

2018 SHRM TALENT CONFERENCE & EXPOSITION

STAND OUT

IN THE TALENT SPACE

Conference: **April 16 – 18, 2018**

Exposition: **April 16 – 17, 2018**

Las Vegas, Nevada
Caesars Palace

SHRM[®]
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

The SHRM Talent Conference & Exposition is your opportunity to share and promote products and services that help meet the needs of HR directors, staffing specialists, recruiters, talent managers and advertising representatives. Meet face to face and showcase your solutions with more than 1,300 decision-makers and influencers who are passionate about attracting and retaining talent in their companies.

The Exposition will feature companies that represent the following areas of expertise:

- Recruitment/Recruitment Advertising
- Performance Management
- Media/Publication Services
- Online Employment Services
- Consulting/Career Management/Outplacement
- Human Resource Information Systems
- Social Media
- Employment Interview Services
- Background Investigations
- Staffing Services
- Immigration Law



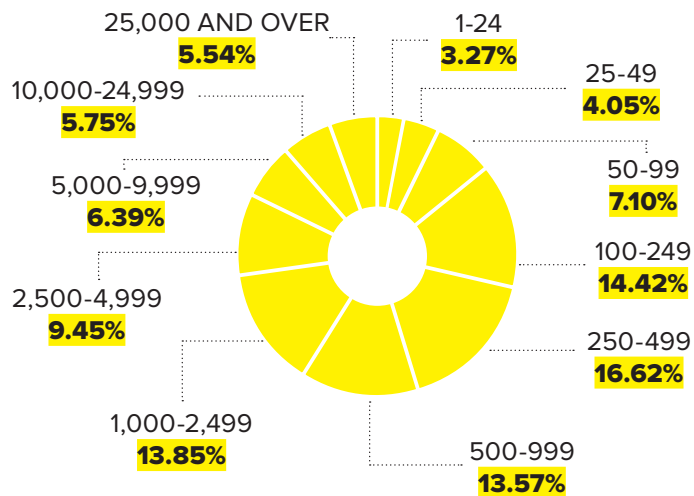
WHO ATTENDS

The SHRM Talent Conference & Exposition attracts HR decision-makers from all industries. You will have the opportunity to meet with attendees from companies such as:

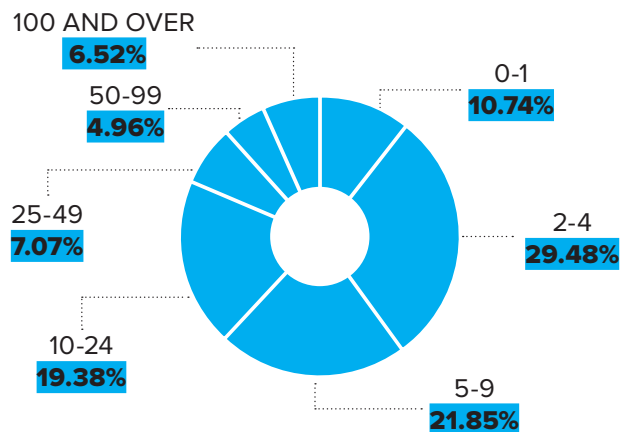
- | | |
|-----------------------|------------------------------|
| AARP | Koch Business Solutions, LP |
| Amazon | Kohler Company |
| BAE Systems | LG Electronics |
| Comcast | Microsoft |
| Chick-fil-A, Inc. | Navy Federal Credit Union |
| DHL Express | Parker Hannifin |
| Federal Reserve Board | Peace Corps |
| Ford Foundation | SAIC |
| General Electric | Scottrade |
| Harvard University | Southern Company |
| Honda of America | Under Armour |
| Intel | United States Postal Service |
| John Deere | USAA |
| Johnson & Johnson | Verizon Wireless |
| Kaiser Permanente | Whirlpool Corporation |

