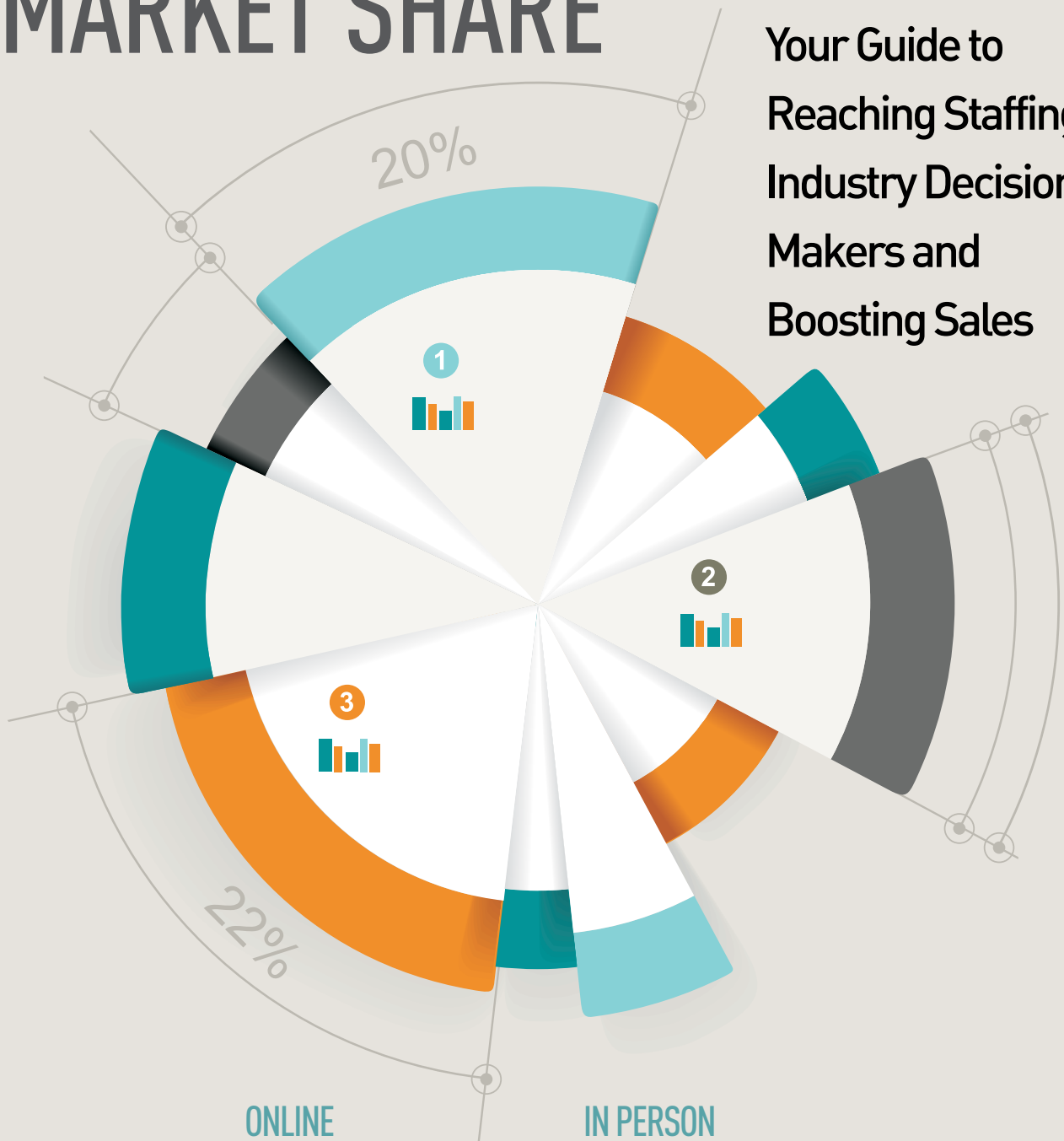


American Staffing Association **2017** Prospectus

INCREASE YOUR MARKET SHARE

Your Guide to Reaching Staffing Industry Decision Makers and Boosting Sales



PRINT

- 4** *Staffing Success Magazine*
- 5** *Staffing Law Digest*
- 8** ASA Staffing Law Conference Resource Book
- 10** Staffing World® Advance and Final Programs

