

American Staffing Association

# **ADVERTISING - EXPO - SPONSORSHIP**



**2026**  
ASA Prospectus



# American Staffing Association

ASA is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA advances the interests of the industry through advocacy, research, education, and the promotion of high standards of legal, ethical and professional practices.

## DEMOGRAPHICS

### ASA Delivers the Largest Audience of Staffing Professionals

As the largest, most-trusted source of industry information and resources, ASA takes great pride in the relationship the association has with its members. By the end of 2025, nearly **1,250 staffing companies** were members of ASA—which includes more than **15,000 branch offices**.

**195**

new staffing firms  
joined ASA in 2025

**70**

new staffing solution  
providers joined ASA in 2025

more than  
**30K**

staffing professionals on  
ASA Central

### Members Are Influential Professionals Who Engage With ASA

80% of staffing professionals reading ASA publications and visiting ASA websites are involved in purchasing products and services for their organizations.

**83%**

agree that ASA publications  
are the authoritative source  
for current staffing industry  
information

**84%**

agree that ASA publications  
and resources are value-added  
tools that are beneficial to their  
business

**77%**

agree that ASA publications  
and resources have made  
them more aware of industry  
products and services

## INDUSTRY SOLUTIONS PROVIDER MEMBERSHIP

**Why Join ASA?** ASA welcomes and encourages all industry solutions providers to join the association and become part of a community that averages more than \$100 billion in annual sales.

Plus, ASA membership gets your company in front of more than 15,000 branch offices. These staffing firms rely on ASA to connect them with suppliers who have the goods and services they need to succeed.

*For more information on industry solutions provider membership and to view a full list of benefits, visit [americanstaffing.net/industry-solution-providers/membership](http://americanstaffing.net/industry-solution-providers/membership).*

**PRINT/DIGITAL STAFFING SUCCESS MAGAZINE**

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

20,000+ Industry professionals receive *Staffing Success* magazine, which is available in print and online.



**PRINT/DIGITAL STAFFING LAW DIGEST**

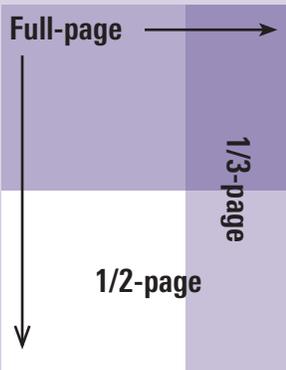
- The triannual newsletter of the American Staffing Association
- Covers current legal, legislative, and regulatory news in the staffing industry

20,000+ Industry professionals receive *Staffing Law* digest, which is available in print and online.

**ASA 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 web page which is among the most visited area of the ASA website.

**PRINT/DIGITAL ADS**



Available in full-page, 1/2-page, or 1/3 page placements.

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

**À LA CARTE SPONSORED CONTENT**

**Staffing Success Feature Article**

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

**Staffing Success Hot Products/Hot Companies Article**

- Highly focused full-page sponsored article in *Staffing Success*
- Written by your company to showcase your product to the industry

## DIGITAL *Staffing Today* Daily Enewsletter

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

26% avg. open rate | 20,000+ circulation

**NEW!**

## DIGITAL *ASA Ahead* Monthly Newsletter

- This monthly newsletter outlining every event, webinar, and new resource offered from ASA in the following month—delivered to all members

## DIGITAL American Staffing Association Website

- The ASA website is the first page members and interest groups access when looking for ASA resources—*americanstaffing.net*

