

# INCLUSION2022

SAN DIEGO, CA & VIRTUAL | OCT 24 - 26

**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 and inclusion (DE&I), taking place this year in San Diego, CA, and online October 24-26, 2022.

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.

## TOP REASONS TO ATTEND



**GENERATE NEW LEADS AND  
INCREASE SALES**



**MEET AND NETWORK WITH  
HIGH-LEVEL DECISION-MAKERS**



**GAIN VALUABLE CUSTOMER  
FEEDBACK**

# WHO ATTENDS

demographics | 2021

## INDUSTRY TYPE

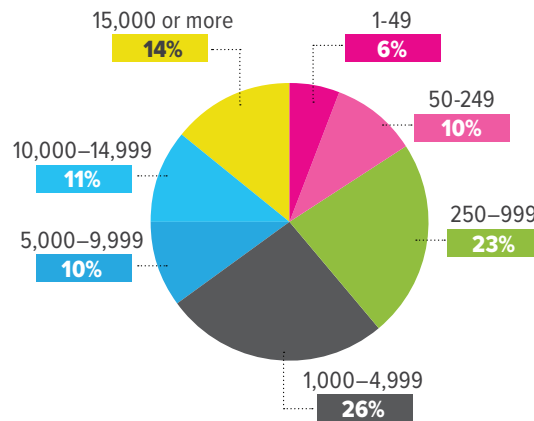
GOVERNMENT	26%
UTILITIES/ENERGY	27%
EDUCATION	16%
HEALTH CARE	7%
MANUFACTURING	7%
INSURANCE	4%
OUTSOURCING	7%
OTHER	26%

## 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%

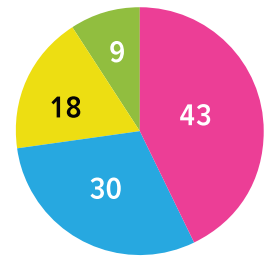
## COMPANY SIZE

### number of employees



**1083**  
virtual

## PURCHASE DECISION-MAKING ROLE

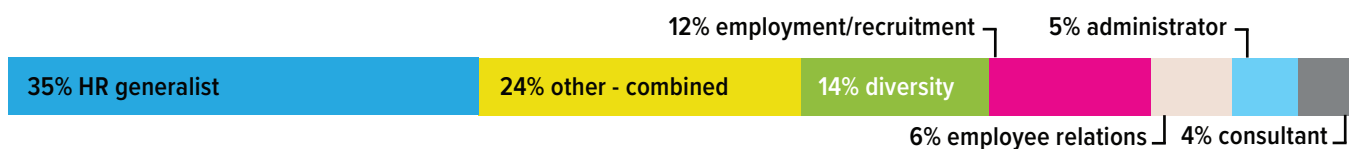


43%	influencer
30%	decision maker
18%	not involved
9%	no response

## JOB TITLE



## JOB FUNCTION



# RESERVE

Blended educational opportunities, dining experiences and entertainment will be featured in our INCLUSION Marketplace. This space will bring together attendees with 30+ solution providers in this market-inspired setting that is sure to draw in attendees like never. You'll have the opportunity to contribute to programs offered from our Smart Stage, lounges and/or showcase your organization while making meaningful connections with attendees by exhibiting in the INCLUSION Marketplace.

Are you launching a new company or exhibiting at INCLUSION for the first time? Skip the hassle of putting together an elaborate display and instead get ready to connect! Rent one of our **Turnkey Kiosks**. This stand-alone unit comes with a personalized back graphic or your company logo. Monitors are available for an additional \$400 fee to enhance your presentation.

## **What is included with your 10x10 exhibit space?**

- 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)
- Company listing and 50-word company description in the conference onsite program and exhibitor directory (subject to print deadlines)

\*\*No furnishings, electrical service, or other amenities are included. Discount pricing for these services will be available from the general contractor, Freeman.

## **What is included with you Turnkey Kiosk?**

- One complimentary full-conference exhibitor registration (access to general and concurrent sessions and the INCLUSION Marketplace)
- Two booth personnel registration (access to the INCLUSION Marketplace)
- Company listing and 50-word company description in the conference onsite program and exhibitor directory (subject to print deadlines)
- (2) Stools
- Wastebasket
- (1) electrical power strip

\*\*Internet is not included in your Kiosk, but may be ordered through Freeman's online service manual.

# EXHIBITOR DETAILS

## LOCATION OF EXHIBITS

Sheraton San Diego Hotel & Marina  
1380 Harbor Island DR.  
San Diego, CA 92101

## EXHIBIT SPACE PRICING

**Standard Corner:** 10 ft. x 10 ft.

exhibit space: **\$2,300**

**Turnkey Kiosk: \$1,800** (per unit)

All rates are in U.S. dollars.

[VIEW FLOOR PLAN](#)

[EXHIBITOR CONTRACT](#)

**There are two easy ways to reserve exhibit space:**

1. **Reserve online.** Visit the Inclusion Floor Plan page and click any available blue box. On the right side a panel will pop up, click “Reserve Space Now.” Continue with the online application.

-OR-

2. **Complete the PDF application.** Complete and return the Application and Contract for Exhibit Space via email. You will receive an invoice within 24 hours of receipt.

# SPONSORSHIP OPPORTUNITIES

**MAXIMIZE** your exposure at **SHRM INCLUSION 2022** 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 2022 SPONSORSHIP  
OPPORTUNITIES WEBSITE  
TO VIEW THE LIST OF  
SPONSORSHIPS.**

[VIEW HERE](#)

To book your sponsorship  
today, please e-mail  
[Jackie.Gronske@SHRM.org](mailto:Jackie.Gronske@SHRM.org)