

INCLUSION 2021

AUSTIN, TX & VIRTUAL | OCTOBER 25-27

EXHIBITOR & SPONSORSHIP PROSPECTUS

[CONFERENCES.SHRM.ORG/INCLUSION](https://conferences.shrm.org/inclusion)



WHY EXHIBIT

In today's world of work, getting workplace diversity right is not enough; we must foster cultures of inclusion. Especially during these unprecedented and challenging times, HR professionals need solutions to break through the barriers of creating truly inclusive workplaces. That's why SHRM hosts **INCLUSION**, our event dedicated to all things diversity, equity and inclusion (DE&I), taking place this year in Austin, TX, and online October 25-27, 2021.

When you partner with SHRM for our **INCLUSION** event, you will have the chance to meet with 1,500+ attendees from a range of industries to help them learn and find the solutions they are looking for to move the needle on inclusivity at work.

NEW THIS YEAR!

Blended educational opportunities, dining experiences and entertainment will be featured in our annual expo hall with the first-ever **INCLUSION** Marketplace.

This space will bring together attendees with 50+ solution providers in this all new, market-inspired setting that is sure to draw in attendees like never before. You'll have the opportunity to contribute to programs offered from our Smart Stage (back by popular demand!), sponsor our "Rest and Recharge" lounges and/or showcase your organization while making meaningful connections with attendees by exhibiting in the **INCLUSION** Marketplace.

TOP REASONS TO ATTEND

GENERATE NEW LEADS AND INCREASE SALES

Make the right connections and expand your customer base. Build recognition of your company name, products and services.

MEET AND NETWORK WITH HIGH-LEVEL DECISION-MAKERS

Reach leading buyers and key stakeholders in the industry from around the country.

GAIN VALUABLE CUSTOMER FEEDBACK

Meet face to face with hundreds of potential customers in a short period of time while also benefiting from brand exposure.

Meeting your customers also gives you the chance to explain your product fully and accurately. Take a look at a small sample of the types of attendees that you'll have the opportunity to interact with:

- HR generalists and managers providing tangible, actionable DE&I solutions to their organizations
- Senior HR and business leaders whose mission is to implement DE&I programs
- DE&I educators seeking the best, most comprehensive information available on upcoming trends that bring about real change
- Directors of DE&I who want innovative, forward-thinking strategies that embrace all facets of diversity

WHO ATTENDS demographics | 2020

INDUSTRY TYPE

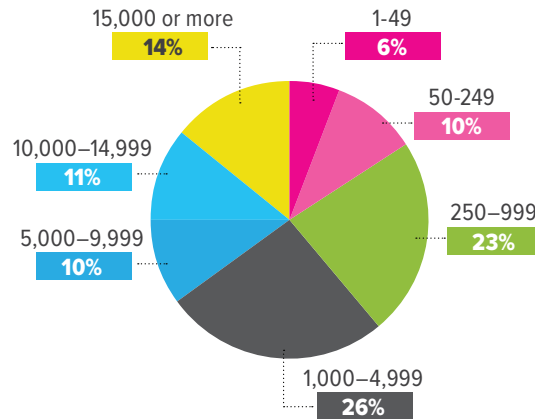
GOVERNMENT	26%
UTILITIES/ENERGY	27%
EDUCATION	16%
HEALTH CARE	7%
MANUFACTURING	7%
INSURANCE	4%
OUTSOURCING	7%
OTHER	26%

2020 HR EQUIPMENT FUNDS

LESS THAN \$5,000	18%
\$5,000-9,999	17%
\$10,000-24,999	12%
\$25,000-49,999	13%
\$50,000-74,999	3%
\$75,000-99,999	14%
\$100,000-199,999	9%
\$200,000-499,999	11%
\$500,000 OR MORE	3%