**NEW!**

### Homepage Sponsored Content

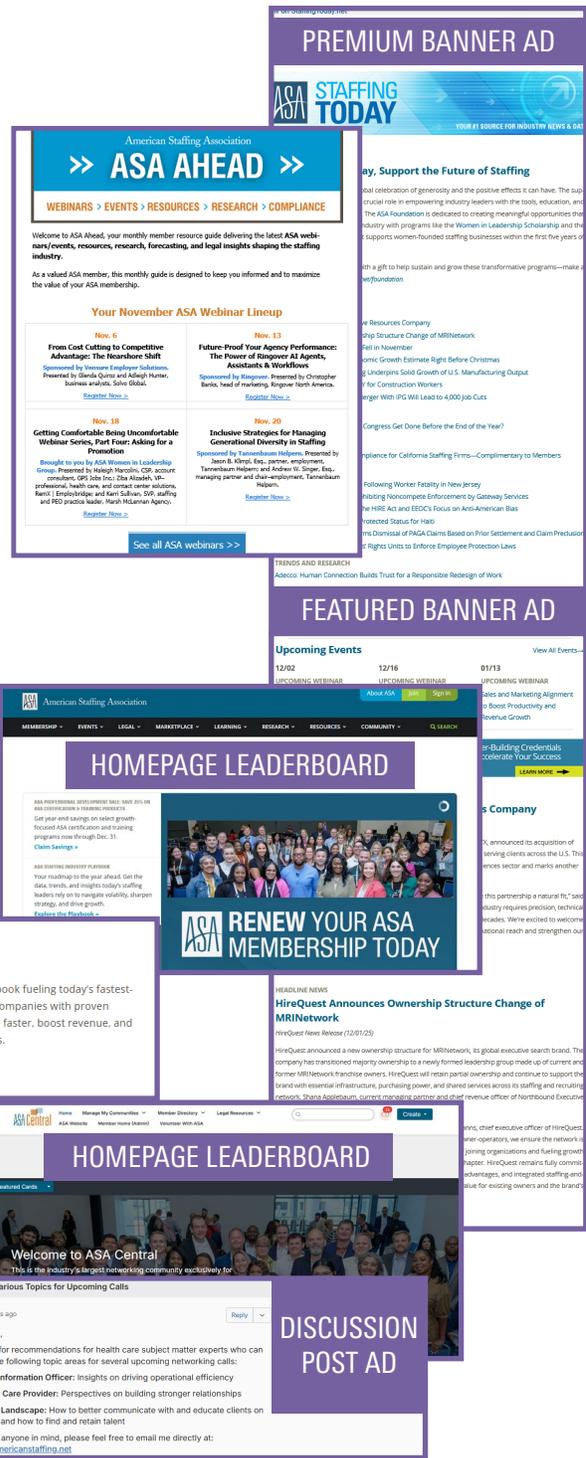
Leaderboard banner and sponsored content placement on *americanstaffing.net*

128,000+ page views per month

## DIGITAL *ASA Central*

- The staffing industry's premier online community exclusively for ASA members
- Members connect with colleagues, participate in discussions, read member blogs, and more

2,750 avg. monthly logins | 30,000+ members



## SPONSORED CONTENT BUNDLES

### Premium Bundle

- Feature article in *Staffing Success* (topic and interviewees selected by you and article written by ASA)
- Article highlighted as sponsored content in three issues of *Staffing Today*
- Leaderboard banner and callout on ASA homepage for one month
- 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 magazine platform

