ADVERTISE | EXHIBIT | SPONSOR

PROSPECTUS

The World's Largest, Most Influential Staffing Association

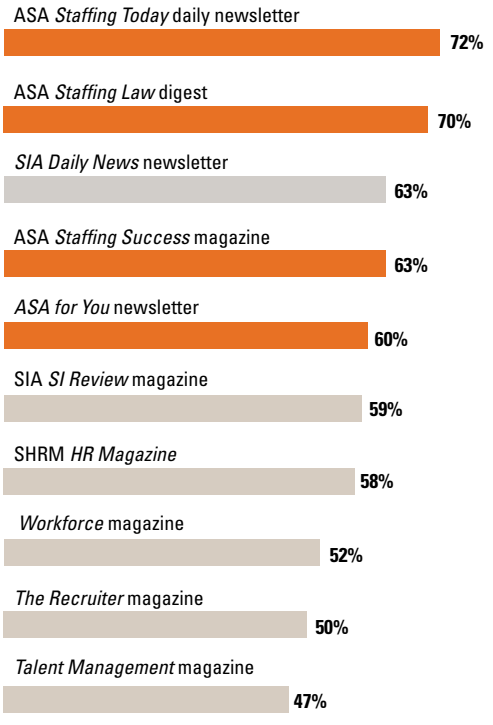
Your Single Source for Reaching the Industry's Top Decision Makers

No other staffing organization in the world has the reach the American Staffing Association delivers. 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 industry decision makers.

American Staffing Association

ASA Publications Rate Highest—Most Valuable in the Industry

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



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 2019, nearly **1,400 staffing companies** were members of ASA—which includes more than **15,000 branch offices**.

216 new staffing companies joined ASA in 2019

Nearly **100** new industry suppliers joined ASA in 2019

more than **26k** 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:

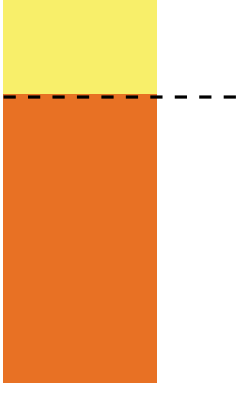
ASA publications are the authoritative source for current staffing industry information

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



ASA Readers Are Influential Professionals

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

PRINT

MEMBER PUBLICATIONS

#2
Regularly read industry publication (#1 is the ASA *Staffing Today* enewsletter)

Staffing Success Magazine

Well known for its high-quality content and presentation, this award-winning magazine 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.

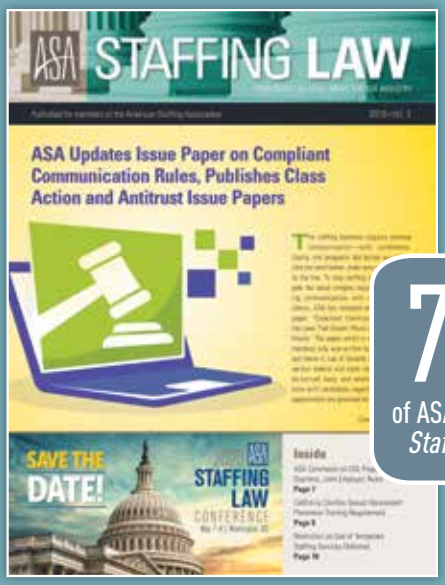
- **35,000+ industry professionals** receive *Staffing Success* magazine in print or online.
- ***americanstaffing.net,*** where *Staffing Success* is hosted, averages more than **80,000 page views** per month.
- **Sponsored content opportunities available.** Call for details.

Staffing Law Digest

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* is a critical resource for staffing professionals who must stay on top of pressing issues in order to secure their future growth and success.

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



71%
of ASA members value *Staffing Law* digest

Staffing Success and *Staffing Law* print advertisers also appear in the digital editions at no additional charge—making your print dollars go a long way toward capturing online leads.

EVENT PUBLICATIONS

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. It is a valuable take-home piece containing session slides, so attendees refer to it often during and after the show.