DEMOGRAPHICS

COMPANY SIZE



DEPARTMENT SIZE



INDUSTRY

ADMIN, WASTE MGMT, REMEDIATION SVCS	0.37%
ARTS, ENTERTAINMENT, RECREATION	0.82%
ASSOCIATION – PROFESSIONAL/TRADE	0.89%
BIOTECH	1.04%
CONSTRUCTION, MINING, GAS & OIL	2.38%
CONSULTING	4.62%
EDUCATION – COLLEGES & UNIVERSITIES	3.87%
EDUCATION – K-12	0.45%
EDUCATIONAL SERVICE	0.74%
FINANCE	8.27%
GOVT/PUBLIC ADMIN - FEDERAL	1.34%
GOVT/PUBLIC ADMIN - STATE/LOCAL	4.99%
HEALTH	0.07%
HEALTH CARE – HOSPITAL	4.62%
HEALTH CARE – NONHOSPITAL	6.63%
HIGH TECH	3.72%
INSURANCE	3.57%
MANUFACTURING	13.70%
MGMT COMPANIES, ENTERPRISES	0.45%
OTHER	9.83%
OUTSOURCING	0.60%
PHARMACEUTICAL	1.27%
PUBLISHING, BROADCASTING, OTHER MEDIA	1.27%
REAL ESTATE, RENTAL, LEASING	1.86%
RETAIL/WHOLESALE TRADE	4.47%
SERVICE (NONPROFIT)	0.07%
SERVICE (PROFIT)	0.15%
SVCS - OTHER	3.50%
SVCS - PROFESSIONAL, SCIENTIFIC, TECHNICAL	6.70%
SVCS - ACCOMMODATION, FOOD/DRINKING PLACES	1.86%
TELECOMMUNICATIONS	0.97%
TRANSPORTATION, WAREHOUSING	2.53%
UTILITIES, ENERGY	2.38%

JOB TITLE

ACADEMICIAN	0.21%
ADMINISTRATIVE ASSISTANT	0.57%
ADMINISTRATOR	1.91%
CHRO, CHCO	1.13%
CONSULTANT	2.77%
COORDINATOR	4.04%
DIRECTOR OR ASST/ASSOC DIRECTOR	19.08%
MANAGER, GENERALIST	34.47%
OTHER	7.09%
PARTNER, PRINCIPAL	1.35%
PRESIDENT, CEO, CHAIRMAN	1.70%
REPRESENTATIVE, ASSOCIATE	1.91%
SPECIALIST	14.47%
SUPERVISOR	1.84%
VP OR ASST/ASSOC VP	7.45%

EXHIBIT OPPORTUNITIES

EXHIBIT SPACE COSTS

EXHIBIT SIZE	EXHIBIT COST
10' x 10'	\$2,000

WHAT'S INCLUDED WITH YOUR BOOTH

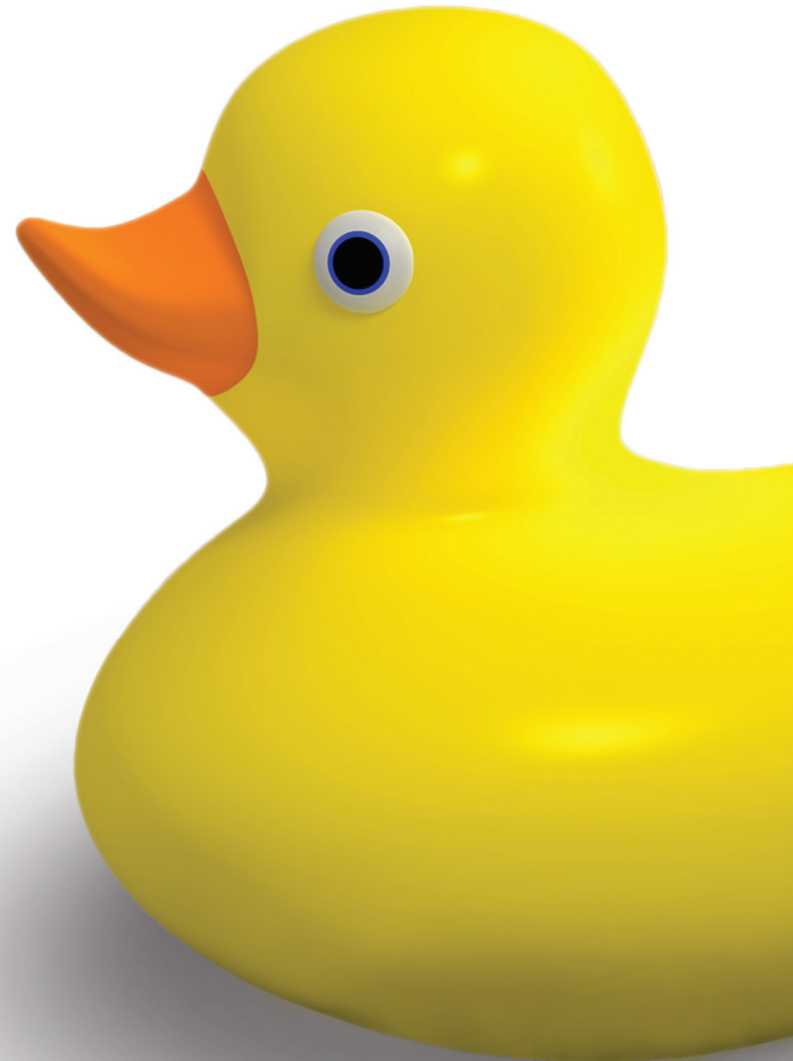
- An 8' tall back drape and a 3' high side rail.
- 7" x 44" one-line ID sign.
- One complimentary full conference exhibitor registration (access to keynote speaker, concurrent sessions, etc.).
- Two booth personnel registrations (access to the Exhibit Hall only).
- Exclusive Exhibit Hall hours.
- Complimentary lunches, receptions and networking opportunities in the Exhibit Hall.
- 24-hour Exhibit Hall perimeter security.
- Company listing and 50-word description in Exhibitor Directory (subject to print deadlines).
- Exhibit Hall passes to invite your customers and prospects.

