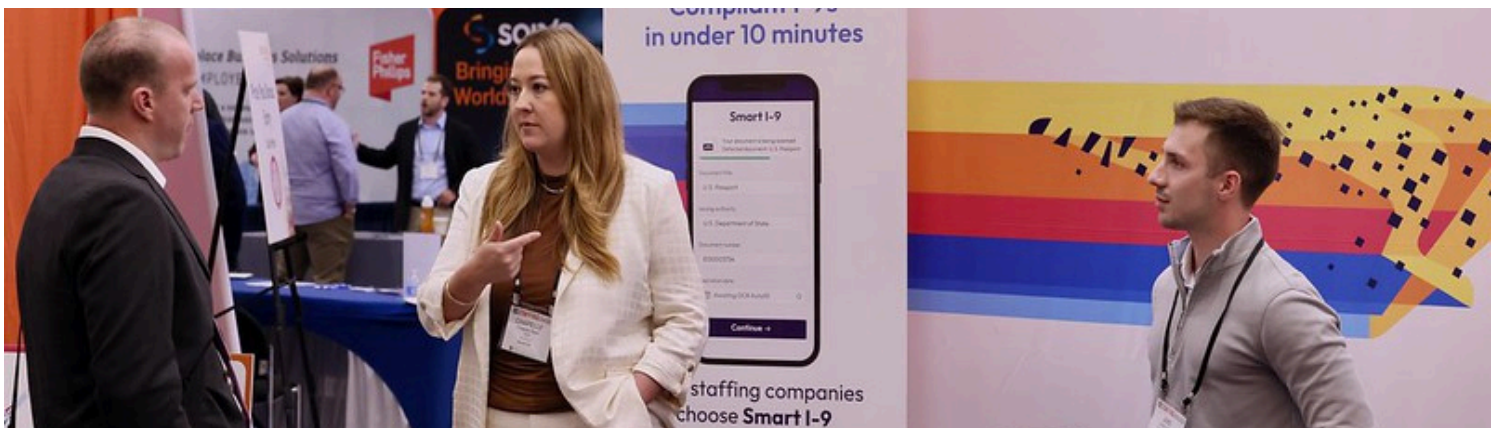
## What is included with my booth?

YES

Back- and side-wall draping and one identification sign (7" high x 44" wide)  
One table and two chairs  
Pre- or post-show promotional email sent by ASA  
Registrations (amount based on booth size, see page 2)  
Attendee list in PDF file provided in Know Before You Go email  
Booth Carpeting (the expo hall is already carpeted for SLCC)  
Wifi is provided by hotel

NO

Attendee list in Excel file with contact information  
Booth furniture (other than one table and two chairs) (see Exhibitor Resource Center to order)  
Electricity connection for booth (see Exhibitor Resource Center to order)  
Signage (see Exhibitor Resource Center to order)



## Do's and Don'ts for a Smooth Event

Here are some helpful do's and don'ts to set you up for success at the expo. These best practices will help ensure a smooth event for you, your fellow exhibitors, and attendees.



Exhibitors are welcome to **attend sessions**.

Download your **LinkedIn QR code** or bring **business cards**. See page 3.

Use email and social media to **announce your attendance** at SLCC to current clients and prospects.

Use your complimentary promotional email to offer a giveaway or other **incentive to visit your booth**.

Perfect your **elevator pitch**.

Plan your show schedule and take a look at the official **ASA Staffing Law & Compliance Conference agenda**.

**Pack chargers** for phones, iPads, and any other electronic equipment.

Invite attendees to **meet with you** at your booth to build demand.

Order your booth **swag**!

Pack a **sweater and comfortable shoes** to stay comfy in the exhibit hall.

Prepare your top five ice breakers and/or **conversation starters**.

Let us know about any non-standard booth designs your plan to use. **Non-standard designs that meet best practices are accepted with ASA approval**.

Enjoy all the **free food and drinks**!



**\*Don't leave your booth during expo-only hours!**

Exhibitors are required to staff their booth during expo-only hours.

**No early booth breakdown.** Any exhibitor that breaks down before the final closing of the expo hall will be fined \$1,000.

**No "suitcasing"** or soliciting business or conducting commercial activity in another exhibitor's booth, during educational sessions, or anywhere other than within your booth.

**No booth sharing** with another company (*unless pre-approved by ASA*).

Don't include any **walls, partitions, decorations, or other obstructions** that may interfere with the view of another exhibitor in your booth plan. See *booth display guidelines on page 4*.

**Hanging signage** and other items from the ceiling is not permitted.

**No combustible decorations, open flames, or balloons**; crepe paper, cardboard, or corrugated paper, may be used at any time.

All **packing containers**, excelsior, and wrapping paper (which must be flameproof) are to be removed from the floor and must not be stored under tables or behind displays.