- **Staffing Law Conference Resource Book circulation ~ 400**

Staffing World® Advance and On-Site Programs

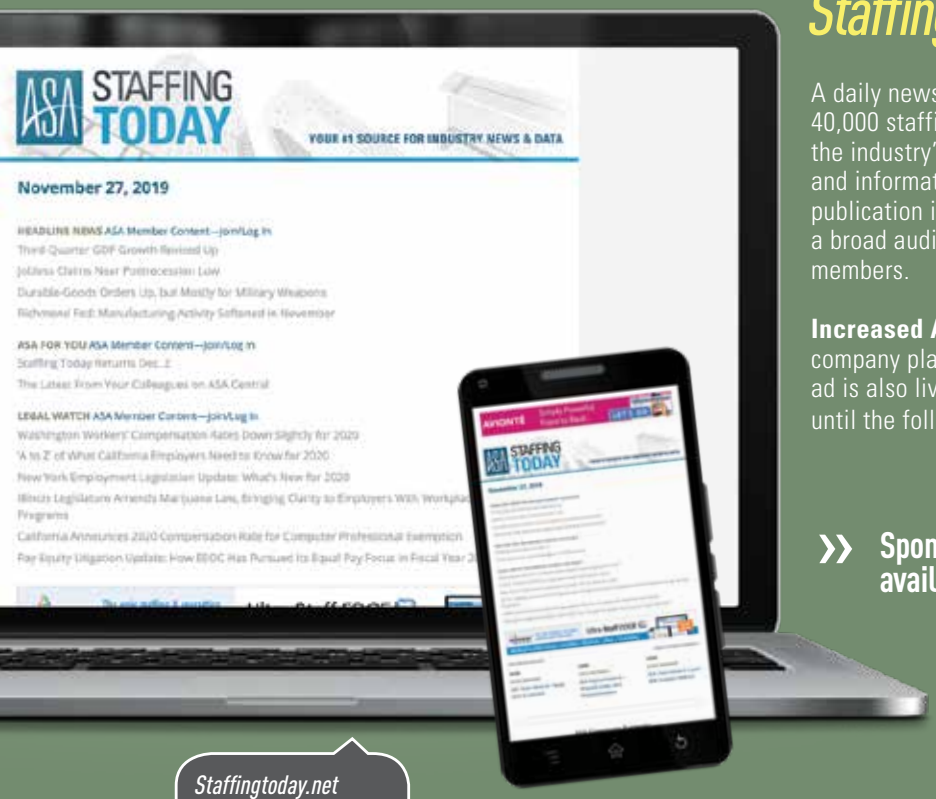
More than 33,000 industry professionals receive the Staffing World Advance Program—an essential guide highlighting event content, schedules, and registration details that is highly referenced in the weeks leading up to Staffing World.

At the show attendees receive the Staffing World On-Site Program—a valuable publication that they refer to during and after the convention to identify exhibitors, session descriptions and schedules, and more. **Advertise in both programs to increase visibility, enhance branding, and drive traffic to your booth.**

- **Staffing World Advance Program (print and digital) circulation 33,000+**
- **Staffing World On-Site Program circulation ~1,800**

On-Site Program Bellyband Advertising: Draw attention to your organization by sponsoring the bellyband wrapping the Staffing World On-Site Program.

ONLINE



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

Staffing Today Newsletter

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

Increased Ad Visibility—When your company places an ad in *Staffing Today,* your ad is also live on all pages of *staffingtoday.net* until the following day's issue is published.

» **Sponsored content opportunities available.** Call for details.

Staffing professionals 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.

ASA Weekly Legislative Update

The ASA Legal and Legislative Report is a weekly enewsletter that tracks and analyzes current legal, legislative, and regulatory developments affecting the staffing industry. Call for advertising details.

ASA Marketplace

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. Make sure your company has its strategic listings across targeted product and service categories in place now.

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

» Visit *asamarketplace.net* for more information.

Americanstaffing.net

According to *cmo.com*, 70% of individuals want to learn about products through content rather than through traditional advertising. 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.

An ASA website revamp now allows members to access content specifically tailored to them. The new structure also offers numerous new advertising opportunities. Call for details.

» Native advertising generates 82% brand lift.

ASA Central

ASA Central is the business social network exclusively for members of ASA. 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

» Discussion thread advertising opportunities available. Call for details.

IN PERSON

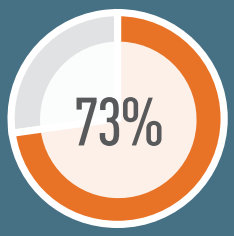
ASA STAFFING LAW CONFERENCE & EXPO

Exhibit at the ASA Staffing Law Conference, held every Spring in Washington, DC. This high-visibility annual conference is the only event dedicated to the legal and regulatory issues facing staffing companies. With limited expo space available, this is the perfect forum for suppliers to target c-suite staffing executives. Visit *staffinglawconference.net* for dates and details.

» Attracts ~ **400 total** attendees each year!

Exhibitors

are **likely** to exhibit again



are **very likely** to exhibit again

100% are satisfied with their exhibiting experience

Exhibitors say the ASA Staffing Law Conference is...