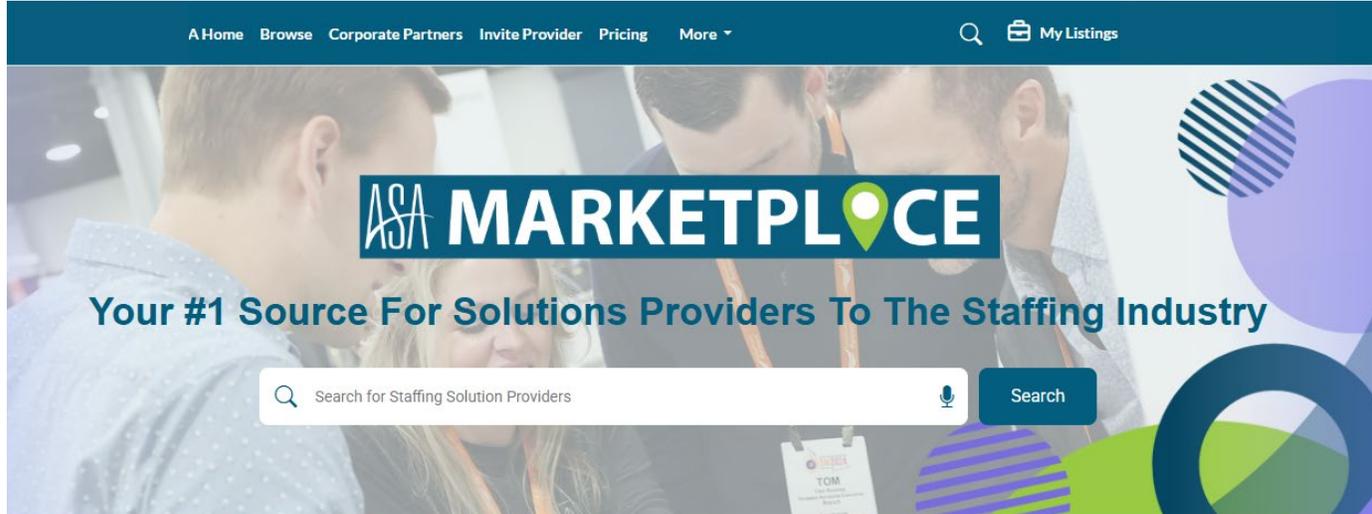
**NEW!**

## DIGITAL ASA Marketplace

ASA Marketplace is a powerful online resource designed to help staffing firms access industry solution provider information and make important purchasing decisions.

*Membership Advantage listings are included with an active ASA industry solution provider membership.*

Increase your visibility on ASA Marketplace with a **home page leaderboard ad**.



	Membership Advantage	Marketplace Plus	Marketplace Premium
	<b>Lead Generation</b>		
Featured Content <sup>1</sup>	2	10	10
Member Perks <sup>2</sup>	1	1	3
	<b>Search Exposure</b>		
Featured on Home Page			<input checked="" type="checkbox"/>
Categories	1	5	15
	<b>Communications</b>		
Scheduling <sup>3</sup>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Messaging <sup>4</sup>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website Link	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<b>Branding</b>		
Logo		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cover Image		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Formatting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Featured Video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Products and Services <sup>5</sup>	1	3	8

**1. Featured Content:** Feature white papers, webinars, industry reports, and more. You receive contact information from anyone who downloads your content.

**2. Member Perks:** Offer exclusive perks to prospective buyers.

**3. Scheduling:** Display your scheduler link to interested leads.

**4. Messaging:** Display your email address to interested leads.

**5. Products and Services:** Add products or services to showcase your offerings.

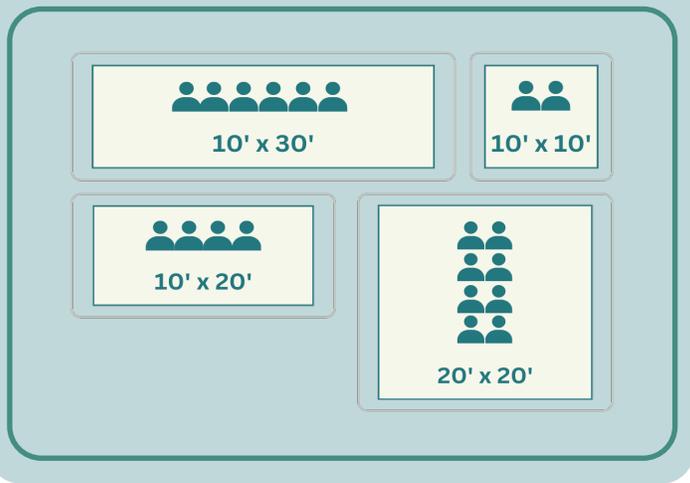
2026  
**ASA STAFFING**  
**LAW & COMPLIANCE**  
**CONFERENCE**  
 MAY 7-8 ★ WASHINGTON, DC



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'x 20' Booth, includes four registrations
- 10'x30' Booth, includes six registrations
- 20'x20' Booth, includes eight registrations



**SPONSOR**

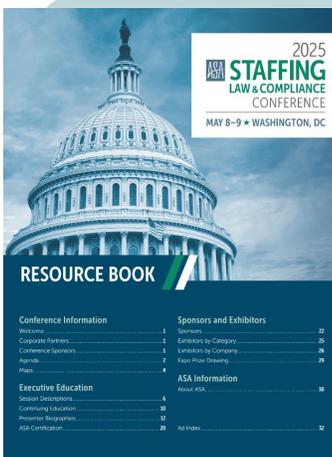
- Breaks with exhibitors
- On-site banner—limited availability
- Breakfasts—two available
- Conference lanyards
- Topical sessions
- Registration area
- Networking reception
- Networking lunch