ONLINE

- 6** *Staffing Today* Newsletter
- 7** ASA Marketplace
- 7** ASA Central
- 11** Staffing World Website

IN PERSON

- 8** ASA Staffing Law Conference and Expo
- 9** Staffing World Convention and Expo
- 11** Staffing World Marketing Opportunities
- 12** Staffing World 2017 Sponsorships

AMERICAN STAFFING ASSOCIATION

The World's Largest, Most Influential Staffing Association

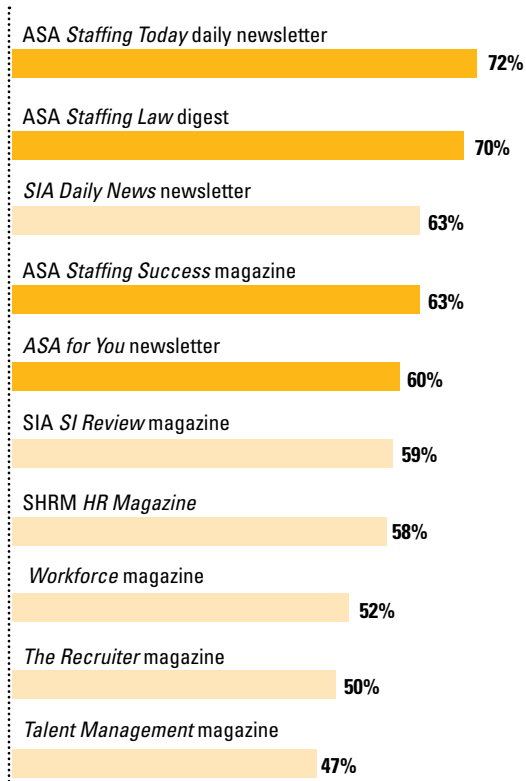
ASA is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA members provide a full range of services, including temporary and contract staffing, recruiting and permanent placement, outplacement and outsourcing, training, and human resource consulting.

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 relationships the association has with its members.

By the end of 2015, more than **1,800 staffing companies** were members of ASA—which includes more than **17,000 branch offices**.

370
new staffing companies
joined ASA in 2015

more than **80**
industry suppliers
joined ASA in 2015

Members Value and Trust ASA Publications

According to a study conducted by an independent research firm in 2015, 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

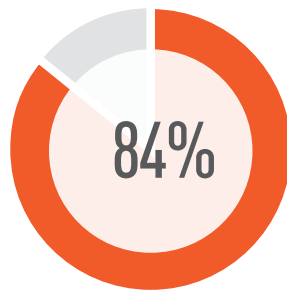
— BY THE NUMBERS

Staffing World®

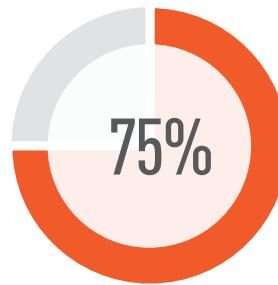
Exhibitors

Staffing World Exhibitors Value the Expo Experience

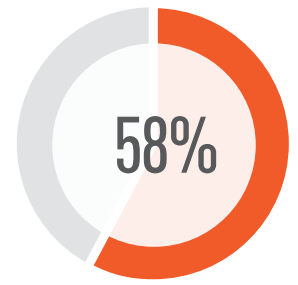
No other industry expo delivers a more impressive experience than Staffing World, where staffing professionals and industry suppliers connect, learn from one another, and work together.