100% Valuable way to gain new clients

100% Valuable way to reach current clients

Attendees

91% **influence** product or service **purchases**

89% visited the expo hall **3+ times**
74% visit **4+ times**

75% have been in the **staffing industry** six or more years—54% for more than 10 years

63% are senior **leadership**—titles range from vice president to owner to general counsel

STAFFING WORLD CONVENTION & EXPO

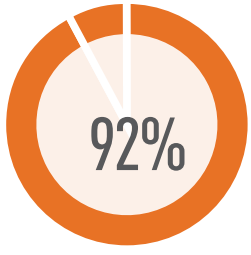
STAFFING WORLD®
ASA Convention & Expo
LEARNING INNOVATION LEADERSHIP

ASA invites you to exhibit and sponsor at Staffing World—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, c-suite executives, and more. Visit *staffingworld.net* for dates and details.

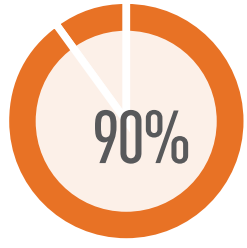
Exhibitors Value the Expo Experience

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.

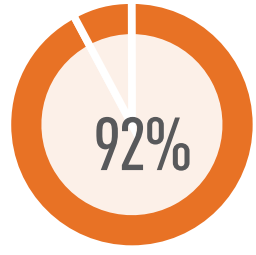
Satisfied with the exhibiting experience



Likely to exhibit again

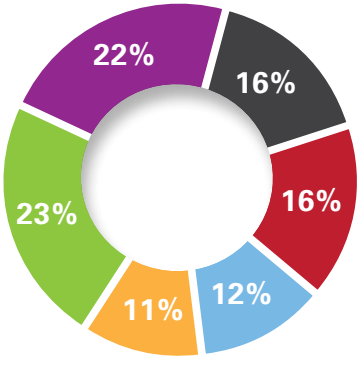


Valuable way to reach current clients

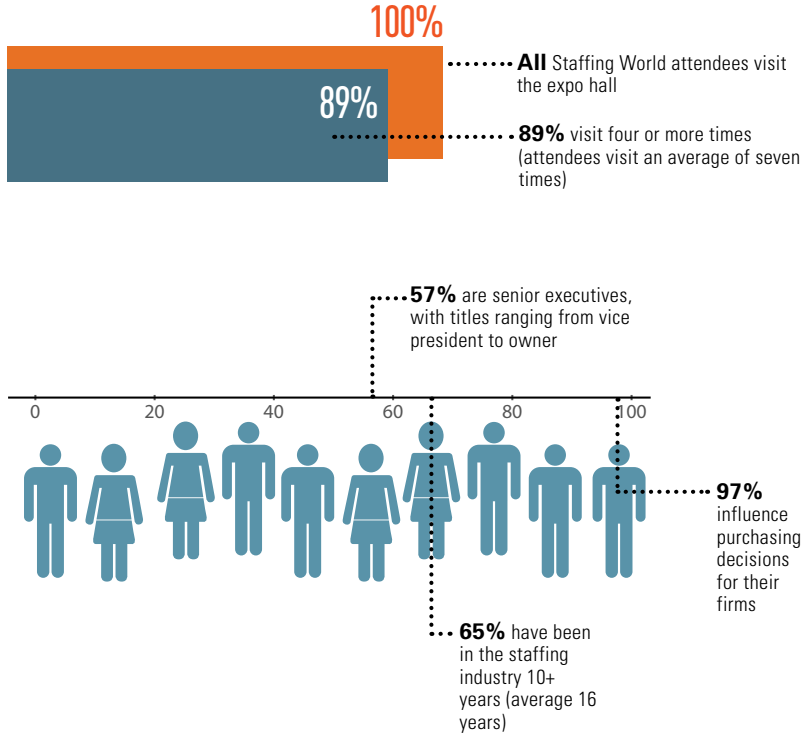


Valuable way to gain new clients

All Attendees Visit the Expo



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



STAFFING WORLD
MARKETING OPPORTUNITIES

Upgrade Your Exhibitor Listing

ASA has smart, diverse, and affordable options that help your company stand out and get noticed. Upgrade your company's listing to call out important information or product-specific details.

Staffing World Advance and On-Site Program Advertising

See page 5 for more information.

These publications have received national awards for their reader engagement and design strategies. Make sure your brand is included.

Staffing World Website Banner Advertising

Staffingworld.net 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 the next year. 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 the end of December.

STAFFING WORLD
SPONSORSHIP OPPORTUNITIES

Show ASA members and Staffing World attendees that you support the industry, and boost your company's bottom line, by sponsoring Staffing World.

Subject to change. Some sponsorships may already be sold or may not be offered.
Call for details and custom sponsorship options.

