EXHIBITOR PROMOTION GUIDE

2019 ASA Staffing Law Conference ▪ April 4-5, 2019
Grand Hyatt Washington ▪ Washington, DC

MAKE CONTACT FOR FREE

As an exhibitor, you have the option to send a pre or postshow email to attendees. This service is offered for marketing purposes exclusively to promote the exhibiting company's participation at the 2019 ASA Staffing Law Conference.

NEW THIS YEAR: STEPS TO SEND PROMOTION

In line with industry best practices, ASA will no longer provide the attendee list in excel format. Instead, all promotions will be sent from ASA.

OPTION 1: Submit the HTML code for your email and it will be sent as is.

OPTION 2: Use ASA's email template. Submit information using the below parameters:

- **From Email Address**
  (ASA will need to send a verification email from Mailchimp, so we are able to send the email on your behalf. Companies will need to have access to the email address supplied.)
- **From Name**
- **Email Subject Line**
- **Email Preview Text***
- **Header or logo image**
  Maximum width of 650 pixels wide x 225 pixels height, .PNG or .JPG format
- **Preferred color of hyperlinks and buttons**
  Please provide hex code, such as #906abf or #0000ff, or a simple color. Color of hyperlinks and buttons must be the same color.
- **Headline***
  with less than 38 Characters
- **Intro text**
  no more than 2 paragraphs
- **Button text and hyperlink***
- **Closing text**
  no more than 3 paragraphs
- **Company's full name, physical address, and phone number**
  for footer of email

***this information is optional**

All promotional pieces must still include the 2019 Staffing Law Conference logo and the website address *staffinglawconference.net*.

Click here to access a sample email using ASA's template.

DECIDE WHICH PROMOTION TO SEND

☐ **Preshow List** *available March 5 – April 2*	☐ **Postshow List** *available after April 8 – May 31*

QUESTIONS?

Contact the Corporate Alliances team:

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