



EXHIBITOR HANDBOOK





WHY STAFFING WORLD?

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. With more than 1,500 attendees, this is your chance to get in front of a highly engaged audience.

“Expo hall was the best ever—good group of vendors, a lot of activity.”

*John Ruffini, Vice President of Professional Development,
HealthTrust Workforce Solutions*

DATA-DRIVEN SUCCESS

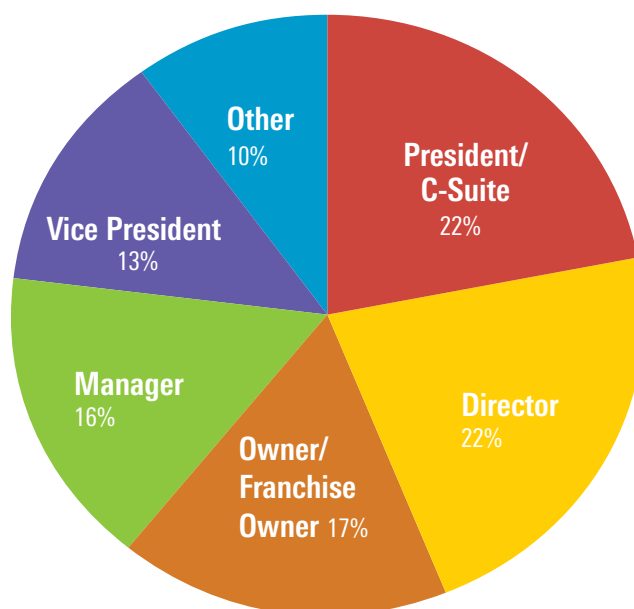
Engaged, Experienced Attendees

99% of attendees visit the expo hall

90% influence purchasing decisions

81% visit the expo hall four or more times
(attendees visit an average of 6 times)

60% have been in the staffing
industry 11+ years



KEY DATES AND DEADLINES

August 5 Exhibitor registration opens

August 15 On-site program materials
deadline

September 2 Attendee list posted

September 8 The Expo Group (TEG) discount
deadline

September 12 Gaylord Palms hotel room
discounted rate cut-off

September 15 Event Technologies starts
scheduling exhibitor emails

September 16 Exhibitor and sponsor kickoff
call

September 17 Advance warehouse receiving
begins

September 26 Advance warehouse deadline

October 1 Exhibitor registration pre-show
cut-off



EXHIBITOR CHECKLIST

- ☐ Pay booth invoice from ASA
- ☐ Submit certificate of insurance (COI) to ASA
- ☐ Book flights and hotel rooms
- ☐ Order booth accessories from The Expo Group (if needed)
- ☐ Register booth staff (see below)
- ☐ Develop and execute marketing plan (See bundle opportunity on page 9)
- ☐ Write pre- or post-show email content
- ☐ Update your complimentary listing in your Map Your Show portal
- ☐ Review the official Staffing World agenda
- ☐ 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

REGISTRATION DETAILS

How many registrations do I receive with my booth?




**Exhibitor
Registration
Is OPEN!**

How much does it cost to bring extra booth staff?

+  First and second additional registrations are **\$1,375 each**

+  Third and fourth additional registrations are **\$2,145 each**

+  Any further registrations beyond four additional staff will be charged the industry supplier member rate (**\$5,310 each**) or the Industry Supplier nonmember rate (**\$6,825 each**)

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 wristbands at registration to access the expo hall.

HOTEL AND TRAVEL

Gaylord Palms Resort & Convention Center
6000 W. Osceola Pkwy.
Kissimmee, FL 34746

How do I book my room(s)?

ASA has reserved a block of rooms for attendees. The \$289 (plus tax) daily rate is available until **Sept. 12**, or until the block is full.

Book online at americanstaffing.net/sw25/hotel-travel/ or call 407-586-0000 and ask for the ASA block.



Airports

The closest airport to the Gaylord Palms is Orlando International Airport (MCO; 18 miles away).

Beware Scam Emails and 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.

ASA does not sell attendee lists or work with third-party providers not listed on the contact page (10) of this handbook. Avoid clicking on suspicious links or responding to unsolicited offers.

CERTIFICATE OF INSURANCE (COI)

All exhibitors are required to provide a Certificate of Insurance (COI) as part of your participation at Staffing World.

Minimum Coverage Requirements

- General Liability: \$1,000,000
- Your COI must list the American Staffing Association as the certificate holder.
- Include the American Staffing Association, The Expo Group, and the Gaylord Palms Resort & Convention Center under "description."