Exhibit space rental does NOT include any furnishings or utilities and those must be ordered a la carte. Pricing and order forms will be included in the Exhibitor Services Guide, which will be available online early February 2018.

FLOOR PLAN

View the current floor plan online at talentexpo.shrm.org.

STAND OUT IN THE TALENT SPACE





EXPOSITION SCHEDULE

Dedicated time and special events have been planned into the Exhibit Hall hours. This is guaranteed networking time for exhibitors and attendees. We consider all exhibitors to be an essential part of this conference, and we invite them to participate.

Monday, April 16	8:00 a.m. – 3:00 p.m.	Exhibitor Move-in (All exhibits must be set by 3:00 p.m.)
	8:00 a.m. – 7:00 p.m.	Exhibitor Registration
	4:00 p.m. – 6:30 p.m.	Grand Opening and Reception in the Exhibit Hall
Tuesday, April 17	9:00 a.m. – 3:00 p.m.	Exhibitor Registration
	9:30 a.m. – 11:00 a.m.	Exhibit Hall Open — Coffee Break Until 10:45 a.m.
	11:00 a.m. – 1:30 p.m.	Exhibit Hall Closed
	1:30 p.m. – 6:30 p.m.	Exhibit Hall Open
	1:30 p.m. – 3:00 p.m.	Dessert Break in the Exhibit Hall
	5:00 p.m. – 6:30 p.m.	Closing Reception in the Exhibit Hall
	6:15 p.m.	Grand Prize Drawing in the Exhibit Hall
	6:30 p.m.	Exhibit Hall Closed

Note: Exhibitors can begin tear-down at 6:30 p.m. and must be completed by 10:00 p.m. on Tuesday, April 17.

QUESTIONS?

For more information on exhibiting, please contact:

Tim Thoms-Cappello | Senior Specialist, Exhibits

Phone: 703.535.6153 | E-mail: tim.thoms-cappello@shrm.org



PLATINUM SPONSORSHIP

\$20,000 HEADSHOTLOUNGE

Provide attendees with a new professional headshot onsite! Attendees will get the complete portrait-taking experience, with the opportunity to sit for a professional makeup session and then get photographed. Your company logo will be prominently displayed at the lounge, and all attendees will have access to an electronic copy of their headshot via a website with your logo. An e-mail with your customized message will be sent to all HeadShotLounge participants following the conference.

INCLUDED IN YOUR PLATINUM SPONSORSHIP:

- One complimentary 10' x 10' exhibit space.
- Five complimentary full conference registrations.
- One complimentary pre- and post-conference mailing list.
- One complimentary registration bag insert.
- Custom onsite sponsor signage.
- Enhanced exhibitor listing on both the conference app and online Exposition floor plan.
- Logo recognition on the SHRM Talent Conference & Exposition website with direct link to sponsor's website.
- Logo recognition in the Conference Program and Exhibitor Directory.
- Recognition during general sessions.
- Sponsor ribbons.





