

A large orange graphic element consisting of a thick, open rectangular frame with a small notch at the top-right and bottom-right corners, framing the word 'TALENT'.

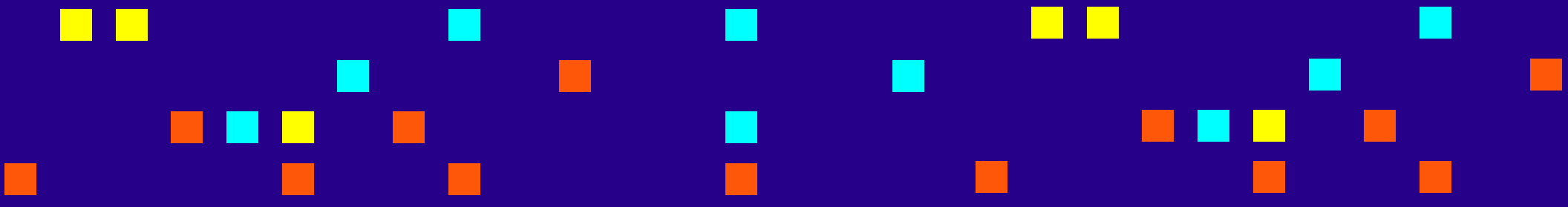
TALENT

**CONFERENCE
& EXPO**

EXHIBITOR & SPONSORSHIP PROSPECTUS
ORLANDO WORLD CENTER MARRIOTT | ORLANDO, FL

CONFERENCE APRIL 16-19, 2023
EXPO APRIL 17-18, 2023

[CONFERENCES.SHRM.ORG/TALENT-CONFERENCE](https://conferences.shrm.org/talent-conference)



WHY EXHIBIT AT THE SHRM TALENT CONFERENCE & EXPO?

Whether you're an established brand or a new company, this is where you need to be to showcase your product, service or solution. The SHRM Talent Conference & Expo is your opportunity to network with HR directors, staffing specialists, recruiters, talent acquisition specialists and talent managers. Meet face-to-face or virtually to showcase your solutions with more than 1,000 decision makers and influencers who are passionate about attracting and retaining talent in their companies.

Visit <https://conferences.shrm.org/talent-conference>

THE EXPO WILL FEATURE COMPANIES WHO REPRESENT THE FOLLOWING AREAS OF EXPERTISE:

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

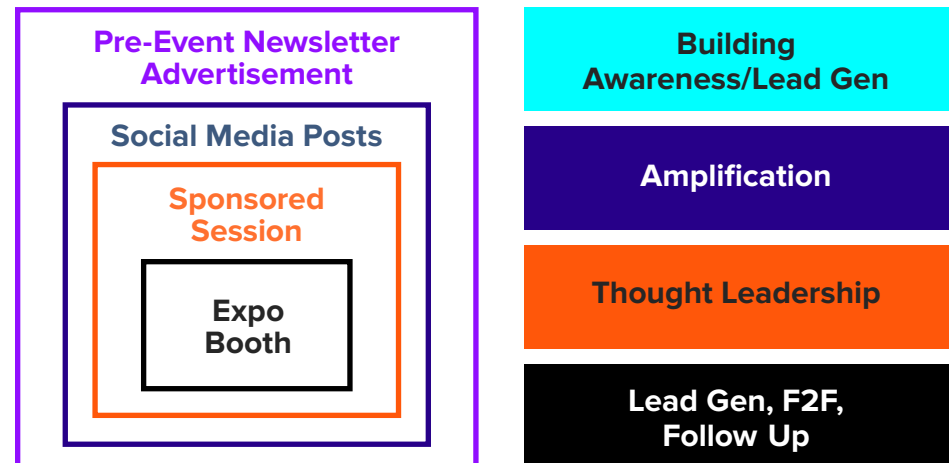
THE SHRM TAILORED APPROACH

SHRM can build a custom experience for each exhibitor and sponsor that is tailored to fit the organization's outcomes with their target audience.

