

American Staffing Association 2018 Prospectus

MAXIMIZE Your Marketing Reach

35,000+

receive *Staffing Success*

96%

of Staffing World attendees influence purchasing decisions

~1,400

staffing companies are members of ASA

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AMERICAN STAFFING ASSOCIATION

The World's Largest, Most Influential Staffing Association

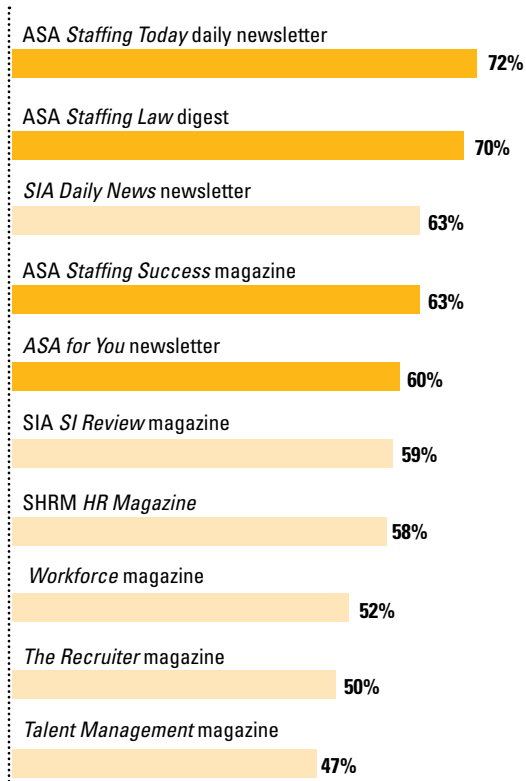
ASA is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA members provide a full range of services, including temporary and contract staffing, recruiting and permanent placement, outplacement and outsourcing, training, and human resource consulting.

Your Single Source for Reaching the Industry's Top Decision Makers

No other staffing organization in the world has the reach ASA delivers. Whether you'd like to advertise, exhibit, or sponsor, ASA delivers a diverse mix of marketing opportunities to help you reach industry decision makers. From reinforcing your market presence and messaging as an industry leader to establishing name visibility and brand recognition, or tailoring targeted and timely promotions, ASA offers all the marketing tools you need to reach your audience.

ASA Publications Rated Highest in Terms of Value

In a third-party survey of industry professionals, respondents rated two ASA publications highest in terms of value in recipients' work.



ASA Readers Are Influential Professionals

74% of staffing professionals reading ASA publications and visiting ASA websites are involved in purchasing for their organizations.

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 2017, nearly **1,400 staffing companies** were members of ASA—which includes more than **17,000 branch offices**.

227
new staffing companies
joined ASA in 2017

more than **69**
industry suppliers
joined ASA in 2017

more than **25k**
professionals
on ASA Central

Members Value and Trust ASA Publications

According to a recent study conducted by an independent research firm, staffing professionals rely on ASA publications for valuable information for their companies.



82% agree: ASA publications are the authoritative source for current staffing industry information



77% agree: ASA publications and resources are value-added tools that are beneficial to their business



73% agree: ASA publications and resources have made them more aware of industry products and services and helped their company learn more about industry suppliers and their offerings

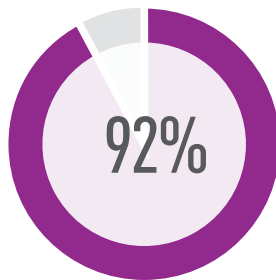
— BY THE NUMBERS

Staffing World®

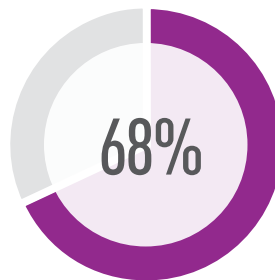
Exhibitors

Staffing World Exhibitors Value the Expo Experience

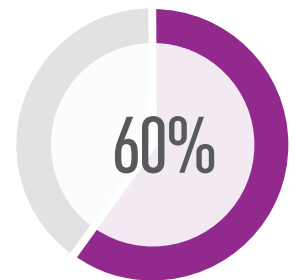
No other industry expo delivers a more impressive experience than Staffing World, where staffing professionals and industry suppliers connect, learn from one another, and work together.