Audio equipment may not exceed a volume of more than **80 decibels**.

You **may not attach anything** via nails, tape, staples, etc. to any hotel property including ceilings, columns, walls, or furniture.

Contests, lotteries, raffles, and **games of chance** may be conducted only with the prior approval of ASA.

**\*Expo-only hours** are any period when the expo hall is open to attendees and educational sessions are on break.

## Complimentary Exhibitor Listing

Every ASA Staffing Law & Compliance Conference exhibitor receives a complimentary exhibitor listing in our on-site Resource Book.



Please **submit the last page of this handbook**  
**by April 8th**

to Katie McGilvery at [kmcgilvery@americanstaffing.net](mailto:kmcgilvery@americanstaffing.net).

### American Staffing Association

Booth 110

Association

ASA Headquarters ★ 703-253-2020

[asa@americanstaffing.net](mailto:asa@americanstaffing.net) ★ [americanstaffing.net](http://americanstaffing.net)



ASA is the voice of the U.S. staffing, recruiting, and work-force solutions industry. ASA and its state affiliates advance the interests of the industry across all sectors through advocacy, research, education, and the promotion of high standards of legal, ethical, and professional practices.

## Complimentary Email Promotion

As an exhibitor, you have the option to send a pre- or post-show promotional email to attendees. This service is offered for marketing purposes exclusively to promote the exhibiting company's participation at the 2025 ASA Staffing Law and Compliance Conference.

**Option One:** Submit HTML code to Corie Depue at [cdepue@americanstaffing.net](mailto:cdepue@americanstaffing.net) for your email to be sent as is.

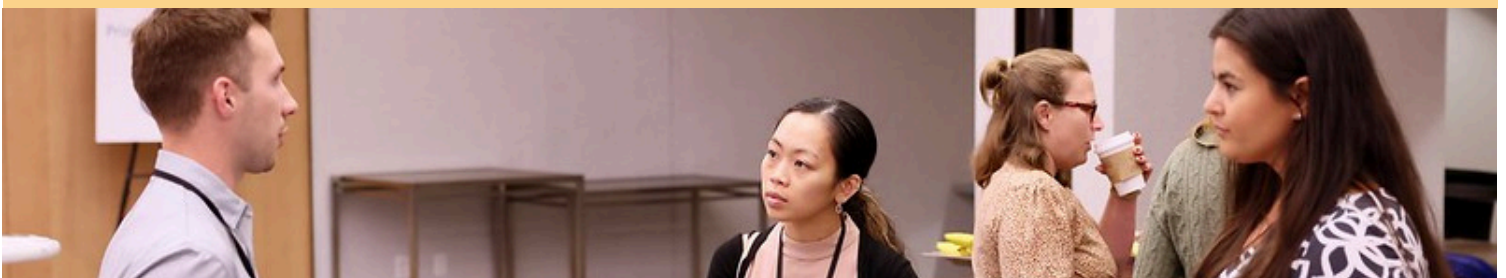
**Option Two:** Submit the following information to Corie Depue at [cdepue@americanstaffing.net](mailto:cdepue@americanstaffing.net).

***ASA will need to send a verification email through Mailchimp, allowing us to send emails on your behalf.***

***To complete this process, you must have access to the email address provided and schedule time with ASA to verify your domain.***

Contact **Corie Depue** at [cdepue@americanstaffing.net](mailto:cdepue@americanstaffing.net) to schedule.

- ☐ From Email Address
- ☐ From Name
- ☐ Email Subject Line
- ☐ Email Preview Text (optional)
- ☐ Header or Company Logo
- ☐ Preferred Color of Hyperlinks and Buttons (hex code)
- ☐ Headline (optional) (less than 38 characters)
- ☐ Intro Text (maximum two paragraphs)
- ☐ Button Text and Hyperlink (optional)
- ☐ Closing Text (maximum three paragraphs)
- ☐ Company's Full Name, Physical Address, and Phone