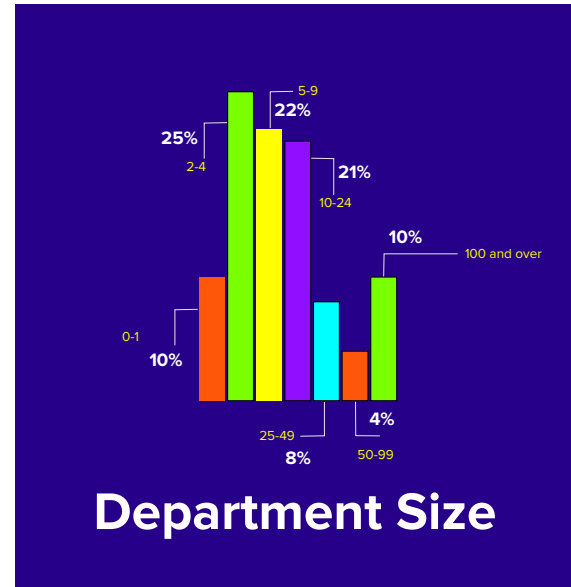
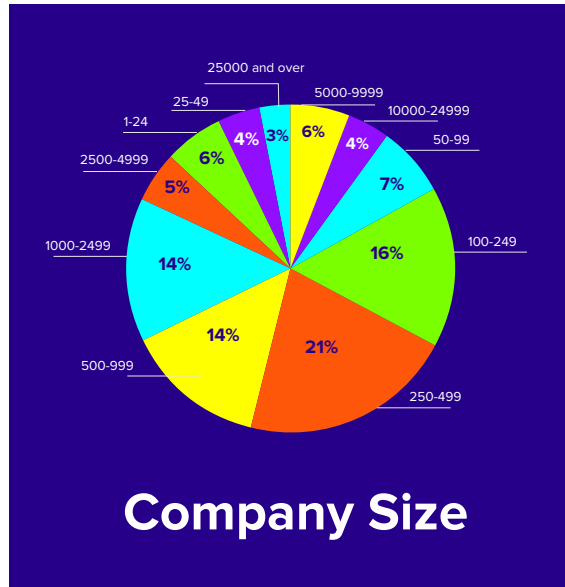
SHRM CAN BUILD A CUSTOM EXPERIENCE

Using our network to connect with SHRM members and event attendees, we can create exposure that begins pre-event, expands presence during the event and continues engagement post-event.

Example of a custom package at SHRM Talent & Expo:



ATTENDEE DEMOGRAPHICS



Job Title

Academician 1%	Business Partner / HRBP 1%	Director or Asst/ Assoc Director 20%	Non CHRO Executive, Other C-Suite below 1%	Representative, Associate 2%
Administrative Assistant 1%	CHRO, CHCO 2%	EVP, SVP 1%	Other 4%	Specialist 18%
Administrator 2%	Consultant 2%	Legal Counsel below 1%	Partner, Principal 2%	Student 2%
Asst. or Assoc. Vice Pres 1%	Coordinator 4%	Manager, Generalist 27%	President, CEO, Chairman 3%	Supervisor 2%
				VP or Asst/Assoc VP 6%

Note: All data rounded to the nearest whole number.

BOOTH INFORMATION

EXHIBIT SPACE RATES*

BOOTH SIZE	PER 10 X 10 BOOTH
10' x 10'	\$2,200 (inline) \$2,400 (corner)

VIRTUAL BOOTH RATES

\$750 add-on to In-Person Booth \$1,200

*All rates are in U.S. dollars.

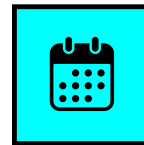
WHAT'S INCLUDED WITH YOUR BOOTH

- 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 general sessions, concurrent sessions, etc.).
- Two booth-personnel registrations (access to the Expo Hall only).
- Exclusive Expo Hall hours.
- Company listing in Onsite Guide, Mobile App and online floorplan and directory
- Complimentary lunches, receptions and networking opportunities in the Expo Hall.
- Expo Hall passes to invite your customers and prospects.
- Perimeter security

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 January 2023.

FLOOR PLAN

View the current [floor plan online](#).