Exhibitors who are **likely** to exhibit again

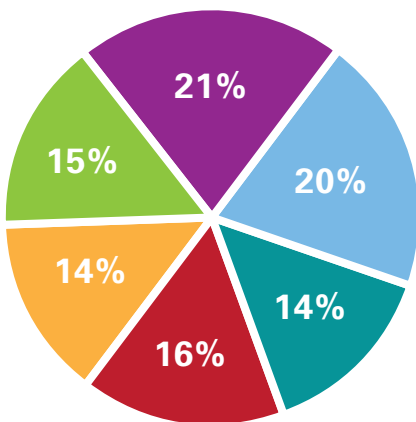


Exhibitors who are **very likely** to recommend exhibiting to others

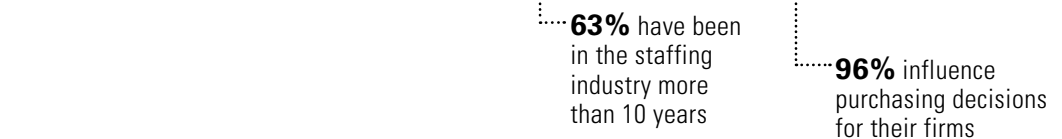
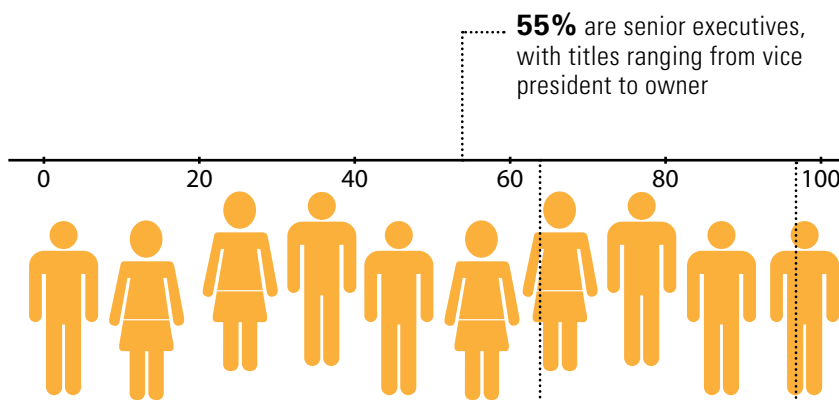
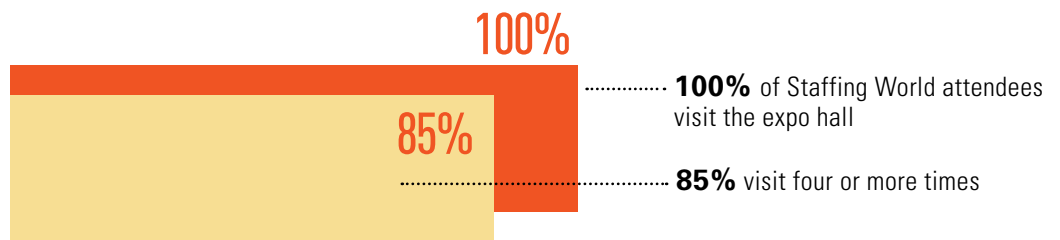


Exhibitors who have exhibited **more than once**

Attendees



- Owner/Operator
- President/C-Suite
- Vice President
- Director
- Manager
- Other



Don't Miss Staffing World 2018!

Brought to you by the American Staffing Association, Staffing World is the largest, most comprehensive convention and expo in the staffing, recruiting, and workforce solutions industry. Join us this year in metro Washington, DC!

Staffing Success Magazine

The association's flagship magazine, *Staffing Success*, is well known for its high-quality content and presentation.

Staffing Success is read by decision makers in all sectors of the staffing industry, and readers range from officers of multinational corporations and owners of independent firms to executive recruiters and branch managers. Members highly value the magazine's educational content as well as its legal and economic news, operational strategies, and in-depth articles on trends and issues important to the industry.

With the digital edition (now featuring an enhanced, mobile-friendly user format), your company's impressions and market reach significantly increase—especially when you enhance your digital presence with rich media content, such as audio, video, or special interactive advertising.



80%
of *Staffing Success* recipients find the content credible

- »» **35,000+** industry professionals receive *Staffing Success* magazine in print or online.
- »» **americanstaffing.net**, where *Staffing Success* is hosted, averages more than **80,000 page views** per month.
- »» **NEW** sponsored content opportunity available. **Call for details.**

Staffing Success Deadlines

ISSUE	RESERVATION DEADLINE	ARTWORK DUE
January/February	November 1	December 1
March/April	January 1	February 1
May/June	March 1	April 1
July/August	May 1	June 1
Special Issue	July 1	August 1
September/October	July 1	August 1
November/December	September 1	October 1

Only Available in Staffing Success Rates per issue

SIZE/FREQUENCY	10x	8x	7x	3x	1x
Adjacent Masthead (1/3 Vertical)	\$3,085	\$3,300	\$3,630	\$3,920	\$4,155
Opp. Voice of Staffing (Full Page)	\$4,430	\$4,975	\$5,470	\$6,085	\$6,585

Staffing Law Digest

Staffing Law Is the Industry's Go-To Legal Resource

A timely collection of national and state legal news, court and agency actions, and other legislative headlines, *Staffing Law* digest is a critical resource for staffing professionals who must stay on top of pressing issues in order to secure their future growth and success. Much more than just a brief for legal professionals, *Staffing Law* has become a must-read publication for the entire staffing industry and a valuable benefit for ASA members.

Staffing Law print advertisers also appear in the digital edition at no additional charge—making your print dollars go a long way toward capturing online leads. Read by the same decision makers as *Staffing Success* magazine, *Staffing Law* digest offers suppliers an additional focused messaging vehicle to reach an engaged audience.

» More than **10,000** industry professionals receive *Staffing Law* digest.



Staffing Success and Staffing Law Rates per issue

SIZE/FREQUENCY	10x	8x	7x	3x	1x
2-Page Spread	\$4,605	\$5,175	\$5,685	\$6,460	\$6,960
Full Page	\$2,815	\$3,310	\$3,635	\$4,055	\$4,350
2/3 Vertical	\$2,285	\$2,565	\$2,820	\$3,050	\$3,230
1/2 Horizontal	\$1,930	\$2,175	\$2,365	\$2,610	\$2,765
1/3 Vertical	\$1,695	\$1,905	\$2,095	\$2,250	\$2,370
1/4 Square	\$1,445	\$1,620	\$1,785	\$1,935	\$2,015
First Page	\$5,365	\$6,025	\$6,625	\$7,380	\$7,905
Cover 2 & 3	\$5,365	\$6,025	\$6,625	\$7,380	\$7,905
Cover 4	\$5,950	\$6,685	\$7,345	\$8,010	\$8,610

Staffing Success and Staffing Law Ad Specifications

AD SIZE	WIDTH	HEIGHT
Full Page (Bleed Size)	8-1/4" (8-1/2")	10-7/8" (11-1/8")
2/3 Vertical (No Bleed)	4-3/4"	9-3/4"
1/2 Horizontal (No Bleed)	7-1/4"	4-3/4"
1/3 Vertical (No Bleed)	2-1/4"	9-3/4"
1/4 Square (No Bleed)	3-1/2"	4-3/4"

Note: The *Staffing Success* Special Issue has different ad size requirements. Contact the corporate alliances team for more information.

