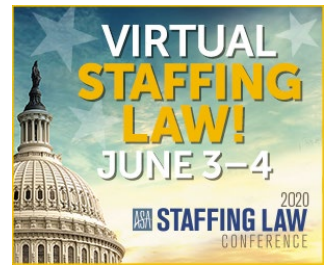


EXHIBITOR PROMOTION GUIDE

2020 Virtual ASA Staffing Law Conference ■ June 3-4, 2020



MAKE CONTACT FOR FREE

As an exhibitor, you have the option to send an email to attendees. This service is offered for marketing purposes exclusively to promote the exhibiting company's participation at the 2020 ASA Staffing Law Conference. Basic booth packages include 1 epromo; Upgraded booth packages include 2 epromos.

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 2020 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

Promotions can be sent May 27 – July 31, 2020. Contact the Corporate Alliances team to schedule your epromo.

QUESTIONS?

Contact the Corporate Alliances team:

Kerri Knadle
kknadle@americanstaffing.net
703-253-1142

Sarah Senges
ssenges@americanstaffing.net
703-253-2042