IMPORTANT DATES

AUGUST 2022

Housing Open Online

*DECEMBER 2, 2022

50% booth deposits due

*All applications for exhibit space received by December 2, 2022, must be accompanied by 50% deposit

JANUARY 2023

Exhibitor Service Kit Available

FEBRUARY 1, 2023

Balance of exhibit space fees/Full payment due

CANCELLATIONS/REDUCTIONS

50% of the total booth cost will be refunded for all cancellations received **BEFORE FEBRUARY 3, 2023**.

No requests for refunds will be granted **AFTER FEBRUARY 3, 2023**.

EXPO INFORMATION

LOCATION:

Cypress Ballrooms Orlando World Marriott
8701 World Center Drive, Orlando, FL 32821

EXPO SCHEDULE

Dedicated time and special events have been planned into the expo 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.

SUNDAY, APRIL 16	8:00 a.m. - 4:00 p.m.	Exhibitor Move-in
MONDAY, APRIL 17	*11:30 a.m. - 6:30 p.m.	Expo Open
	5:00 p.m. - 6:30 p.m.	Expo Opening Reception
<small>*Note: Booths must be fully set by 10:00 am.</small>		
TUESDAY, APRIL 18	10:00 a.m. - 4:30 p.m.	Expo Open
	4:00 p.m. - 9:00 p.m.	Move-out

Ready to book your booth? Visit [the floorplan](#) to begin the process!

You can reserve your booth space in two ways.

1. Register Online by visiting the Talent Expo page and clicking on the Floor Plan button. Next, click on any available booth and on the right side you will see a panel. Click “Reserve Space Now” and complete the application.

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

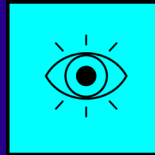
SPONSORSHIP OPPORTUNITIES

Your success is our success. Are you looking for an effective way to enhance your brand, generate leads and expand your attendee reach outside of the expo hall? We have numerous options at various price points, that will align with your goals. Either through one of our offered sponsorships or a custom package, we'll work with you to make your investment a success!

HOW DO YOU WANT TO HIGHLIGHT YOUR BRAND?



Branding



Awareness



Thought
Leadership



Networking

Advertise in SHRM Media for Brand Exposure, Pre, During and Post Event. Reach the largest HR e newsletter audience with HR Week and HR Daily or focus your message to a targeted audience with SHRM's highly popular topical e newsletters, including SHRM's Talent Management News.

Visit the Sponsorship Website to view the full range of opportunities available

[VIEW HERE](#)

Contact Sarah Driver, CEM at sarah.driver@shrm.org to learn more or book your sponsorship.



EXHIBITOR TERMS AND CONDITIONS

CONTACT INFORMATION:

Please Print or Type Information

Company Name: _____
Address: _____
City: _____ State/Province: _____ Zip/Postal Code: _____
Primary Contact Name: _____
Title: _____
Telephone: _____ E-mail: _____
Website: _____

Information for contact purposes only. The above information will not be published.

EXHIBIT SPACE & FEES

All applications for exhibit space received by December 2, 2022, must be accompanied by 50% deposit.. Booths will not be assigned unless deposit is received with application. All payments must be made in full by event date or participation will not be allowed. Please see the Terms and Conditions on the reverse for the cancellation policy.

Yes No IN-PERSON EXHIBIT BOOTH Yes No VIRTUAL BOOTH
 \$750 add-on to In-Person Booth \$1,200

Booth Price:

10 x 10 (100 sq. ft.) Inline Booth	10 x 10 (100 sq. ft.) Corner Booth
\$2,200	\$2,400

I am interested in learning about sponsorship, branding and advertising opportunities available at TALENT 2023.

Booth Preferences:

Corner In-line Total # of booths: _____

Preferred Booth Location 1st _____ 2nd _____ 3rd _____ 4th _____

*No guarantees are made in respect to location.

To help us in assigning your booth location, please list the names of competitors you do not wish to be near: _____

If you have exhibited previously under a different company name, please provide name: _____

Payment Terms and Information

All applications for exhibit space received by December 2, 2022, must be accompanied by 50% deposit. Booths will not be assigned unless payment information is included with application. All fees must be paid in U.S. dollars. Any exhibitor that has not paid its 50% deposit by December 2, 2022, and/or its total booth fee by February 1, 2023, is subject, at SHRM's discretion, to forfeiting its assigned space and its deposit(s). All payments must be made in full by event date or participation will not be allowed.