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

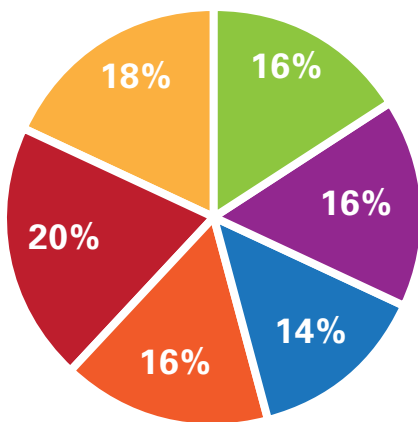


Exhibitors who are **very likely** to recommend exhibiting to others

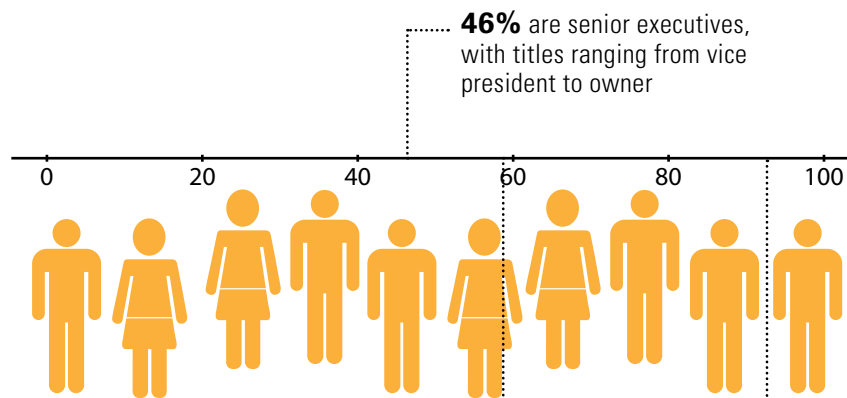
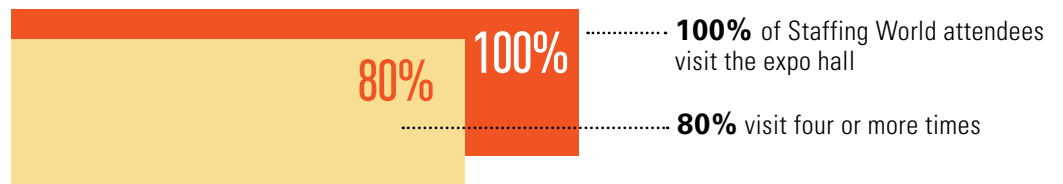


Exhibitors who have exhibited **at least three times**

Attendees



- Owner/Operator
- President/CEO, COO, CFO
- Vice President
- Director
- Manager
- Other



59% have been in the staffing industry more than 10 years

93% influence purchasing decisions for their firms

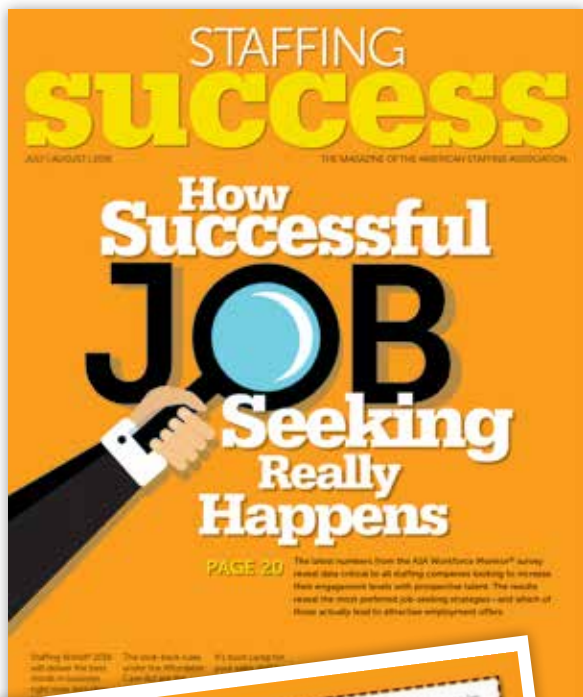


Don't Miss Staffing World 2017!

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 Chicago!



Staffing Success Magazine



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

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, 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.

- » **35,000+** industry professionals receive *Staffing Success* magazine in print or online.
- » **americanstaffing.net**, where *Staffing Success* is hosted, averages more than **75,000 page views** per month.