The certificate holder should be listed as
American Staffing Association
277 S Washington St., Ste #200
Alexandria, VA 22314

The COI verifies that you carry the necessary liability coverage required by ASA during Staffing World 2025. It protects both your organization and ASA in the unlikely event of any damage or incidents.

Deadline: Oct. 1st

Please send your COI to Katie McGilvery at kmcgilvery@americanstaffing.net with 'COI' in the subject line.

You can request a certificate of insurance from your insurance provider.

BOOTH DISPLAY GUIDELINES

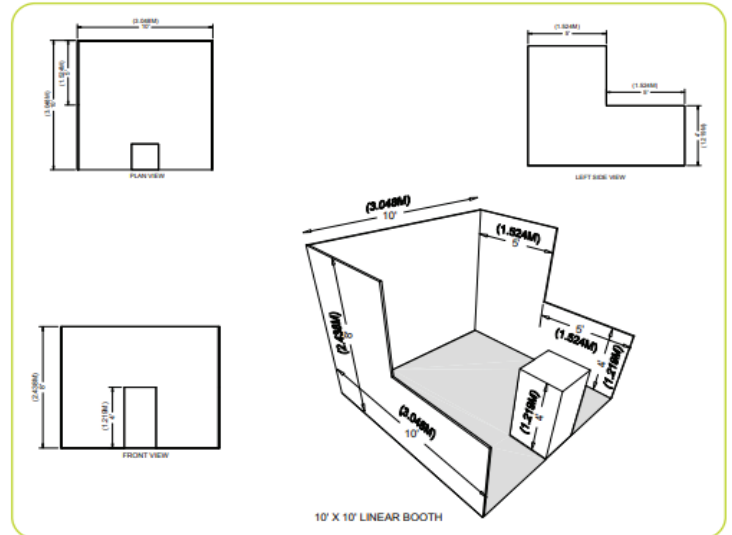
For 10x10, 10x20, and 10x30 booths

ASA follows the International Association of Exhibits and Events (IAEE) guidelines for best practices.

- 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).

For 20x20 booths

- An island booth is typically 20'x20' or larger. The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16 to 20ft, including signage.



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

WHAT IS INCLUDED WITH MY BOOTH?

✓ Included

- Back- and side-wall draping and one identification sign (7' high x 44' wide)
- Pre- or post-show promotional email sent by ASA
- Registrations (amount based on booth size, see page 2)
- Attendee list PDF provided in the know-before-you-go email

✗ Not Included

- Attendee list in Excel file with contact information
- Booth furniture (see the Exhibitor Kit in the Exhibitor Resource Center to order)
- Electricity connection for booth (see the Exhibitor Kit in the Exhibitor Resource Center to order)
- Hard-wired internet connection—recommended if you plan to show demos (see the Exhibitor Kit in the Exhibitor Resource Center to order)
- Prize Pass Program participation (see page 10)

Scan to view the Exhibitor Resource Center!



DO'S AND DON'TS FOR A SMOOTH EVENT

These tips will help ensure a smooth event for you, your fellow exhibitors, and attendees.



Do's

Exhibitors are welcome to **attend sessions**.

Download your **LinkedIn QR code** or bring **business cards**.

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

Use your complimentary promotional email to offer a give-away or other **incentive to visit your booth**.

Perfect your **elevator pitch**.

Plan your show schedule and take a look at the official **Staffing World agenda**.

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

Download the official Staffing World 2025 **mobile app**.

Setup your **My Show Planner** in your Map Your Show portal to allow attendees to book a meeting with you, see page 8.

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 you plan to use. **Non-standard designs that meet best practices are accepted with ASA approval.**

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

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



Don'ts

***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 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 design. See booth display guidelines on page 4.

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) must be removed from the floor and may 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.

ON-SITE REBOOK

We're excited to offer current exhibitors the first opportunity to reserve their space for next year's event through the Staffing World On-Site Rebook Program.

What is on-site rebook?

Onsite rebook gives you priority access to secure your booth space for next year before sales open to new exhibitors. It's our way of thanking you for your continued support and helping you lock in a great location early.

How it works

- You will receive an email with your appointment time. Appointments will also be posted at exhibitor registration.
- Visit the rebook office at your appointment time. If you miss your appointment, stop by to reschedule.
- You'll see a digital map showing available booth options for next year.
- Choose your preferred space and complete the rebook form.
- A signed agreement and 50% deposit is required to hold your spot.

Why rebook onsite?

- Guarantee your presence at next year's event.
- Choose your booth location before it opens to the public.
- Maintain or improve your booth placement.
- Purchase your 2026 booth at 2025 rates, saving hundreds of dollars.

New In
2026

Opportunity to renew your ASA membership at rebook.