Credit Card:

If you did not pay during the application process, you can log into the exhibitor dashboard and click on the tab "Submit Payment".

Check Payments Remit To:

Society for Human Resource Management
P.O. Box 79482 Baltimore, MD 21270482
accountingoperations@shrm.org

Wire Transfer Details:

Send Wire/ACH to: Society for Human Resource Management (SHRM)
Bank: Sun Trust Bank
Routing #: 061000104
Account #: 1000055640022
Swift Code: SNTRUS3A
Reference Line: Include NetSuite Number or Order Number

We, the Above signed Company, having read and agreed to the Terms and Conditions listed below, hereby offer to contract for exhibit space and services for the 2023 SHRM Talent Conference & Expo scheduled for April 16 – 19, 2023.

*Application MUST have signature.

Authorized Signature _____ Date _____

Accepted by SHRM: Booth Assigned: _____ Date: _____

- Character of The Expo.** The expo, sponsored by the Society for Human Resource Management (SHRM), is a professional show dedicated to human resource management. SHRM reserves the right to determine the eligibility of any company, product or service, the right to cancel this Agreement, and the right to restrict, prohibit or evict any exhibitor or product at any time, if, in the opinion of SHRM, the company/exhibitor, product, or service detracts from the character of the expo, disparages SHRM (or its services or products), violates any of the following Terms and Conditions, or is otherwise harmful to SHRM (or its services or products) or the expo in SHRM's sole discretion. In the event of such cancellation by SHRM prior to the move-in date of the expo (or the go-live date of the virtual expo), SHRM will refund the total fee for the booth space (also referred to herein as "exhibit fee"). In the event of cancellation, restriction, prohibition, or eviction by SHRM on or after the move-in/go-live date of the expo, SHRM is not liable for refunding the exhibit fees or any other costs incurred by the exhibitor. In particular, and without limitation, excessive audio/visual attention-getting devices or effects and offensive odors are prohibited. No copyrighted, recorded, or live music may be played or performed in connection with the exhibit.
- Terms of Payment.** All applications for exhibit space received by December 2, 2022 must be accompanied by 50% deposit. Booths will not be assigned unless payment information is included with application. All fees must be paid in U.S. dollars. Any exhibitor that has not paid its 50% deposit by December 2, 2022, and/or its total booth fee by February 1, 2023 is subject, at AAMI's discretion, to forfeiting its assigned space and its deposit(s). All payments must be made in full by event date or participation will not be allowed.
- Cancellation by Exhibitor.** All requests for cancellations must be in writing. Fifty percent of the total booth cost will be refunded for all cancellations received before February 3, 2023. No requests for refunds will be granted after February 3, 2023. SHRM reserves the right to deny exhibit space to companies that have overdue account balances with SHRM or any of its affiliates.
- Display Regulations.** Exhibitor must comply with all rules in the SHRM Exhibitor Kit (and should review that Kit), as the same may be amended by SHRM in reasonable fashion on reasonable notice to exhibitor, including without limitation the following rules:
 - No exhibit may block or interfere with a neighboring exhibit as determined by SHRM.
 - Inline exhibits:** Maximum backwall height for any booth exhibit will be 8'. Sidewalls of these exhibits may not extend more than 5' from the backwall so as not to box in adjoining exhibitors, with a maximum height restriction of 4' on the front 5' section.
 - Open areas or island booths:** Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'. Full use of the island floor space is permitted as long as no component exceeds the 16' height restriction. Review the exhibitor manual for current rules.
 - No nails or screws may be driven into the floor. No damage of any nature may be done to the booth structures nor to any part of the exhibit hall.
 - Exhibitors will be charged a fee for any skids, pallets or containers left behind.
 - All in-person exhibit space must be carpeted.
- Exhibit Space Assignments for in-person exhibits** are made on the basis of priority, availability and need, with all assignments made in the best interest of the expo. SHRM reserves the right to alter an exhibitor's assigned space if it is deemed necessary in the best interest of the expo. Before exercising its discretion, SHRM will consult with the exhibitor.
- Sales of Product or Samples** for cash, check or credit card are prohibited on the show floor and on the virtual platform. Contracts and orders may be written for future delivery of products or services.