Staffing Law Deadlines

ISSUE	RESERVATION DEADLINE	ARTWORK DUE
No. 1	December 15	January 1
No. 2	March 1	March 15
No. 3	July 15	August 1



ONLINE

Staffing Today Newsletter

Staffing Today—a daily newsletter that reaches more than 40,000 staffing professionals—is the industry’s No. 1 source for news and information. It is the largest circulating publication in the staffing industry, reaching a broad audience that goes beyond ASA members.

Readers confirm that *Staffing Today* is an essential resource because it delivers targeted content. This daily newsletter also delivers exclusive ASA data and legal analysis—another reason readers consider this a must-read publication.

Increased Ad Visibility—The *Staffing Today* website, which features robust search features, archived issues, easy-to-navigate topical sections of the newsletter, and more, also features advertising. When your company places an ad in *Staffing Today*, your ad is live on **all pages** of *staffingtoday.net* until the following day’s issue is published.

Advertising in *Staffing Today* puts your products or services in front of a qualified targeted audience each weekday morning.

» **NEW** sponsored content opportunity available. **Call for details.**



» ***Staffing Today* reaches more than 40,000 staffing professionals.**

Staffing Today Rates

POSITION	3 DAYS	8 DAYS	13 DAYS	26 DAYS	43 DAYS
Premium	\$3,606	\$7,761	\$11,583	\$19,505	\$27,812
Featured	\$1,974	\$5,795	\$8,655	\$10,395	\$13,906
Sponsored Content	\$3,606	\$7,761	\$11,583	\$19,505	\$27,812

Premium Ad Posted to the left side of the first editorial item in the newsletter so that readers will see it in the opening screen.

Featured Ad Posted to the left side in the newsletter underneath the premium position.

Sponsored Content Posted within the body of the editorial content.

Ad Specifications

Premium/Featured Ad: 160 x 300 pixels, GIF or JPG format

Sponsored Content: Title max=10 words; Abstract max=50 words. 2-3 item, single-line bulleted list option. Advertiser provides custom URL or Bitly for tracking.

Readers say *Staffing Today* is the industry’s most valuable publication.

Staffing Today is regularly read more than any other industry publication. **Six in 10** staffing professionals say they read at least three of every four issues they receive.



Staffingtoday.net attracts an average of **3,000** visitors monthly





ONLINE

ASA Marketplace

NEW IN 2018! ASA Marketplace Relaunch Means More Online Traffic for Your Company

Do you want to drive more buyers and prospective buyers to your company's website? The newly relaunched ASA Marketplace—the highest-profile and most-trafficked online buyer's guide serving the staffing and recruiting industry—has been expertly designed to connect buyers with your company. The new ASA Marketplace officially launches in Q1 2018! Make sure your company has its strategic listings across targeted product and service categories in place now. Don't miss out on this unique opportunity to be part of this exciting relaunch!



ASAmarketplace.net features an average

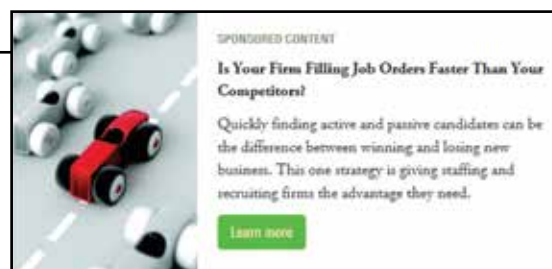
2,000

unique page views per month

Visit asamarketplace.net for all the advertising and listing options available, and corresponding rates and ad specifications.

Americanstaffing.net

According to *cmo.com*, 70% of individuals want to learn about products through content rather than through traditional advertising. Plus, native advertising generates 82% brand lift. New sponsored content campaigns from ASA, designed to mimic the look and feel of the association's natural content, are now available on the ASA home page—only 12 opportunities per year available.



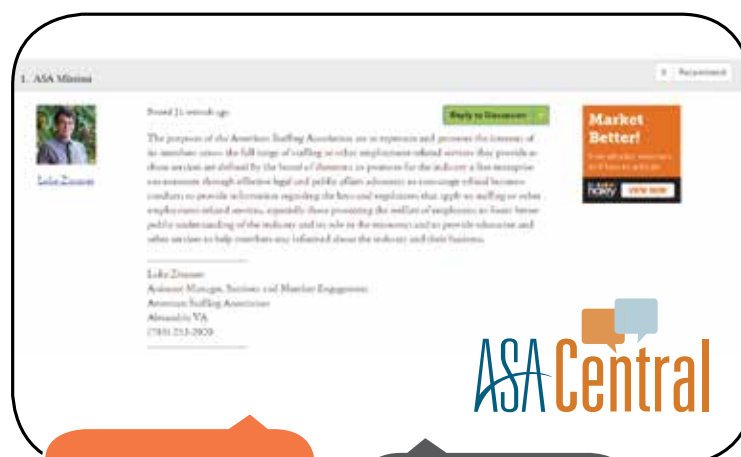
Advertising Rates

AD SIZE	RATE
Art=360x480 pixels (W x H, RGB, 72 dpi) Title max=12 words; Abstract max=30 words	\$5,000/month

ASA Central

ASA Central is the business social network exclusively for members of the American Staffing Association. On asacentral.americanstaffing.net, staffing professionals and industry suppliers can find and connect with colleagues through a robust member directory; participate in discussion boards; visit section communities; read member blogs; and much more.