■ Tech Park Giveaways	■ Attendee Registration Area
■ Hotel Door Drop	■ Wi-Fi
■ Aisle Signage	■ Shuttle Buses
■ Refreshment Breaks	■ VIP Session
■ First-Time Attendee Breakfast	■ ASA Leadership Hall of Fame Award
■ Staffing World Materials	■ Lanyards
■ Hotel Welcome Letter	■ Game Park
■ Charging Stations	■ Relaxation Zone
■ Banner Signage	■ Networking Lunches
■ Welcome Mixer Event	■ Expo Evening Networking Receptions
■ Water Service	■ General Session Keynotes
■ ASA Cares LIVE	■ Convention Bag
■ Staffing World Radios	■ Industry Leader Event

For more information, please contact:

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Kerri M. Knadle
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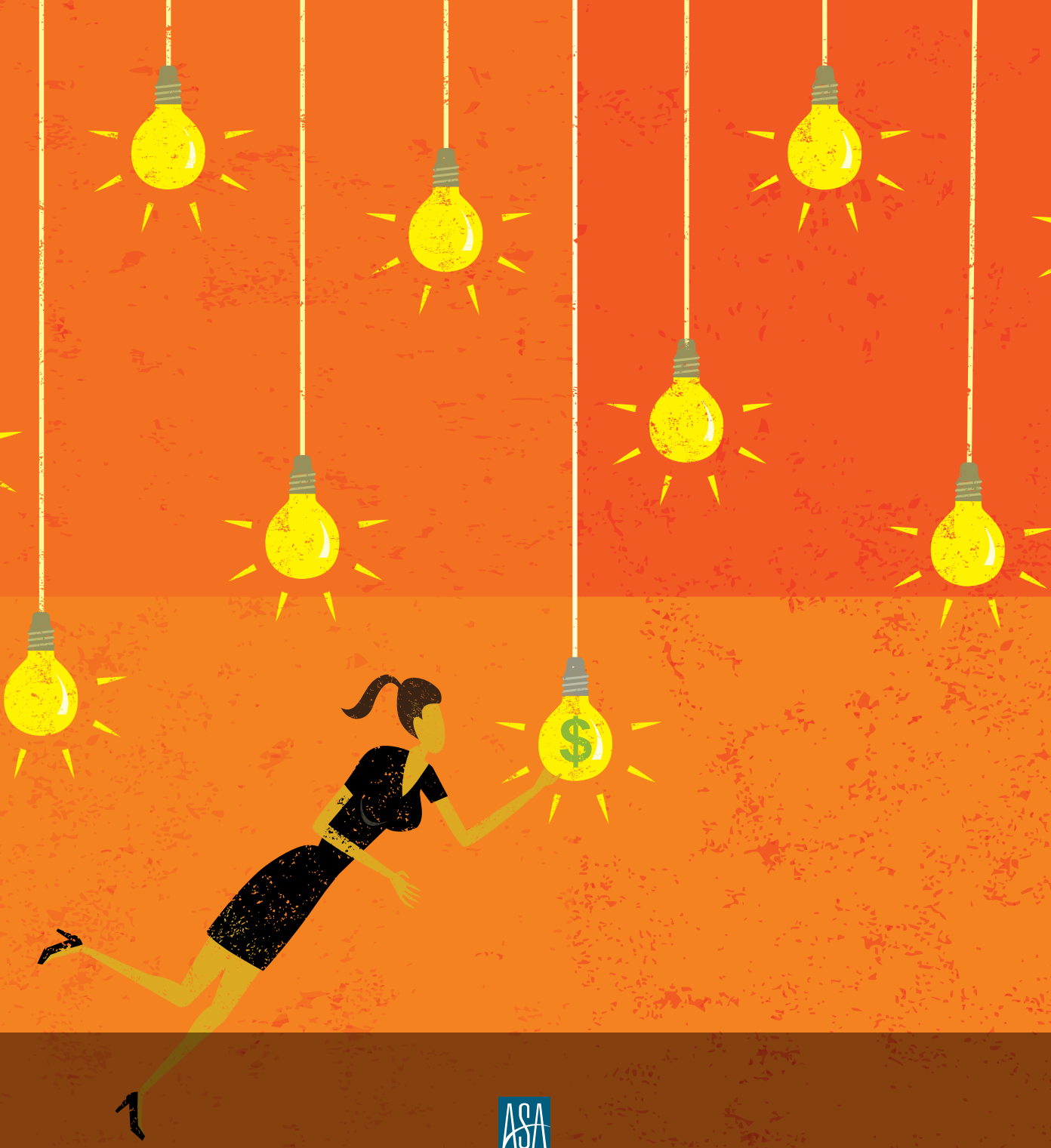
You can also view order forms online at *americanstaffing.net/supplierforms.*



American Staffing Association

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