- In-person Displays and Exhibits in Public View** are required to be appropriately finished on all sides and surfaces. If such surfaces remain unfinished at the start of the expo, then SHRM may authorize the official contractor to affect the necessary finishing and the exhibitor will be required to pay all costs involved.
- Exhibit Operation.** Exhibitor must operate and maintain its exhibit so that no injury will result to any person or property. Hazardous and nuisance causing giveaways are prohibited. Damage to property caused by an exhibitor will be paid for by that exhibitor. Do not paint, tape, nail, screw, drill or tack anything to the walls, columns, floor or ceiling of the building, adjoining displays or the official contractor's display material.
- Fire Department Regulations and All Other Applicable Laws and Regulations** must be complied with by exhibitor. Display and packing material must be flame-retardant. Electrical equipment must be UL approved and must be wired by a licensed electrician.
- Insurance for In-Person Exhibits.** Exhibitor (or General Service Contractor), and its contractors and suppliers working in the exhibit hall, shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage, and shall supply SHRM with a certificate evidencing such coverage. SHRM shall be included in such policies as an additional named insured. Exhibitor acknowledges that SHRM and the expo venue, do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.
- Each Exhibitor Shall Indemnify** and hold harmless SHRM and the expo venue from all liability in any way related to Exhibitor's exhibit or any act or omission of Exhibitor or any of its employees or agents, including, without limitation, infringement of any trademark, copyright or other rights of any third parties, accident or injury to invitees, guests, exhibitors, their agents and employees and including loss or damage to personal property.
- Cancellation of Expo.** If SHRM should be prevented from holding the expo for any reason beyond SHRM control (such as, but not limited to damage to building, riots, strikes, breach by expo location, disease, acts of government or acts of God), then SHRM has the right to cancel the expo or any part thereof, with no further liability to the exhibitor other than a refund of exhibit fees less a proportionate share of the expo cost incurred.
- Expo Location Rules for In-Person Exhibits.** Exhibitor shall not cause any violation of the rules of the expo location.
- Food and Beverages for In-Person Exhibits** must be purchased from the official concessionaire, unless incident to the exhibitor's product line.
- Soliciting** outside the confines of the exhibitor's assigned in-person space is strictly prohibited.
- Labor and Contractors for In-Person Exhibits.** Exhibitors that plan to use outside contractors must notify SHRM in writing 60 days prior to the expo. Outside contractors are required to supply verification of liability insurance coverage. All labor must have local union clearance.
- Competitive Events** that distract from the conference and expo are prohibited.
- Non-Exhibiting Companies, Organizations and Individuals** who supply products and services to SHRM exhibitors or that supply products or services to SHRM attendees are prohibited from soliciting or otherwise marketing their products and services at the conference and at the expo.
- Exhibitor Registration** is limited to sales, marketing, management and special booth personnel. SHRM reserves the right to limit the number of exhibitor personnel.
- Installation, Show and Dismantling** hours and dates shall be those specified by SHRM. Packing of exhibits prior to the close of the expo is prohibited. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date.
- Not Assignable by Exhibitor.** This Agreement may not be assigned by the exhibitor absent the written consent of SHRM.
- Governing Law and Jurisdiction.** This Agreement shall be governed by the internal laws of Virginia. The parties hereby submit to the exclusive jurisdiction of the state and federal courts in Virginia governing any disputes concerning this Agreement, and further agree that they are subject to personal jurisdiction in Virginia in any such dispute.
- Merger Clause.** The parties agree that this Agreement (and any other Agreement referred to herein) contain the complete agreement between the parties and supersede any prior understandings, agreements or representations by or between the parties, written or oral, which may have related to the subject matter hereof in any way.
- Attorney's Fees.** In the event of any dispute concerning this Agreement, the prevailing parties shall be entitled to reasonable attorney's fees.
- Amendments to Rules and Regulations.** SHRM, at its discretion, may make reasonable changes, amendments or additions to these Terms and Conditions. Any changes, amendments or additions shall be binding on the exhibitor. The ruling of SHRM shall be final in all instances with regard to use of any exhibit space.