GOLD SPONSORSHIP

\$15,000

- **Conference Wi-Fi – Sold** **Jobs2Careers**
- **Conference Mobile App:** Grab the attention of all conference-goers with your company logo pinned to the splash page and the mobile app banner. The app has become the preferred method of navigation for SHRM conference attendees, and this ensures your brand is part of that experience!
- **Conference Padfolios:** Your company name and logo will be placed in the hands of each conference attendee. These padfolios also are used again and again by our attendees once they return home from the conference.
- **Grand Opening and Reception in the Exhibit Hall – Monday, April 16:** The best-attended reception at the convention, the Grand Opening and Reception signals the opening of the Exhibit Hall. This great networking opportunity is the ultimate forum for your company to promote your products and services. Sponsorship includes your logo on branded napkins and signage displayed during the event.
- **Opening General Session – Monday, April 16:** Sponsorship of this heavily attended session includes recognition of the sponsor's delegation from the podium and prominent display of the sponsor's logo at the general session. Your company will also be able to provide a flyer to be placed on the chairs before the session begins.

INCLUDED IN YOUR GOLD SPONSORSHIP:

- o 50 percent off one 10' x 10' exhibit space.
- o Four complimentary full conference registrations.
- o One complimentary pre- and post-conference mailing list.
- o One complimentary registration bag insert.
- o Custom onsite sponsor signage.
- o Enhanced exhibitor listing on both the conference app and online Exposition floor plan.
- o Logo recognition on the SHRM Talent Conference & Exposition website with direct link to sponsor's website.
- o Logo recognition in the Conference Program and Exhibitor Directory.
- o Recognition during general sessions.
- o Sponsor ribbons.



SILVER SPONSORSHIP

\$12,500

- **Conference Program Advertisement:** Onsite Conference Program and Exhibitor Directory sponsorship includes one full-page, 4-color advertisement on the back cover.
- **Badges and Lanyards:** Brand the only item that attendees are required to wear, their names badges and lanyards. This sponsorship offers one company the sole branding of these items and the exposure that comes with it.
- **Escalator Branding:** Have your brand be the last logo attendees see when leaving the Exhibit Hall on their way to sessions. With this exclusive sponsorship your company's logo will line the escalator railings on the way down to the Exhibit Hall. Remember to include your booth number for maximum exposure!
- **Networking Lunch and General Session — Tuesday, April 17:** Sponsorship of this heavily attended session includes recognition of the sponsor's delegation from the podium and prominent display of the sponsor's logo at the general session.
- **Dessert in the Exhibit Hall — Tuesday, April 17:** Sponsor this sweet event in the Exhibit Hall as attendees take a much-needed break between sessions. Your logo will be on branded napkins and signage displayed during the break.

INCLUDED IN YOUR SILVER SPONSORSHIP:

- o Three complimentary full conference registrations.
- o One complimentary pre- and post-conference mailing list.
- o Custom onsite sponsor signage.
- o Enhanced exhibitor listing on both the conference app and online Exposition floor plan.
- o Logo recognition on the SHRM Talent Conference & Exposition website with direct link to sponsor's website.
- o Logo recognition in the Conference Program and Exhibitor Directory.
- o Recognition during general sessions.
- o Sponsor ribbons.



BRONZE SPONSORSHIP

\$7,500

- **Grand Prize Drawing in the Exhibit Hall:** Become part of the excitement as hundreds of conference registrants gather on the last day of the Exposition for the grand prize drawing in the Exhibit Hall. As the grand prize sponsor, attendees return their entry to your booth and you will be able to address the crowd and announce the winners. The second prize is \$250, the first prize is \$500 and the grand prize is \$1,000!
- **Closing Reception in the Exhibit Hall – Tuesday, April 17:** As the Exposition winds down, take the chance to promote your company one more time with this Closing Reception sponsorship. Your logo will be on branded napkins at all bars/food stations and signage displayed during the break.
- **Coffee Break in the Exhibit Hall – Tuesday, April 17:** Be the first brand attendees see as they fill up their morning coffee and begin their day. Your logo will be on branded napkins and signage displayed during the break.

INCLUDED IN YOUR BRONZE SPONSORSHIP:

- o Two complimentary full conference registrations.
- o One complimentary pre-conference mailing list.
- o Custom onsite sponsor signage.
- o Enhanced exhibitor listing on both the conference app and online Exposition floor plan.
- o Logo recognition on the SHRM Talent Conference & Exposition website.
- o Logo recognition in the Conference Program and Exhibitor Directory.
- o Recognition during general sessions.
- o Sponsor ribbons.





