



SW 2025

STAFFING WORLD®

OCT. 6-8 | ORLANDO, FL

ATTENDEE

ROI TOOL KIT

WHAT'S IN YOUR TOOL KIT:

- Expense worksheet
- Benefits worksheet
- Sample convention value breakdown.
- Value details and breakdown

ACCELERATE GROWTH

PROVEN ROI. IMMEDIATE STRATEGIES THAT DELIVER RESULTS.

Going to Staffing World is a smart investment—one that will pay dividends to you and your business.

Gaylord Palms Resort &
Convention Center
Orlando, FL

staffingworld.net

GET READY TO ACCELERATE GROWTH

Join Us at the
**Gaylord Palms Resort &
Convention Center**

Investing in ASA Staffing World 2025 isn't an expense; it's a strategic move to accelerate growth. This is an essential event for growth-focused leaders like you, with strategies and insights to help you lead through change, scale growth, and stay future-ready.

COMPLETE THIS ROI TOOL KIT TO SEE JUST HOW MUCH YOU WILL BENEFIT.



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Calculate expenses associated with attending Staffing World so you can weigh these costs against the benefits you'll receive by attending.

EXPENSE	DETAILS	COST
Registration fee	<p>Rate includes:</p> <ul style="list-style-type: none"> - 3 incredible keynotes: Katie Leddecky, Carla Harris, and an Industry Executive AI Panel - 10+ hours of networking - 30+ breakout sessions PLUS Tech Talks, Speed Talks, and Author Talks - Leading Expo Hall of Industry Solutions Providers including over 20 AI Technology Companies - 4+ meals - 4+ refreshment breaks <p>Bring a team from your staffing company and save 15% starting with the 2nd full registration.</p>	<p>Special Alumni Rate for Staffing World 2024 Attendees</p> <p>Member: \$2,070 Nonmember: \$3,145</p> <p>Staffing Professional Rates</p> <p>Member: \$2,495 Nonmember: \$3,735</p> <p>Industry Supplier Rates</p> <p>Member: \$5,310 Nonmember: \$7,510</p> <p>These rates are valid through Aug. 29. See more rate info at staffingworld.net.</p>
Flight or other transportation		\$
Lodging	Special convention rate of \$289/night plus tax and includes a resort fee for a guest room at the Gaylord Palms Resort & Convention Center	\$
Airport transfer or rental car	Estimated taxi fare to the hotel from Orlando International Airport \$50	\$
Mileage reimbursement	Multiply the number of miles driven by 67 cents/mile	\$
Parking fees	Airport and hotel parking, Daily rates \$38 self-park/\$50 Valet	\$
Food per diem	Calculate based on your organization's reimbursement policy. Note: At least 4 meals are included with registration plus 4 refreshment breaks.	\$
TOTAL:		\$

“Staffing World is an invaluable annual convention! As a CEO and business owner, I look forward each year to the event so that I can learn from industry leaders, gain knowledge about new technologies and solutions, and network with staffing professionals. I will not miss it!”

–Niti Agrawal
CEO, Stage 4 Solutions Inc.

Complete this worksheet to discover the value of attending Staffing World.

CHALLENGES	DESCRIPTION	WHAT'S THE VALUE? (List \$ amount if known)
What staffing sales resources does this event provide that will help accelerate growth during a challenging economy?		\$
How much would I spend on these solutions (trainings, consultation, information strategies, etc.) from other sources?		\$
How much will my company save if I can increase sales by implementing new ideas and best practices?		\$
How much will my company profit if I can leverage new resources (i.e., AI, staffing technologies) and land more clients?		\$

OPPORTUNITIES	DESCRIPTION	WHAT'S THE VALUE? (List \$ amount if known)
Does the convention offer discounts I plan to take advantage of? List approximate savings.		\$
Are there other opportunities in the convention city I can leverage while there? (ex: site visits, client meetings, etc.)		\$
What resources does this event offer that I can't get anywhere else?		\$

CONNECTIONS	DESCRIPTION	WHAT'S THE VALUE? (List \$ amount if known)
Who will I meet with at the convention?		\$
Are there relationships I can initiate or cultivate?		\$
Is there business I can close?		\$
What resources does this event offer that I can't get anywhere else?		\$

TOTAL: \$

In 2-3 sentences, summarize the key benefits of attending.

Calculate the total value of any items you've assigned a dollar value to.

TOTAL: \$

Compare your key benefits statements and the total dollar value on this worksheet to the expenses you outlined in the Expense Worksheet. Are you starting to see the real value of Staffing World? Let's keep going!

Here's a sample convention value breakdown

What is the financial incentive of attending Staffing World?

SAMPLE		
30+ breakout sessions	Similar sessions might cost $\$175 \times 30 = \$5,250$	\$5,250
Expo Hall of 150+ Industry Solutions Providers (including over 20 AI Technology Companies)	Demo 50 solutions	\$5,000
3 keynote sessions	Face time with these experts might cost $\$500/\text{hr} \times 3 \text{ hours} = \$1,500$	\$1,500
4 meals and 4 refreshment breaks	$\$40/\text{meal}, \$15/\text{refreshment break}$	\$220
2-3 actionable sales strategies (fill in the blanks)	Average annual revenue per client is \$_____ per year. If insights from Staffing World help land 2 new clients: $\$_____ \times 2 = \$_____$	\$_____
VALUE OF STAFFING WORLD		\$_____
ATTENDEE COST (Insert total from page 3 Expense Worksheet)		-\$_____
ATTENDEE BENEFIT		\$

“I believe that Staffing World is the top educational opportunity we have in our industry in the country. I always come away with new ideas and ways to implement them. The expo is very well-attended by vendors and provides solid resources for our companies to take back and improve our businesses. Overall, Staffing World is the one **MUST-ATTEND** convention of every year and has been for many, many years.”

–**Christopher Christensen**
Director of Operations, EnergiPersonnel

JOIN ASA TO ACCELERATE GROWTH FOR YOUR FIRM AND THE INDUSTRY

“I have attended Staffing World for years and enjoy the networking opportunities as well as the great presentations. The speakers are phenomenal and have practical information you can use immediately! The event is full of information—and, if you take action to utilize it in your business, you will see growth!”

—Heidi Isley

Director of Operations, Associated Staffing Inc.



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The ASA Staffing World agenda is packed with insights and strategies to help you lead through change, scale growth, and stay future-ready.

staffingworld.net