## Advertising

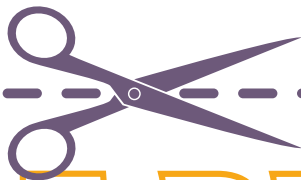
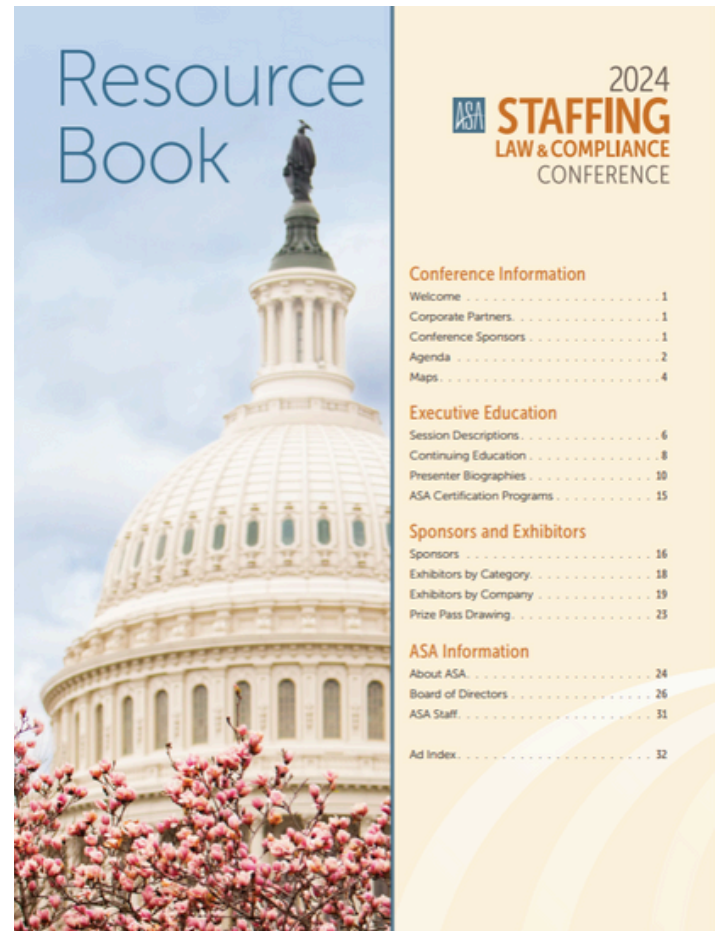
Boost your visibility by advertising in the Resource Book! This essential take-home guide is given to all 400+ conference attendees, helping them connect with exhibitors and advertisers long after the event.

**Resource Book Full-Page Ad \$1,855**

**Resource Book Half-Page Ad \$1,480**

**Print Materials Deadline: April 7**

Contact **Heather Macaluso** at  
[heather.macaluso@theygsgroup.com](mailto:heather.macaluso@theygsgroup.com) or  
717-430-2224 for media inquiries with ASA.



# 2025 PRIZE PASS

HALL TRAFFIC BUILDER

MAY 8-9, 2025

WASHINGTON, D.C.

Every year, the ASA team puts together a traffic builder activity to drive traffic around the expo hall. One great way for your booth to stand out is to donate a prize to be raffled off on the last day of the show to attendees who participate!

### Included in your prize donation:

- Signage at the prize pass booth in the hall
- Logo inclusion in pre-show emails to attendees
- Logo and prize inclusion in flyers given to attendees
- Company representative can announce the winner of your prize
- Post-show social media posts linked to your company

The total value of your prize  
must be **at least \$250**.

Only one of each prize will be raffled, please reach out with your ideas to make sure your prize is still available.

Contact **Corie Depue** at  
[cdepue@americanstaffing.net](mailto:cdepue@americanstaffing.net) or 703-253-1142  
for more information or to donate.





# CONTACT US

Your ASA contacts and approved vendors list for ASA Staffing Law & Compliance Conference.

## EXHIBITOR RESOURCE CENTER

**Bookmark this!** Your one-stop-shop for up-to-date information about ASA Staffing Law & Compliance Conference.

[americanstaffing.net/industry-solution-providers/want-to-exhibit/slc25/sponsor-resource-center-slc](https://americanstaffing.net/industry-solution-providers/want-to-exhibit/slc25/sponsor-resource-center-slc)



### KATIE MCGILVERY

*Expo Coordinator, Supplier Relations*

703-253-2020

[kmcgilvery@americanstaffing.net](mailto:kmcgilvery@americanstaffing.net)

- General Questions
- Exhibitor Care
- Complimentary Listings
- Registration
- Sponsorship Fulfillment



### CORIE DEPUE

*Advertising Manager, Supplier Relations*

703-253-1142

[cdepue@americanstaffing.net](mailto:cdepue@americanstaffing.net)

- Advertising Fulfillment
- Prize Pass
- Complimentary Email Promotion



### GRAYSON RUNEY

*Senior Manager, Supplier Relations*

703-253-1169

[gruney@americanstaffing.net](mailto:gruney@americanstaffing.net)

- Booth Sales
- Sponsorship Sales



### SARAH SENGES

*Director, Supplier Relations*

703-253-2042

[ssenges@americanstaffing.net](mailto:ssenges@americanstaffing.net)

- Booth Sales
- Sponsorship Sales
- Corporate Partners



### HEATHER MACALUSO

*Senior Account Executive, The YGS Group*

717-430-2224

[heather.macaluso@theygsgroup.com](mailto:heather.macaluso@theygsgroup.com)

- Advertising Sales

**THE EXPO GROUP**  
Today. Tomorrow. Together.™

### THE EXPO GROUP

*Exhibit Services Partner*

972.580.9000

[ExhibitorService@theexpogroup.com](mailto:ExhibitorService@theexpogroup.com)

[sc.theexpogroup.com/staffinglaw2024/](https://sc.theexpogroup.com/staffinglaw2024/)

- Booth Shipment (if needed)
- Advance Warehouse Storage
- Furniture, Carpet, & Signage Orders

## AMERICAN TRADESHOW SERVICES (ATS) & MAILCHIMP

Additional approved vendors for registration (ATS) and pre- and post- show promotional emails (Mailchimp).