PLACEMENT	RATE
ASA Central website, which includes: Supplier Spotlight (home page) and six section pages	\$7,250/full year \$4,000/half year
Discussion Thread Ad will be placed on discussion posts	\$2,000/month* *Add-on rate for ASA Central website advertisers
Discussion Thread Only Ad will be placed on discussion posts	\$3,500/month



3,500

average monthly users

15,000

average monthly page views

ASA Staffing Law Conference and Expo

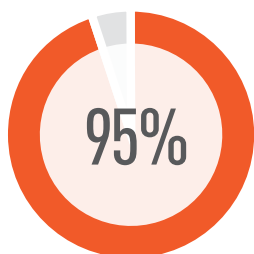
Exhibit at the 2018 ASA Staffing Law Conference, May 10–11, Washington, DC

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 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.

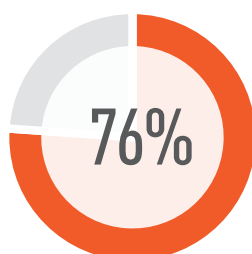
» **Attracts 400-500** attendees each year!



Exhibitors



Exhibitors who are **likely** to exhibit again



Exhibitors who are **very likely** to exhibit again

Attendees

72%

have been in the **staffing industry** six or more years—57% for more than 10 years

51%

influence product or service **purchases** and are senior **executives**—titles range from vice president to owner

Exhibit Booth Rates

RATES	10' x 10'	10' x 20'	10' x 30'	20' x 20'
Member	\$2,850	\$4,925	\$7,030	\$11,170
Nonmember	\$4,275	\$7,390	\$10,545	\$16,755

For sponsorship opportunities and details, contact Kim Kelemen at 703-253-1169.

ASA Staffing Law Conference Resource Book

In addition to exhibit and sponsorship opportunities, suppliers can raise their visibility by advertising in the ASA Staffing Law Conference Resource Book that is distributed to all attendees.

Advertising Rates

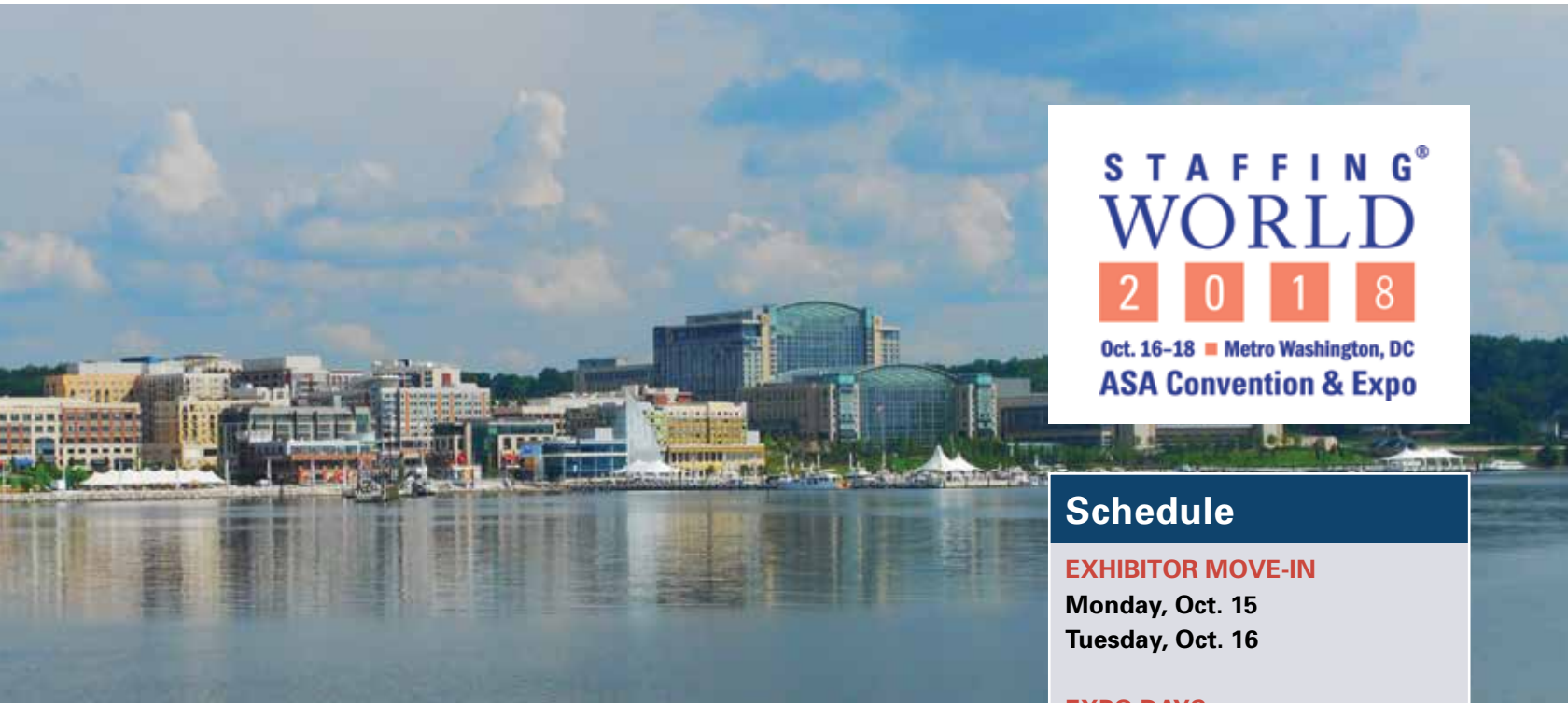
AD SIZE	RATE
Full Page	\$1,765
1/2 Horizontal	\$1,410
1/4 Square	\$835