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)	\$2,940	\$3,145	\$3,455	\$3,735	\$3,955
Opp. Voice of Staffing (Full Page)	\$4,220	\$4,740	\$5,210	\$5,795	\$6,270
Opp. Table of Contents (Full Page)	\$4,770	\$5,360	\$5,890	\$6,560	\$7,030

Staffing Law Digest 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* digest has become a must-read publication for the entire staffing industry and a valuable benefit for ASA members.

Staffing Law digest 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.



70%
of readers value
Staffing Law digest

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

Staffing Success and Staffing Law Digest 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 Square (No Bleed)	4-3/4"	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"

Staffing Law Digest Deadlines

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

Staffing Success and Staffing Law Digest Rates per issue

SIZE/FREQUENCY	10x	8x	7x	3x	1x
2-Page Spread	\$4,385	\$4,930	\$5,415	\$6,150	\$6,630
Full Page	\$2,680	\$3,150	\$3,460	\$3,860	\$4,145
2/3 Vertical	\$2,175	\$2,445	\$2,685	\$2,905	\$3,075
1/2 Horizontal	\$1,840	\$2,070	\$2,250	\$2,485	\$2,635
1/3 Square	\$1,685	\$1,895	\$2,080	\$2,255	\$2,390
1/3 Vertical	\$1,615	\$1,815	\$1,995	\$2,145	\$2,255
1/4 Square	\$1,375	\$1,545	\$1,700	\$1,845	\$1,920
First Page	\$5,110	\$5,740	\$6,310	\$7,030	\$7,530
Cover 2 & 3	\$5,110	\$5,740	\$6,310	\$7,030	\$7,530
Cover 4	\$5,665	\$6,365	\$6,995	\$7,630	\$8,200

Staffing Today Newsletter



ONLINE

Staffing Today—a daily newsletter that reaches more than 33,000 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.

In response to reader interest, *Staffing Today* also features:

- **ASA Advocacy Update**—Readers get timely legal and legislative reports directly from the ASA legal team.
- **Staffing Stats**—every Wednesday. The newsletter delivers a new infographic featuring industry-specific and other economic data.

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. Rates are affordable for high-visibility ad space. Choose your company’s best fit for ad frequency and placement. Increase your company’s visibility and market share by securing your ad space today.

» ***Staffing Today* reaches more than 33,000 staffing professionals.**



Staffingtoday.net attracts an average of **2,000** visitors monthly

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

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.

Ad Specifications
160 x 300 pixels, GIF or JPG format

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.





ONLINE

ASA Marketplace

ASA Marketplace offers the staffing industry a one-stop-shop directory of products and services that help executives find solutions for their organization's needs. It features an intuitive and searchable database of industry suppliers that leads decision makers directly to your firm.

In addition to the standard **Category Listings**, you can also call additional attention to products and services offered, and identify the staffing sectors your company serves. Plus, you can keep the industry abreast of your latest developments—publish **News Releases** on ASA Marketplace or use the **Spotlight** feature to call attention to your company's latest offerings.

Take advantage of global display advertising options—reserve one of the limited **Leaderboard**, **Skyscraper**, or **Footer** ad spots. You can also choose to dominate visibility for an entire category when you secure an exclusive **Category Banner**.

Whether your marketing plan and strategy focuses on a specific product or service or it is a broader strategy focused on name recognition and visibility, ASA Marketplace has the right solution for your company. Visit *asamarketplace.net* for all the advertising and listing options available, and corresponding rates and ad specifications.



ASAmarketplace.net features an average **2,000** unique page views per month

53%

of staffing professionals access the ASA Marketplace website at least monthly, with nearly one-quarter accessing the website weekly or more frequently, according to a third-party survey.

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.



3,500 average monthly users

15,000 average monthly page views

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
Discussion Thread Only Ad will be placed on discussion posts	\$3,500/month

ASA Staffing Law Conference and Expo



The legal and legislative challenges facing staffing companies require both immediate action and long-term resolve to help companies navigate an everchanging regulatory environment. In addition to running day-to-day operations, staffing firm executives now realize they must also adjust to the shifting landscape and stay abreast of legal issues in order to succeed.

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



Exhibit at the 2017 ASA Staffing Law Conference, May 11–12, 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.