**Questions?** Visit the [Exhibitor Resource Center \(ERC\)](#) for more information.



## 2025 ASA Staffing Law & Compliance Conference **Complimentary Exhibitor Listing Form**

**Maximize your presence for free!** Use this form to list the company contact information you desire so that your target audience can reach you after the show. Fill out the information you want to see for your company in conference-related publications.

Company Name

Company Contact

Title

Address

City / State / ZIP Code + 4

Phone

Email

Website

**This information will be published in the 2025 Staffing Law and Compliance Conference Resource Book.**

*If you would like to provide a new contact for your booth to receive billing and related conference correspondence, please contact*

*Katie McGilvery at 703-253-2024 or [kmcgilvery@americanstaffing.net](mailto:kmcgilvery@americanstaffing.net).*

**PRODUCT OR SERVICE CATEGORY:** Check up to 3 categories for published listings.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Accounts Receivable Financing          | <input type="checkbox"/> Factors                            | <input type="checkbox"/> Outplacement Services                |
| <input type="checkbox"/> Advertising, Sales, and Marketing      | <input type="checkbox"/> Financial Services                 | <input type="checkbox"/> Payroll Cards                        |
| <input type="checkbox"/> Application Service Providers          | <input type="checkbox"/> Front-Office Recruiting Technology | <input type="checkbox"/> Payroll Distribution                 |
| <input type="checkbox"/> Asset-Based Lending                    | <input type="checkbox"/> Health Care Sector Services        | <input type="checkbox"/> Payroll Funding                      |
| <input type="checkbox"/> Background Checks                      | <input type="checkbox"/> Health Insurance                   | <input type="checkbox"/> Recruiting Support                   |
| <input type="checkbox"/> Business and Administrative Services   | <input type="checkbox"/> Immigration                        | <input type="checkbox"/> Risk Management                      |
| <input type="checkbox"/> Business Forms                         | <input type="checkbox"/> Information Technology Services    | <input type="checkbox"/> Social Media                         |
| <input type="checkbox"/> Business Tax Reduction Services        | <input type="checkbox"/> Insurance and Employee Benefits    | <input type="checkbox"/> Software and Services, Web-Based     |
| <input type="checkbox"/> Client Services                        | <input type="checkbox"/> International Recruitment          | <input type="checkbox"/> Software Systems                     |
| <input type="checkbox"/> Collections and Receivables Management | <input type="checkbox"/> Internet Career Sites              | <input type="checkbox"/> Testing and Training                 |
| <input type="checkbox"/> Consulting and Market Research         | <input type="checkbox"/> Investment Banking                 | <input type="checkbox"/> Time and Attendance                  |
| <input type="checkbox"/> Debit Payroll Cards                    | <input type="checkbox"/> Legal Services                     | <input type="checkbox"/> W-2 Services                         |
| <input type="checkbox"/> Drug Testing                           | <input type="checkbox"/> Management Consulting              | <input type="checkbox"/> Website Design and Internet Services |
| <input type="checkbox"/> Employment Screening                   | <input type="checkbox"/> Mergers and Acquisitions           | <input type="checkbox"/> Workers' Compensation                |
|   | <input type="checkbox"/> Offshore Recruitment Support       |   |

**Please complete and return this form along with a 50-word company description by April 8 to make it into the 2025 Staffing Law and Compliance Conference Resource Book.** Each listing includes the company name, contact, phone, email, website, booth number, a 50-word description, and your choice of three product or service categories. A company logo will also be printed with each listing.

### COMPANY DESCRIPTION

Company descriptions are limited to 50 words. ASA reserves the right to revise descriptions for length and style.

- ☐ Please use my company's 50-word description from Staffing World 2024.
- ☐ I will email my 50-word description.

### DEADLINE

Your exhibitor listing, logo, and 50-word company description are due by **April 8** in order to make it into the 2025 Staffing Law and Compliance Conference Resource Book. For company logos, EPS files are preferred.

Email this form and all requested information to Katie McGilvery at [kmcgilvery@americanstaffing.net](mailto:kmcgilvery@americanstaffing.net)

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