Ad Specifications

AD SIZE	WIDTH	HEIGHT
Full Page (Bleed Size)	8-1/4" (8-1/2")	10-7/8" (11-1/8")
1/2 Horizontal (No Bleed)	7-1/4"	4-3/4"
1/4 Square (No Bleed)	3-1/2"	4-3/4"



IN PERSON



STAFFING WORLD®

2 0 1 8

Oct. 16–18 ■ Metro Washington, DC
ASA Convention & Expo

Schedule

EXHIBITOR MOVE-IN

Monday, Oct. 15

Tuesday, Oct. 16

EXPO DAYS

Exact times to be determined

Tuesday, Oct. 16.

Wednesday, Oct. 17

Thursday, Oct. 18

EXHIBITOR MOVE-OUT

Thursday, Oct. 18

Friday, Oct. 19

Staffing World schedule subject to change.

Staffing World Convention and Expo

ASA invites you to exhibit at Staffing World 2018, Oct. 16–18 in metro Washington, DC. Staffing World is the industry's largest and most comprehensive convention and expo, bringing together qualified attendee decision makers and cutting-edge industry products and services to help staffing companies excel.

Staffing World is the perfect forum to target staffing firm owners, partners, principals, and c-suite executives. Don't miss this year's show in DC!

» Exhibit

Secure your booth today—space is limited. Starting at \$4,820, each 10' x 10' booth includes two complimentary exhibitor registrations. Some larger configurations available.

» Advertise

More than 33,000 industry professionals receive the Staffing World Advance Program—an essential guide highlighting event content, schedules, and registration details. Once on site, attendees receive a Staffing World Final Program—a valuable publication that attendees refer to throughout the convention. Advertise in both programs to increase visibility, enhance branding, and drive traffic to your booth.

» Sponsor

Show ASA members and Staffing World attendees that you support the industry, and boost your company's bottom line, by sponsoring Staffing World 2018—the world's largest gathering of industry professionals.

Visit staffingworld.net to learn more.

Exhibit Booth Rates

RATES	10' x 10'	10' x 20'	10' x 30'	20' x 20'
Member*	\$4,820	\$9,420	\$13,460	\$31,120
Nonmember	\$7,230	\$14,130	\$20,190	\$46,680

Corner Booth Fees: Members add \$680 per corner; nonmembers add \$990 each. Corner booth will be assigned and billed if inline space is not available.

*To qualify for member rates, company must be an ASA associate member in good standing with ASA upon receipt of application. Associate membership annual fee is \$895.

Booth Rental Includes

- Two complimentary exhibitor registrations per each 10' x 10' booth.
- Access to the Exhibitor Lounge with complimentary food and beverages.
- Complimentary preshow or postshow attendee list. See Exhibitor Resource Center (americanstaffing.net/exhibitorresourcecenter) for order form.
- A standard 8' high back drape and 3' high side rails, and 44" x 7" identification sign.
- Admission to all general sessions and workshops (excluding invitation-only or separately ticketed events), provided that your booth is staffed during expo hours.
- Expo hall security guards (not booth-specific).
- Complimentary listing in the Advance Program if the contract is received by May 1. Listing includes company name and website.
- Complimentary listing in the September–October issue of *Staffing Success* magazine if the contract is received by June 15. Listing includes company name, website address, and company description.
- Complimentary listing in the Final Program if the contract is received by July 17. Listing includes company name, website address, and company description.
- Complimentary listing in the January–February 2019 issue of *Staffing Success* magazine if contract is received by Oct. 16. Listing includes company name and website address.
- Use of the ASA exhibitor logo and Staffing World 2018 logo, with ASA prior approval, to promote your company's presence at the convention.

Payment Policy

A 50% nonrefundable deposit is required with exhibitor applications by March 1, with balance due in 30 days. Applications submitted after March 1 require payment in full. All cancellations must be requested in writing and received by ASA by March 1. After that date, no refunds will be awarded and payment is due in full, regardless of ability to resell cancelled booth. Upon cancellation, exhibitor relinquishes all benefits.

Staffing World 2018 Print Advertising

Staffing World Advance Program—Print and Digital

» **circulation 33,000+**

The Advance Program is the best way to reach potential attendees and all ASA members. This essential guide highlights key attractions at the convention and outlines special events, schedules, and registration information. The digital edition of the Advance Program is highly trafficked in the weeks leading up to Staffing World.

Staffing World Final Program

» **circulation ~ 2,000**

The Final Program is an extensive guide referenced by all attendees during and after the convention. It delivers maximum exposure to exhibitors and their products, and lets staffing professionals know who came to Staffing World 2018. Attendees refer to the Final Program throughout the convention to identify exhibitors, names, contact information, location and event descriptions, schedules, and more.

Advance and Final Programs

Ad Specifications (Advance Program)

AD SIZE	WIDTH	HEIGHT
Full Page (Bleed Size)	8-1/4" (8-1/2")	10-7/8" (11-1/8")
1/2 Horizontal (No Bleed)	7-1/4"	4-3/4"

Note: The 2018 Final Program will have different ad size requirements. Contact the corporate alliances team for more information.