Credit card fees will apply to all payments starting in 2026

If you aren't ready to commit onsite, don't worry—you'll still have a chance to book later. But please note that prime booth spaces often go quickly during the rebook period.

Questions? Stop by the registration desk or the rebook office—we're happy to help!



AMERICAN STAFFING ASSOCIATION

**STAFFING
WORLD®**

OCT. 12-14, 2026 | DENVER, CO



EXHIBITOR LOUNGE

Need a quick break? The exhibitor lounge is your spot to recharge during the event!

What you'll find in the lounge

- Complimentary snacks and beverages
- Comfortable seating

Whether you need a moment away from the booth or a quick snack between conversations, the exhibitor lounge is here for you. We encourage all exhibiting staff to take advantage of this space during exhibit hours.

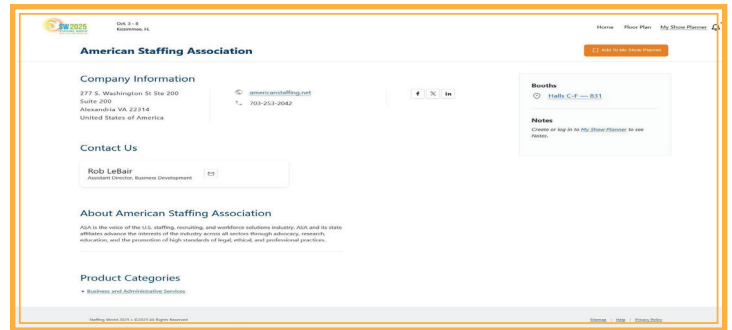
Please wear your exhibitor badge for entry.

EXHIBITOR LISTINGS

Complimentary Listing

Every Staffing World exhibitor receives a complimentary exhibitor listing on our digital expo hall floorplan, that includes

- Company Name
- Company Phone Number
- Company Address
- Company Website
- Booth Number
- Contact Name and Title

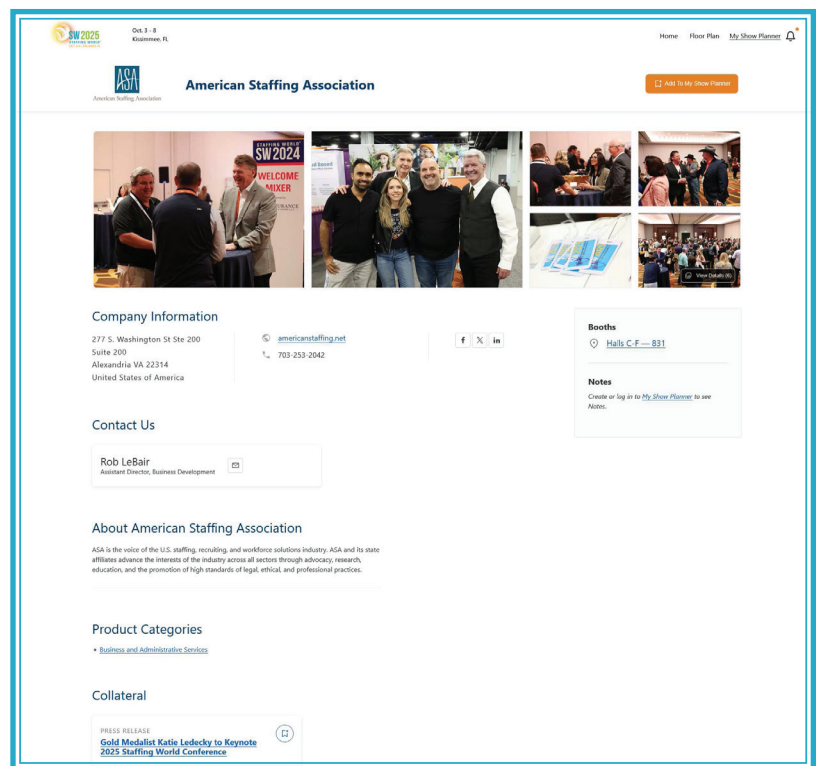


Upgraded Listing — \$2,500

An upgraded listing is an excellent way to increase visibility for your company at Staffing World and showcase more of what your company has to offer to attendees. An upgraded listing includes everything from the complimentary level, plus

- Six images can be added to your listing.
- Post articles and press releases to your listing.
- Get priority placement in the online directory and corner peel on online floorplan.

To order an upgraded listing, please contact **Katie McGilvery** at kmcgilvery@americanstaffing.net or 703-253-2024.



COMPLIMENTARY EMAIL PROMOTION

As part of your exhibitor package, you have the opportunity to send one marketing email to registered attendees—either **before or after Staffing World**—courtesy of email partner, **Event Technologies**.