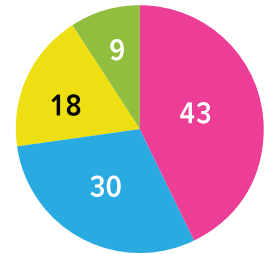
COMPANY SIZE

number of employees



1083
virtual

PURCHASE DECISION-MAKING ROLE

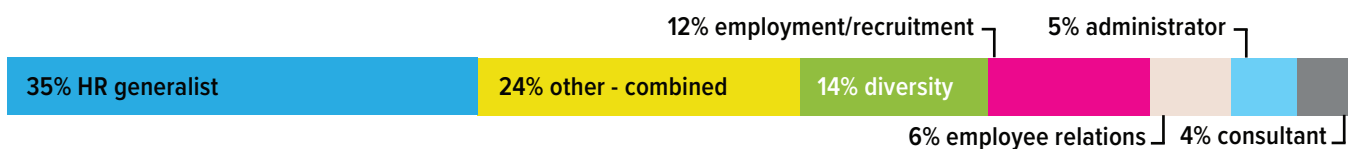


43%	influencer
30%	decision maker
18%	not involved
9%	no response

JOB TITLE



JOB FUNCTION



DETAILS

LOCATION OF EXHIBITS

JW Marriott
110 East 2nd Street
Austin, TX 78701

EXHIBIT SPACE RATES

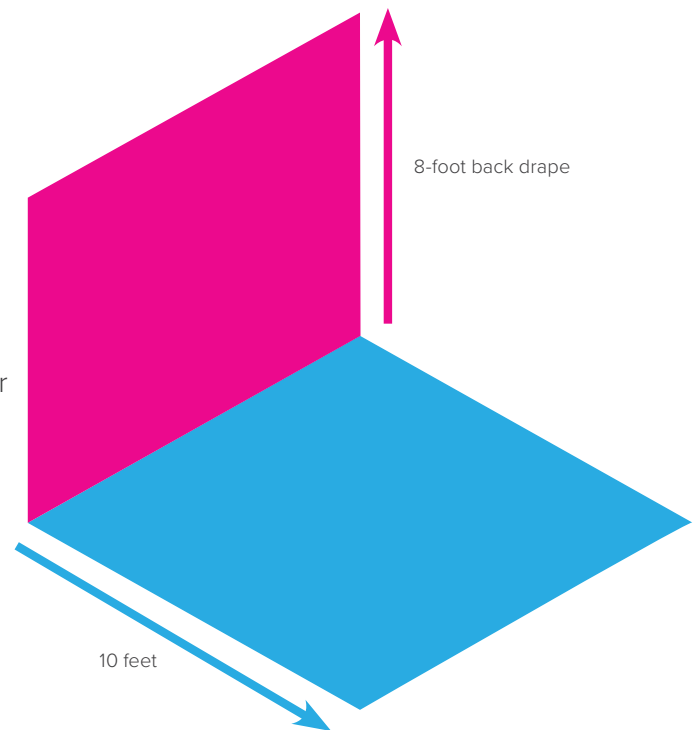
10' x 10' booths are \$1,850 (inline) / \$2,000 (corner) and include:

- An 8'-high draped back wall and 3'-high draped side walls
- One complimentary full-conference exhibitor registration (access to general and concurrent sessions and the **INCLUSION** Marketplace)
- Two booth personnel registrations (access to the **INCLUSION** Marketplace only but eligible for upgrade to full-conference badges for \$850 each)
- Company listing and 50-word company description in the conference onsite program and exhibitor directory (subject to print deadlines)

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 Kit, which will be available online in August 2021.

Exhibit space will be assigned on a first-come, first-served basis. Full payment is required with your contract. Reserve Your Space Now.

STANDARD 10' X 10' EXHIBIT BOOTH EXAMPLE



SPONSORSHIP OPPORTUNITIES

MAXIMIZE your exposure at **SHRM INCLUSION 2021** and position your company ahead of the competition. SHRM offers a variety of sponsorship packages at various price points to gain exclusive exposure to attendees before, during and after the conference.

**VISIT THE 2021 SPONSORSHIP
OPPORTUNITIES WEBSITE
TO VIEW THE LIST OF
SPONSORSHIPS.**

[VIEW HERE](#)

To book your sponsorship
today, please e-mail
exhibits@shrm.org