Advertising Rates

SIZE	RATE
Full Page	\$4,555
1/2 Horizontal	\$2,900
Cover 2 & 3	\$8,280
Cover 4	\$9,020

Deadlines

PUBLICATION	SPACE RESERVATION	MATERIAL DUE
Advance Program	May 1	May 15
Final Program	July 17	August 1

Upgraded Listing \$699

Want to get into the game with the big players, but don't have the budget? ASA has smart, diverse, and affordable options that help your company stand out and get noticed. Upgrade your company's listing to call out and highlight important information or product-specific details.

Staffing World Marketing Opportunities



Staffing World 2018 Mobile App

The Mobile App offers a diverse range of branding opportunities in front of tech-savvy staffing professionals—even before they arrive in Washington, DC, for the convention.

Mobile App Notification—\$4,100

Have your target message sent to attendees directly through the app.

98%

of app users say it is a helpful resource



Take One Service

This practical service is perfect for suppliers that want to drive more traffic to their booths through their own promotional product and service literature, or for those who simply can't exhibit. You provide promotional materials, which ASA staff will place on the Take One kiosk in the always-busy and highly visible registration area. (Materials are replenished as necessary.)

Rates:

\$200 for every 500 to be distributed

\$350 for every 1,000 to be distributed

Website Banner Advertising

The Staffing World website draws thousands of visitors each month as attendees register for the convention, check out exhibiting companies, and much more. Plus, strong web traffic continues long after the convention is over because participants follow up on session handouts, download event photos, check on exhibitor details following their on-site conversations, and start planning for 2019. A banner ad on the Staffing World website is an effective way to gain maximum exposure, increase name visibility, and maximize brand recognition. These website banners stay active before, during, and after the show—through Dec. 31, 2018.

Ad Specifications:

720 x 90 pixels, JPG format

Rate:

\$1,885 per banner



Banner Signage Sponsorships

These prominent banner sponsorships are guaranteed to deliver high visibility in well trafficked areas at Staffing World 2018. From reinforcing your market presence and messaging as an industry leader to establishing name recognition and brand identity, these simple options offer you real ROI at a reasonable price.

In addition to prominent billboard branding, banner sponsorships also enjoy Staffing World Select Level sponsorship benefits (see chart on page 14 for details). All of these benefits are separate and in addition to copy incorporated into the banner sponsorship of your choice. Pricing and placement options will be available in Summer 2018.

Staffing World 2018 Sponsorships

Show ASA members and Staffing World attendees that you support the staffing industry. Enhance your participation and increase your visibility by sponsoring Staffing World 2018—the world's largest gathering of staffing professionals.

Note: Some sponsorships may already be sold. Please call 703-253-1169 to learn which items are still available. See the chart on page 14 to learn about the many other benefits that come with each sponsorship. Benefits may be subject to change. Also note that the promotional time frame for Staffing World 2018 sponsorship is limited to two months before and one month after the event start date.

SELECT LEVEL (Under \$10,000)

(Also includes all SELECT benefits listed on page 14)

Session Tracks

\$2,000—\$5,500

Sponsor session tracks focused on topics such as compliance, technology, owners only, or sales and recruiting.

- Sponsor's name or logo on all related signage for each session
- Sponsor will be recognized at the start of the session and on a session slide
- Sponsor may provide a small token to be placed in session track room

Tech Park Giveaways

\$3,600—Production not included.

Help add some fun to the ASA technology park by providing a park-appropriate giveaway, such as a branded Frisbee or Hacky Sack.

Attendee Bag Literature Insert

\$3,600—Production not included. Limit one per organization.

Insert your organization's postcard or promotional piece into the convention bag handed to each attendee at registration. This opportunity is limited to five total sponsorship inserts.

Notepad Insert

\$3,600—Production not included.

Insert a notepad inscribed with your organization's name, logo, and information into the attendee bag for all attendees to use.

Pen Insert

\$3,600—Production not included.

Insert a pen inscribed with your organization's name, logo, and information into the attendee bag for all attendees to use.

Hotel Door Drop

\$3,600 per day—Production and hotel charges not included.

Extend your organization's marketing reach by having a promotional item or piece of literature delivered directly to the doors of all convention attendees staying at the host hotel. This item can greet attendees, share your organization's message, and list your logo and booth number.

Hand Sanitizer Insert

\$3,600—Production not included.

When traveling on business, most professionals appreciate any help in avoiding germs and illness. Help protect the wellbeing of Staffing World attendees by placing your company's brand on travel size bottles inserted into attendee bags.

Aisle Sign Sponsorship

\$4,100 per aisle—Limited Availability!

Draw extra attention and visibility to your booth by sponsoring an aisle. Your organization's name and logo will be hung on a banner below the Aisle Sign. Only one per aisle.

Refreshment Breaks

\$4,500

Host one of 8 breakfasts or networking breaks.

- Sponsor's name and logo on all related signage
- Sponsor-branded napkins
- Space to leave brochures or small tokens for attendees
- Organization representative may greet and network with attendees

First-Time Attendee Breakfast

\$5,000

First-time Staffing World attendees will be invited to a special breakfast where they can network with their peers and ASA ambassadors.

- Sponsor's name or logo on all related signage, invitations, and promotional material about the event
- Branded napkins at the coffee stations
- Sponsor will be recognized at the start of the session
- Sponsor may give attendees a small token
- Organization representative may meet and greet guests at door and network with guests during breakfast

Staffing World Materials

\$5,000

ASA provides workshop slides and handouts online—before, during, and after the convention. Every attendee will receive two emails prior to the show and one email after the show with a link to all session handouts. This page will be updated throughout the show. Sponsor's logo will be displayed on the presentation materials landing page and on three emails. There will also be a link to the materials page from the online Staffing World Community in the ASA Central networking platform.