How it works

- Event Technologies will contact you directly via email with instructions.
- You'll work with their team to design and schedule your email. Time slots are first-come, first-served.
- Emails are sent on your behalf to registered attendees; ASA does not share the attendee list directly.
- You may choose to send your message pre-show to drive booth traffic or post-show to follow up and extend your reach.

This is a great chance to highlight show specials, promote new products, or invite attendees to connect.

ATTENDEE LIST ACCESS

Exhibitors will have access to the attendee list beginning on **Sept. 2nd**, and the list will be updated periodically before Staffing World.

The list will include attendee names, title, and company names only—***no email addresses or contact information will be shared***. We provide this list to help you better prepare for the event and identify key organizations attending.

Please note

- The list is for informational purposes only.
- Use of the list for unauthorized solicitation is strictly prohibited.
- The list will be updated periodically as new registrations come in.

SOCIAL MEDIA

Make the most of your time at Staffing World by connecting with attendees before, during, and after the show. Share your booth number, product highlights, and on-site activities on social media to generate buzz and drive traffic. Use our official hashtag **#StaffingWorld** so we can amplify your posts and help you reach even more prospects.

Encourage your clients and prospects to visit you in the expo hall and join the conversation online—your visibility doesn't stop at your booth!

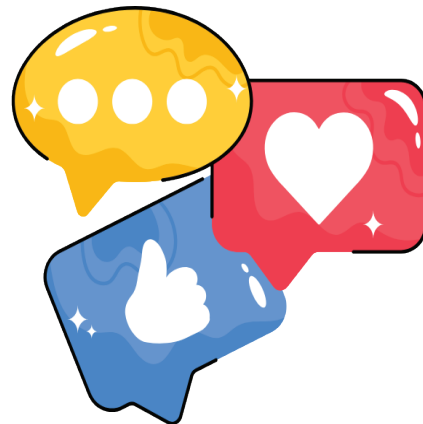
Follow ASA on Social Media

 [linkedin.com/company/american-staffing-association](https://www.linkedin.com/company/american-staffing-association)

 [@StaffingTweets](https://twitter.com/StaffingTweets)

 [facebook.com/AmericanStaffingAssociation](https://www.facebook.com/AmericanStaffingAssociation)

 [@americanstaffingassociation](https://www.instagram.com/americanstaffingassociation)



My Show Planner

Did you know that Staffing World attendees can schedule meetings with you through our mobile app? They can! To enable attendees to schedule a meeting with you during Staffing World, setup your My Show Planner in your Map Your Show portal.

Plus, be on the lookout for more about our new chat feature in the official Staffing World 2025 mobile app.

Need help? Email Katie McGilvery at kmcgilvery@americanstaffing.net.

Network With LinkedIn

Use your unique LinkedIn QR code to easily share your LinkedIn profile.

Step #1 From the LinkedIn app, click the search bar at the top of your phone's screen, then click the QR code icon.

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

STAFFING WORLD MARKETING BUNDLES

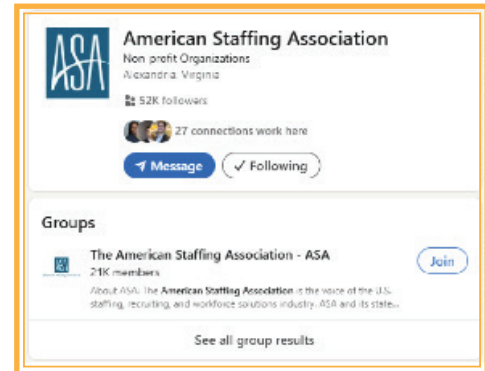
Create your own Staffing World marketing bundle to highlight your presence before, during, and after the show. Combine a bundle with a la carte options—or additional items from the Add-On Menu—to create the perfect plan for your company.

Premium Bundle - \$10,000

- Upgraded listing on the Staffing World floorplan - \$2,500 value
- Prize Pass QR code - \$2,000 value
- Prize Pass donation - \$500 value
- *Plus, TWO items from the add-on menu*

Basic Bundle - \$7,500

- Upgraded listing on the Staffing World floorplan - \$2,500 value
- Prize Pass QR code - \$2,000 value
- Prize Pass donation - \$500 value
- *Plus, ONE item from the add-on menu*



Social media posts to the ASA LinkedIn group of 53,000+ industry professionals

Add-On Menu

- Full-page ad in the on-site program - \$5,025 value
- Half-page ad in the on-site program - \$3,195 value
- Eight days of banner ads in *Staffing Today* - \$8,556 value
- ASA social media posts (3x before Staffing World) - \$6,000 value
- Online floorplan: Overall directory sponsor (max 5) - \$3,500 value
- Online floorplan: Hall sponsor (max 5) - \$3,500 value