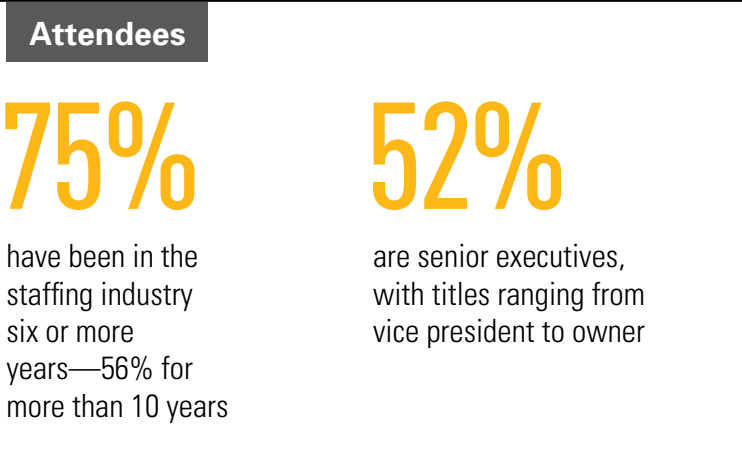
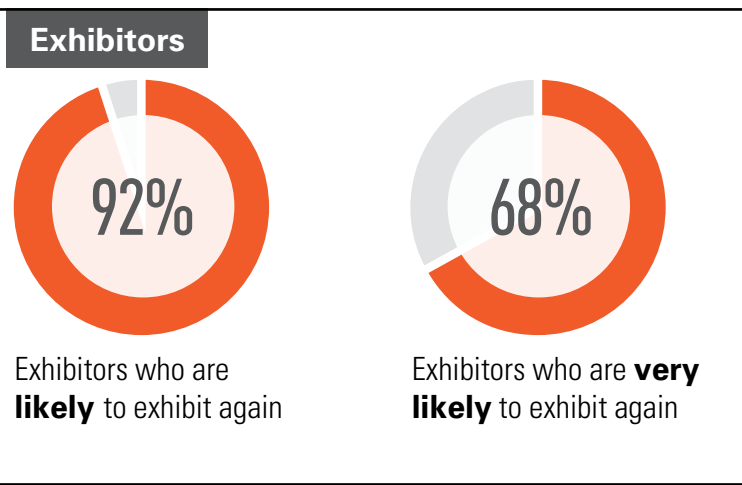


Exhibit Booth Rates

RATES	10' x 10'	10' x 20'	10' x 30'	20' x 20'
Member	\$2,712	\$4,691	\$6,695	\$10,638
Nonmember	\$4,066	\$7,037	\$10,043	\$17,660

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	\$1,680
1/2 Horizontal	\$1,344
1/4 Square	\$795

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 7

Oct. 24–26 ■ Chicago, IL
ASA Convention & Expo

Schedule

EXHIBITOR MOVE-IN

Monday, Oct. 23

Tuesday, Oct. 24

EXPO DAYS

Exact times to be determined

Tuesday, Oct. 24.

Wednesday, Oct. 25

Thursday, Oct. 26

EXHIBITOR MOVE-OUT

Thursday, Oct. 26

Friday, Oct. 27

Staffing World schedule subject to change.

Staffing World Convention and Expo

ASA invites you to exhibit at Staffing World 2017, Oct. 24–26 in Chicago. 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 Chicago!

» Exhibit

Secure your booth today—space is limited. Starting at \$4,590, 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 2017—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*	\$4,590	\$8,975	\$12,815	\$29,635
Nonmember	\$6,885	\$13,465	\$19,220	\$44,450

Corner Booth Fees: Members add \$645 per corner; nonmembers add \$940 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 \$575.

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 2018 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 2017 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 3, with balance due in 30 days. Applications submitted after March 3 require payment in full. All cancellations must be requested in writing and received by ASA by March 3. 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 2017 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, schedule, and registration information. The piece is sent to the biggest and best list of staffing professionals in the industry. 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. This take-home piece allows your message to stay with attendees long after they leave the convention. It delivers maximum exposure to exhibitors and their products, and lets staffing professionals know who came to Staffing World 2017. 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

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"

Advertising Rates

SIZE	RATE
Full Page	\$4,340
1/2 Horizontal	\$2,760
Cover 2 & 3	\$7,885
Cover 4	\$8,590

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 2017 Mobile App

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

Mobile App Notification—\$4,100

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



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 2018. 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, 2017.