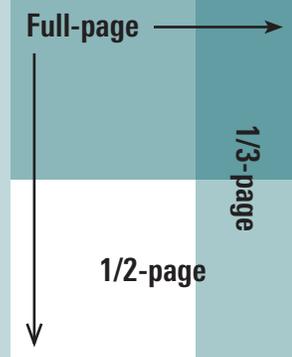
**ADVERTISE**

**PRINT Staffing Law & Compliance Conference Resource Book**

- This take-home piece is distributed to all conference attendees.
- It includes valuable session information, providing resources long after the conference ends.



**GRAPHIC ADS**





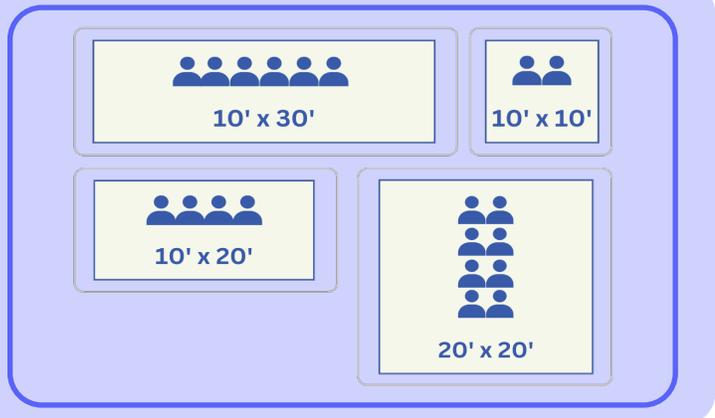
ASA Staffing World is where the staffing community comes together to make strategic connections, learn about new strategies, and get solutions that win business and spur growth.

"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'x 20' 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



**ADVERTISE**

**PRINT/DIGITAL Staffing World Advance Program**

- This print and digital program goes to the biggest and best list of staffing professionals in the industry, including all ASA members.

**PRINT Staffing World On-Site Program**

- Program is referred to throughout the show to reference event details, schedules, and more.

**DIGITAL Staffing World Website**

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

**DIGITAL Staffing World Online Floorplan**

- An upgraded listing is an excellent way to increase visibility for your company and showcase what you have to offer attendees.

This section displays various digital advertising options. On the left, three overlapping program covers are shown: 'ADVANCE PROGRAM', 'ACCELERATE GROWTH!', and 'ON-SITE'. The 'ACCELERATE GROWTH!' cover features the text 'Accelerate Growth at STAFFING WORLD! Where the staffing community comes together to make connections and gain strategies that win business and spur growth'. To the right, a 'GRAPHIC ADS' diagram shows a grid with a 'Full-page' ad (top-left), a '1/3-page' ad (top-right), and a '1/2-page' ad (bottom-left). At the bottom, a 'HOMEPAGE LEADERBOARD' is shown with a cityscape background and event details.

**SPONSOR**

**Premier Level Sponsorships**

- Knowledge hub
- Networking lunches
- ASA Leadership Hall of Fame Award
- Lanyards
- Staffing World mobile app
- Relaxation station
- Super session keynotes
- Industry Leader Event

**Premier Benefits**

- Full-page ad in the Advance and On-Site programs
- Three exhibitor registrations
- Two invitations to chairman's reception
- Mobile app notification to attendees
- Logo recognition throughout the show
- Pre- and post-show mailing lists

**Signature Level Sponsorships**

- Water service
- Roundtable discussions
- Attendee registration area
- Welcome mixer
- Attendee Volunteer Lounge

**Signature Benefits**

- Half-page ad in the Advance and On-Site programs
- Two exhibitor registrations
- Logo recognition throughout the show
- Pre- and post-show mailing lists

**Select Level**

- Session tracks
- Hotel door drop
- Aisle sign sponsorship
- Refreshment breaks
- Breakfasts
- Staffing World materials
- On-site program bellyband
- Charging stations
- Banner sponsorship

**Select Benefits**

- Logo recognition throughout the show
- Pre- and post-show mailing lists



**ASA THRIVE LIVE 2026**

Oct. 11-12, 2026 | Denver, CO

An in-person program built for seasoned and emerging women leaders in staffing to network, lead, and find inspiration with peers driving change in the industry.

