



ASA Cares LIVE at Staffing World® 2018

Staffing and recruiting clients want to work with socially responsible suppliers. Have your company stand above the competition by sponsoring ASA Cares LIVE at Staffing World 2018! This unique opportunity will allow your company's name and product or services to be front and center among convention attendees strategically, effectively, AND affordably.

What Is ASA Cares LIVE?

ASA Cares LIVE is a special, hands-on event for Staffing World attendees to participate during a select two-hour timeframe on Tuesday, Oct.16, in the Expo Hall (during dedicated Expo hours). This will be the first time in more than a decade that social responsibility will be spotlighted during the convention in this manner. Attendees will be able to participate in simple, fun activities with a purpose and in support of organizations assisting our nation's active military, women in need of a second chance via empowerment-based job training, and the hungry and homeless. The organizations may be national or local in scope, but all will have operations in the geographic locations of Staffing Worlds—this year in the Washington, DC, metro area. Attendees can participate in any or all of the activities depending on their passion points. Each of the activities can take minutes to complete or attendees can decide to stay and give back for as long as they'd like during the program's duration.

Sponsorship Benefits

The sponsor of ASA Cares LIVE will receive myriad valuable benefits:

- Recognition among savvy potential clients that your company is a good corporate citizen and believer in the power of giving back: a market differentiator among the competition
- Your company logo in the ASA Cares Live event descriptions in the Staffing World early and onsite programs
- Clickable company logo by the ASA Cares LIVE event description on *staffingworld.net*
- Clickable company logos in any marketing emails about ASA Cares LIVE
- Your company logo on day-of ASA Cares LIVE wayfinding and event signage
- Company literature or small gift chair drops in ASA Cares LIVE area of the Expo Hall prior to the start of the event (to be provided by sponsor)
- As the hosts of ASA Cares LIVE, your company staff can mix and mingle with attendees during the event
- Mentions of your company as sponsor of ASA Cares Live and inclusion of company boilerplate language in a news release about the event
- Mentions of your company in all pre- and during Staffing World social media posts about ASA Cares LIVE
- One complimentary exhibitor registration to Staffing World 2018
- Complimentary one-time use of both the pre-show and the post-show attendee list to promote your sponsorship
- Logo recognition as a Staffing World Select level sponsor in the board of directors briefing book, the Advance and Final Programs, on the Staffing World website, and in *Staffing Success* and *Staffing Today*

Sponsorship Value

Sponsorship of ASA Cares LIVE is economical and a great value at **\$7,500 for the full package.**