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 2017. 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 recognitions (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 2017.

Staffing World 2017 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 2017—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 2017 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)

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 conference 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 copy 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

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 2017 Final Program. The bellyband raises awareness about your organization by including its name, copy, logo, and booth number.

Charging Stations

\$8,500

Call attention to your organization’s convention participation by sponsoring 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 have lockers so attendees can leave their devices safely while they attend sessions and workshops.

- 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

Opportunities range \$3,600–\$15,000

Multiple opportunities for signage outside 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
- 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

As the newly redesigned ASA Staffing Genius Award winners are prominently displayed at the convention, it 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 30-minute mini-workshops that will be held during breaks in the expo hall. Designed to accommodate attendees who prefer to engage in shorter sessions and smaller settings, Idea Labs will 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

Attendee Registration Area

\$15,000 SOLD

Sponsor the Registration Area where all attendees must check in. In addition to a small display area:

- 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 convention center general sessions, workshops, and Staffing World 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

PREMIER LEVEL (Over \$15,000)

(Also includes all PREMIER benefits listed on page 14)

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

ASA Leadership Hall of Fame Award

\$16,500

As the 2017 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 near the general session hall.

- 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

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	●		
Select 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.

Chairman's Lounge

\$16,500

While available to, and limited to, only select invited guests, the sponsor is guaranteed exclusive access to the who's who in the staffing industry. The VIP executive lounge sponsorship assures name recognition with key staffing executives and allows you to directly mingle with your target market while they are relaxed and with no competition.

- Sponsor's name and logo on all related signage
- Sponsor's name and logo incorporated into workstation screen savers and background wallpaper, and browser set to preferred website

- Sponsor's VIP clients may be admitted with ASA approval

- Sponsor may distribute literature or promotional material
- VIP credentials to incorporate sponsor's marks
- Customized napkins

Lanyards

\$16,500 SOLD

Your organization's name and logo can appear exclusively on the official Staffing World 2017 name badge lanyards worn by attendees.

Wall of Ideas

\$16,500 SOLD

Your organization's name and logo can greet convention participants as they write down their ideas, comments, and insights on the 2017 Wall of Ideas. Topics include workshop proposal ideas for 2018, what topics and themes attendees like best, and suggestions to improve the convention.

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

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 Chicago 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, massages, and the popular Chill Chat sessions. Chill Chats are informal discussions scheduled as ad hoc 15-minute gatherings during breaks in the expo hall to provide attendees opportunities for unstructured learning and networking. Topics are predetermined, but the discussions will proceed organically without facilitation.

- Sponsor's name and logo on signage and promotional material about the chats
- Sponsor representative may greet attendees at chat locations
- 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

Recharge Station

\$17,500

The lounge will be one of two hotspots and will include Wi-Fi, a charging bar, refreshment station, print on-demand station, and lounge seating.

- Sponsor may distribute branded literature in lounge
- Customized hanging banner above lounge in the hall
- Sponsor name and logo on signage and promotional material

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 hot meal.

- 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
- Customized branding on serving materials
- Public address promotional announcements encouraging attendees to visit sponsor's booth

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

General Session Keynotes

\$30,000 ONE REMAINING!

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 2017 convention bags distributed to all attendees and exhibitors when they register.

Industry Leader Reception

\$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. Sponsorship of this event includes:

- 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
- Sponsor may give guests a small token

Find these order forms online at americanstaffing.net/supplierforms.

✓ Advertising Application for ASA Marketplace

✓ Advertising Application for ASA Central

✓ Advertising Application for *Staffing Today*

✓ Staffing World Exhibit Application and Contract

✓ Advertising Application for Staffing World Programs,
Staffing Success, and *Staffing Law Digest*

✓ Upgraded Exhibitor Listing Form

✓ Take One Form

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