Hotel Welcome Letter

\$7,000

Be the first company to greet attendees! Every attendee at the host hotel will receive an official Welcome Letter sponsored by you. It will feature must-have information for attendees, including registration instructions, registration desk hours, expo hall hours, and much more—along with a personalized message from your company.



Final Program Bellyband

\$7,500 SOLD

Draw attention to your organization by sponsoring the bellyband wrapping the Staffing World 2018 Final Program. The bellyband raises awareness about your organization by including its name, copy, logo, and booth number.

Charging Stations

\$7,500 for one/\$10,000 for two

Sponsor a Charging Station located in highly trafficked and strategic areas of the convention. Attendees will be able to use the power outlets at these stations to charge their smartphones, laptops, or other devices when and where it's convenient for them.

- Charging stations feature TV screens at the top of the unit. Sponsors may upload promotional videos to play on loop.
- Sponsor's name and logo on all related signage
- Sponsor may distribute literature or collateral at charging stations
- Sponsor's name and logo incorporated into station designs

Banner Sponsorship

\$3,600–\$15,000

Multiple opportunities for signage inside and outside of the hall. Contact ASA at 703-253-1169 for details.

SIGNATURE LEVEL (\$10,000-\$15,000)

(Also includes all SIGNATURE benefits listed on page 14)

Welcome Mixer Event

\$11,000

Be one of the first to greet new attendees at Staffing World. This orientation is also attended by ASA leadership.

- Sponsor's name and logo on all event-related signage, invitations, and promotional material
- Sponsor-branded napkins
- Organization representative may meet and greet guests at door and network with guests during event
- Sponsor may give guests a small token

Water Service

\$11,500

Keep your brand front and center by sponsoring the water service stations located in multiple areas throughout the ASA space. Your logo will be recognized at each station, on the cups, and—per your choice—you can also include a custom water bottle in each registration bag (production not included). This way attendees can fill up when they want with your branded bottle, at your branded water station, and bring your brand back home with them.

Genius Awards

\$13,500

Because the ASA Genius Award winners are prominently displayed at the convention, sponsorship of the program is the ideal showcase to complement your presence and exposure at Staffing World. The competition honors the vision, originality, innovation, creativity, and effectiveness of marketing, advertising, multimedia, and public relations campaigns in the staffing industry.

- Sponsor's name and logo on all related signage
- Sponsor's name and logo incorporated into kiosk display
- Sponsor may distribute literature or collateral at kiosk display

Idea Labs

\$14,500

Idea Labs are mini-workshops that are held during breaks in the expo hall. Designed to accommodate attendees who prefer to engage in shorter sessions and smaller settings, Idea Labs feature narrower topics in areas designed for up to 30 learners. There will be two Idea Lab locations, each hosting 4 sessions. Idea Lab sponsorship is limited to one sponsor per location.

- Sponsor's name and logo on signage and promotional material about the labs
- Sponsor representative may greet attendees at lab entrances
- Sponsor recognized by session speaker and displayed on session presentation slides
- Customized hanging banner above Idea Lab in the hall
- Sponsor may give guests a small token

Tech Park Radios

\$15,000

The technology park in the expo hall will feature dual radios with headphones, enabling ASA to feature two "tech talks" at a time in close proximity. Radios will be used in both the technology park and in the Idea Labs to ensure that attendees can hear the sessions adequately even from the back of the session.

- Sponsor's name or logo on all related signage and promotional material
- Sponsor's logo on all radios and lanyards

Attendee Registration Area

\$15,000 SOLD

Sponsor the Registration Area where all attendees must check in.

- Sponsor's name and logo included in prominent signage in the registration area
- Sponsor's name and logo incorporated in design of the registration desks and decor
- Sponsor may provide a short video to run in a loop on two TV screens

Wi-Fi

\$15,000 SOLD

Digitally connect with attendees by providing free Wi-Fi in the Staffing World general sessions, workshops, and convention center common areas. Help attendees download session presentations, keep up with email, tweet comments—and browse your website.

- Sponsor's name and logo on signage and promotional material about Wi-Fi access
- Sponsor name and logo on Wi-Fi log-in page
- Sponsor name will be used as log-in password
- Option to add squeeze page featuring sponsor content or advertisement

Enjoy These Benefits of Sponsorship

	PREMIER LEVEL (Over \$15,000)	SIGNATURE LEVEL (\$10,000-\$15,000)	SELECT LEVEL (Under \$10,000)
Full-page ad in Advance and Final programs	●		
Three exhibitor registrations	●		
Premium bundle on ASA Marketplace	●		
Two invitations to chairman's reception	●		
Take One distribution	●		
Mobile app notification	●		
Upgraded bundle on ASA Marketplace		●	
Half-page ad in Advance and Final programs		●	
Two exhibitor registrations		●	
Logo recognition in board of directors briefing book	●	●	●
Logo recognition in Advance and Final programs	●	●	●
Recognition in material related to sponsorship	●	●	●
Text recognition in Final Program	●	●	●
Recognition on Staffing World website	●	●	●
Preshow and postshow mailing lists	●	●	●
Recognition in <i>Staffing Success</i> and <i>Staffing Today</i>	●	●	●

Note: Select, Signature, and Premier packages are not cumulative. Specific sponsorship benefits and fees may be subject to change and are detailed in a separate agreement; some benefits require additional forms. Benefits fulfillment subject to applicable deadlines.

PREMIER LEVEL (Over \$15,000)

(Also includes all PREMIER benefits listed above)

Shuttle Buses

\$15,100

Your organization can help attendees see more of the city by sponsoring shuttle buses to downtown DC on Tuesday and Wednesday nights. Two buses will run on a loop.