- Breakfast
- Lunch
- Networking Reception
- Table sponsorships
- Keynotes (3)



American Staffing Association  
**DEMO DAY**

**NEW!**

**DEMO DAY WEBINARS**

Demo Day webinars connect industry solutions providers with potential staffing clients, fostering relationships that lead to business growth and innovation.

Be one of five technology solution providers, who will give live, virtual demonstrations and present you company's solutions. Each 15-minute demo gives staffing firm attendees a front-row seat to the features, workflows, and innovations that make your company critical to their success.

**NEW!**

**E2E: FROM ENTRY LEVEL TO EXECUTIVE PODCAST**

Sponsoring the *E2E: From Entry Level to Executive* podcast offers direct exposure to a highly engaged audience of staffing professionals and decision makers. Podcast sponsors gain

- **Multichannel Visibility:** Your brand will appear in podcast episodes, social media campaigns, email promotions for the show, and live event promotions, multiplying your brand's contact with the E2E audience.
- **Thought Leadership:** Your brand's connection to exclusive staffing industry interviews and career insights elevates your brand as a leader in staffing solutions.
- **Event Integration:** Live podcast recordings at ASA events drive additional in-person exposure and brand visibility.



# WOMEN IN LEADERSHIP

## 2026 Sponsorship Packages

The Women in Leadership Interest Group is dedicated to bringing visibility to the value of women leaders in the U.S. staffing and recruiting industry.



THRIVE Virtual 2026	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 2026	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 2026	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 1/2-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 on 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 2026 (logos on signage and slides)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor logos pictured at the 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 one issue of <i>Staffing Success</i> magazine	Full-page	1/2-page	
Links to sponsor's educational opportunities on ASA Learn website	<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"/>

# ASA IDEA GROUP



## 2026 Sponsorship Packages

The ASA IDEA Group connects 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 the start of all IDEA Group programs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Verbal and slide recognition at the 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 2026			
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			
Logo on IDEA Group web page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo recognition in 1/2-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 on 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 one issue of <i>Staffing Success</i> magazine	Full-page	1/2-page	
Links to sponsor's educational opportunities on ASA Learn website	<input checked="" type="checkbox"/>		
Webinar led by the sponsor and promoted by ASA	<input checked="" type="checkbox"/>		

## 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

	Managing Partner	Senior Associate	Associate
ASA Industry Solutions Provider Membership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketplace Plus listing on ASA Marketplace	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor recognition in <i>Staffing Law</i> digest	<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	3	2	1
Sponsor may provide content for the Top Legal Resources microsite linked to the ASA law and advocacy web 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</i> digest newsletter	1/2-page	1/3-page	
Participation in a 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</i> digest newsletter	1		
Complimentary registration to Staffing World	1		
Opportunity to present at ASA Legal and Legislative Committee meetings	<input checked="" type="checkbox"/>		

### +ADD-ON OPTIONS

**WEBINARS**—\$10,000 per webinar

**PRINT AND DIGITAL ADVERTISING** in *Staffing Law* digest—\$3,050 (1/2-page), \$2,765 (1/3-page)

**SPONSORED CONTENT** in *Staffing Law* digest—\$4,800

**BANNER AD** on Top Legal Resources microsite—\$7,000

**SPONSORED CONTENT** on Top Legal Resources microsite linked to the ASA law and advocacy web pages (PDF or short video)—\$8,000 premium placement, \$6,000 mid-page placement, \$5,000 placement

## 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.

**Benefits include a comprehensive annual marketing plan with advertising and event options, plus**

### ELITE BENEFITS

- Exclusive executive-level leadership networking opportunities
- Opportunity to present to ASA board of directors 3x per year

### EXCLUSIVE ACCESS

- ASA email on behalf of your company to our membership
- Letter from the ASA CEO on behalf of your company to our membership
- Opportunity to conduct a focus group with ASA members
- Quotes from ASA executives for partner news releases

### VIP INVITATION-ONLY EVENTS

- ASA board of directors meetings
- ASA board of directors dinners
- Board chair's private reception at Staffing World



American Staffing Association





# American Staffing Association



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