INDIVIDUAL SPONSORSHIP OPPORTUNITIES

CONFERENCE SUPPORTER

\$3,000

The Conference Supporter sponsorship provides companies more recognition without being tied to a specific event. Supporters will get:

- o One full conference registration.
- o Enhanced exhibitor listing on both the mobile app and online Exposition floor plan.
- o Logo recognition on the SHRM Talent Conference & Exposition website.
- o Logo recognition during the general sessions, shared with other Conference Supporters.
- o Logo recognition on two meter boards onsite.
- o A choice of the pre- or post-conference mailing list.

ENHANCED EXHIBITOR LISTING

\$250

Promote your company before, during and after the conference with an Enhanced Exhibitor Listing. With an enhanced listing, attendees will be able to see your company description, download a marketing brochure, read your press release and access social media links from the online Exhibitor Directory and the Exposition floor plan. Your 50-word description will also be included in the conference mobile app.

DIGITAL SIGNAGE ADVERTISING

\$3,000

Your ad will be displayed on the digital screen located near the Exhibit Hall for all attendees to see! Limited to five companies, on a first-come, first-served basis. Logos will rotate during Exhibit Hall hours.

CONFERENCE MAILING LISTS

\$250

Attract qualified leads to your booth with a direct mail campaign. Mailing lists of registered attendees are available for rent only to conference exhibitors and are intended for one-time use in conjunction with the 2018 SHRM Talent Conference & Exposition.



2017 EXHIBITORS

AACSB International

AARP

Accurate Background

AIIESEC United States/Global
Current

American Relocation Connections
LLC

APN Consulting, Inc.

Appcast

Association of Veteran Friendly
Employers

Beyond.com

Brazen

CapRelo

CareerArc

CareerBuilder

Cartus

Checkster

Citrix RightSignature

ClearCompany

Copilot By NuCompass

Crowdstaffing

Crown World Mobility

Cubiks USA, Inc.

Cultural Vistas

Culture Search

Custom Exhibit Backdrops

Data Facts, Inc.

Deltek

Dice

Echospan, Inc.

Edge Information Management, Inc.

EMP Trust HR

Employer Support of the Guard &
Reserve (ESGR)

Employment Screening Resources

Envoy

Equifax Workforce Solutions

Frasco Profiles

Gray Peak Workforce Management

Halogen Software

HigherEdJobs

Hilldrup Relocation Services

HireClix

HireRight

HR Performance Solutions

iCIMS, Inc.

IEEE Media Recruitment Services

iHire, LLC

Indeed

InsideOut Development

iSolved

Jobs2Careers

JobsInLogistics.com, Inc.

Jobvite

Justifacts Credential Verification,
Inc.

kununu

Language Testing International, Inc.

LawLogix Group, Inc.

LinkUp Job Search Engine

Mango Languages

Mankuta Gallagher & Associates,
Inc.

MBA Veterans Network

MoveCenter

Multi-Health Systems (MHS)

myStaffingPro

NAS Recruitment Innovation

National Louis University

Nationwide Screening Services

Northeastern University

Northern Illinois University

NRI Relocation, Inc.

Office of Disability Employment
Policy, U.S. DOL

Orion Mobility

Orion Systems

PAN - Performance Assessment
Network

Personify

Phenom People

PreemploymentDirectory.com

Reference Services Inc.

Reflektive

Riviera Advisors

School of Labor and Empl. Relations,
Univ. of Illinois

Shaker Recruitment Advertising &
Communications

SignalHire

Signature Relocation - A Corrigan
Mobility Company

SkillSurvey, Inc.

Skilo

Smith College Executive Education

Social Talent

Society for Human Resource
Management (SHRM)

Spark Hire

Strategic Information Resources, Inc.

Studio 925

TalentKeepers

TestGenius

The Muse

The Omnia Group

The Orsus Group, Inc.

TicketsatWork

Tracker Corp

Triton

TruPath

Universal Background Screening, Inc.

UrbanBound

Velocity Resource Group

VIVAHR

Workable Inc.

Xpert Solutions LLC

Yello



For more information on exhibiting or sponsorship, please contact:

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