- Sponsor's name or logo on all related signage and promotional material
- Sponsor's name or logo as a static image (or video, if feasible) on bus TV screens
- Sponsor will be recognized during the Tuesday and Wednesday General Sessions
- Sponsor may help to create a branded map for attendees of local restaurants and bars in close proximity to the drop-off point

Trending Insights

\$15,100

These topical roundtables feature numerous simultaneous, small-group discussions at tables arranged in a large room. At this popular session, staffing professionals explore common business issues and share practical solutions in a peer-to-peer format for three rounds of 30 minutes each.

- Sponsor's name and logo on signage and promotional material about the roundtables
- Sponsor representative may greet attendees at room entrance
- Sponsor recognized by session moderator and displayed on session title slide
- Sponsor may give guests a small token

VIP Session

\$16,500

VIPs will be invited to attend a special Staffing World session led by one of the keynote speakers. While available only to select guests, the sponsor is guaranteed exclusive access to the who's who in the staffing industry.

- Sponsor's name or logo on all related signage, invitations, and promotional material about the event
- Sponsor's VIP clients may attend the session with ASA approval
- Sponsor may give attendees a small token
- Branded napkins at a special drink station inside the session room
- Sponsor will be recognized at the start of the session
- Organization representative may meet and greet guests at door



ASA Leadership Hall of Fame Award

\$16,500

Since the 2018 inductee is announced during the opening general session, sponsoring the ASA Leadership Hall of Fame Award is a perfect opportunity to gain visibility from the onset of the convention. The ASA Leadership Hall of Fame Award recognizes outstanding individual contributions made through dedicated service to ASA and the staffing industry. All inductees are also recognized in a kiosk display.

- Sponsor's name and logo on all related signage
- Sponsor's name and logo incorporated into kiosk display
- Sponsor may distribute literature or collateral at kiosk display

Lanyards

\$16,500 SOLD

Your organization's name and logo can appear exclusively on the official Staffing World 2018 name badge lanyards worn by attendees.

Wall of Ideas

\$16,500 SOLD

Your organization's name and logo can greet convention participants as they share their ideas, comments, and insights on the digital 2018 Wall of Ideas.

- Sponsor's name and logo on all materials and signage related to the Wall of Ideas
- Acknowledgement as sponsor on Wall of Ideas physical kiosk location
- Sponsor can distribute promotional literature at the Wall of Ideas kiosk

Staffing World Mobile App

\$17,500 SOLD

The Mobile App offers a diverse range of branding opportunities in front of tech-savvy staffing professionals—even before they arrive in DC for the convention. Smartphone users will download the convention app before they arrive to peruse the convention events, create their own schedule, check out the exhibitors, view presenter bios, etc. Sponsor logo with linked URL will be featured on several pages of the app.

Chill Lounge

\$17,500

The Chill Lounge is strategically located in the expo hall where attendees can go for a Wi-Fi hotspot and massages.

- Sponsor's name and logo on signage and promotional material
- Sponsor representative may greet attendees at the lounge
- Customized hanging banner above lounge in the hall
- Sponsor may distribute branded literature in lounge
- Massage therapists will wear branded shirts if provided by sponsor

Networking Lunch

\$18,000

Staffing World attendees and exhibitors have the opportunity to talk business, network, and just enjoy each other's company over a meal.

- Sponsor's name and logo on all event-related signage, invitations, and promotional material about the event
- Sponsor may give guests a small token at numerous locations—outside of its booth
- Customized branding on serving materials
- Public address promotional announcements encouraging attendees to visit sponsor's booth
- *Co-sponsorship may be available. Call for details.*

Expo Grand Opening

\$25,000

The combination of complimentary cocktails and hors d'oeuvres—and attendees' excitement about visiting the expo for the first time—guarantees maximum traffic, with no other program competition.

- Sponsor's marks on all event-related signage, invitations, and promotional material about the event
- Sponsor may give guests a small token at numerous locations—outside of its booth
- Public address promotional announcements encouraging attendees to visit sponsor's booth
- Customized branding on serving materials
- Option to add customized specialty drink named after sponsor
- *Co-sponsorship may be available. Call for details.*

General Session Keynotes

\$30,000 SOLD

Reach a captive audience and champion your brand in front of attendees at one of four general sessions. Call to learn more about this year's keynote speakers.

- Sponsor's name and logo on all related signage and promotional materials
- Sponsor may provide copy to be presented by ASA president and CEO
- Sponsor will be recognized at start of keynote
- Sponsor may give guests a small token

Convention Bag

\$35,000 SOLD

Production included; two-color imprint.

Your organization's name and logo can appear exclusively on one side of the official Staffing World 2018 convention bags distributed to all attendees and exhibitors when they register.

Industry Leader Event

\$45,000 SOLD

(By invitation only)

The industry leader event is a special evening of fine dining and entertainment for StaffingPAC contributors. This invitation-only event is attended by ASA leaders and the "who's who" of the staffing industry.

- Sponsor's name and logo on all related signage, invitations, and promotional materials
- Organization representative may meet and greet guests at door and network with guests during reception
- Sponsor may give guests a small token
- Sponsor acknowledged and thanked for support by ASA president and CEO

Grand Finale

\$75,000 SOLD

The Grand Finale is the signature party of the convention.

- Sponsor's name and logo on all related signage, invitations, and promotional materials
- Organization representative may meet and greet guests at door and network with guests during banquet
- Customized branding on serving materials
- Sponsor acknowledged and thanked for support by ASA president and CEO
- Sponsor may give guests a small token



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