Banner ads in Staffing Today newsletter

À La Carte Options

- **Staffing World On-Site Program:** full-page ad (\$5,025), half-page ad (\$3,195)
- **Staffing Today newsletter:** 8 days of banners (\$8,556), 3 days of banners (\$3,975)
- **Online floorplan:** (upgraded listing on the Staffing World floorplan (\$2,500), overall directory sponsor (\$3,500) (maximum of 5 sponsors), hall sponsor (\$3,500)(maximum of 5 sponsors)
- **Upgrades:** Prize Pass QR code (\$2,000), Prize Pass donation (\$500), ASA social media posts (\$6,000)

Print ads in the on-site program



Staffing World 2025 online floorplan



For more information, contact:

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

Grayson Runey ■ Senior Manager, Supplier Relations ■ gruney@americanstaffing.net ■ 703-253-1169

PRIZE PASS PROGRAM—DRIVE TRAFFIC TO YOUR BOOTH

Drive attendees to your booth by participating in the Staffing World Prize Pass Program! This digital traffic-builder is an easy way to raise your booth's visibility.

Exhibitors have two opportunities to join in this year's fun



Donate a Prize—\$500

Attendees who complete prize pass activities will be entered into a drawing to win one prize from a pool of prizes donated by exhibitors.

Exhibitors who donate a prize worth at least \$500 will receive

- Branded signage at the prize pass booth in the expo hall
- Inclusion in pre-show emails to attendees
- Inclusion on flyers advertising the prize pass game and available prizes
- The opportunity to announce your prize winner at the prize drawing
- Photo with your prize winner to be shared with you and shared on ASA social media

Exhibitors will be connected with their winner after the show to ship the prize, if necessary. We ask that exhibitors not bring any physical prizes onsite to Staffing World.

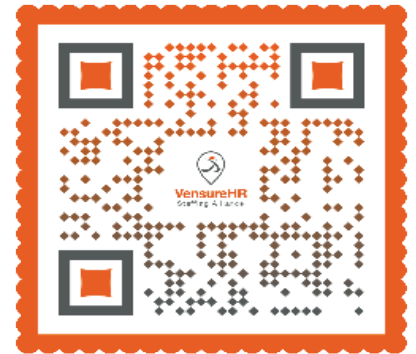


Purchase a QR Code for Your Booth—\$2,000

Attendees will move around the expo hall scanning QR codes to earn entries into the prize pass drawing. By purchasing a QR code, your booth will become an important stop for attendees to earn points toward their entry.

Included with your QR code

- **Lead Generation**—You will receive a report after the show with the name and email address of every attendee who scanned your code.
- **Branding**—Your QR code will feature your company logo and colors, and your booth will be listed on the progress report attendees use to check their progress during the game.
- **Visibility**—As attendees search for codes, your booth will be featured as a high-value point opportunity by ASA staff at the prize pass booth.



This year's Prize Pass theme is

Postcards From Florida



CONTACT US

Your ASA contacts and approved service providers list for Staffing World 2025.

EXHIBITOR RESOURCE CENTER

Bookmark this! Your one-stop shop for up-to-date information about Staffing World 2025.

americanstaffing.net/industry-solution-providers/exhibitor-resource-center



KATIE MCGILVERY

Expo Coordinator, Supplier Relations



703-253-2020



kmcgilvery@americanstaffing.net

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



CORIE DEPUE

Advertising Manager, Supplier Relations



703-253-1142



cdepue@americanstaffing.net

- Advertising Fulfillment
- Prize Pass Program



GRAYSON RUNEY

Senior Manager, Supplier Relations



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gruney@americanstaffing.net

- Booth Sales
- Sponsorship Sales



SARAH SENGES

Director, Supplier Relations



703-253-2042



ssenges@americanstaffing.net

- Corporate Partners
- Booth Sales
- Sponsorship Sales



HEATHER MACALUSO

Senior Account Executive, The YGS Group



717-430-2224



heather.macaluso@theygsgroup.com

- Advertising Sales



Today. Tomorrow. Together.™

THE EXPO GROUP

Exhibit Services Partner



972.580.9000



exhibitorservice@theexpogroup.com



expoportal.com/202307012/home

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



EVENT TECHNOLOGIES

Promotional Email Partner



chris@event-techs.com

- Complimentary Email Promotion Fulfillment



SW 2025

STAFFING WORLD®
OCT. 6-8 | ORLANDO, FL

