

SHRM 24

ANNUAL
CONFERENCE
& EXPO

CHICAGO | JUNE 23-26, 2024

75TH ANNIVERSARY



BETTER WORKPLACES
BETTER WORLD™

EXHIBITOR PROSPECTUS

shrm.org/shrm24-exhibit

WHO Is SHRM?

As the leading authority on all things work, workers and the workplace for over 75 years, SHRM sets the industry standard for best-in-class professional conferences.



SHRM is a partner, an editorial platform and a community that uplifts 235 million passionate professionals across a variety of channels. When you need to ignite your brand's impact across the world of work through premier advertising, exhibits and sponsorship opportunities, turn to SHRM.

WHAT Is SHRM24?

The SHRM Annual Conference & Expo 2024 (SHRM24) is the world's largest and most prestigious convening of HR professionals, with more than 25,000 attendees. This premier event presents myriad sponsorship opportunities, including a diverse showcase featuring over 600 exhibiting companies in an expansive, engaging 175,000+ square foot venue.

SHRM24 is expected to be bigger than ever. Get your brand in front of the most influential thought leaders and decision-makers from leading global brands and ignite your impact.



Be seen at the **world's largest**
annual gathering of HR professionals
and business executives.

SHRM24 at a Glance*

25K+

In-Person and
Virtual Attendees

Presidents
CHROs
CIOs/CDIOs
Senior Vice Presidents
Vice Presidents
Directors and more

650+

Exhibiting Companies
In Person

The latest HR
products and services

4 DAYS

of best-in-class programming, networking
and unique experiences.

**Based on SHRM23 attendance*



Position your organization directly in front of **decision-makers** and **business executives** across the world of work.

LAUNCH

new products and services

COLLECT

high-quality sales leads

CULTIVATE

lasting customer relationships

BUILD

brand awareness

The SHRM24 Expo will highlight thousands of **leading-edge** products and services.

Capitalize on this unique opportunity to elevate your brand's visibility in front of a highly strategic audience across all facets of the world of work:

- Child care/elder care
- Inclusion, equity & diversity
- Drug/alcohol testing
- Employee compensation & benefits
- Employee engagement & recognition
- Executive search & recruitment
- Global community
- Health, financial & mental well-being
- Management consulting
- Relocation
- Safety
- Seminars, courses & educational programs
- Temporary/contract personnel
- Training & development

WHO ATTENDS?*

*Based on SHRM23 attendance

TITLE



11%

Individual contributor



41%

Midlevel



37%

Senior level



7%

Executive



1%

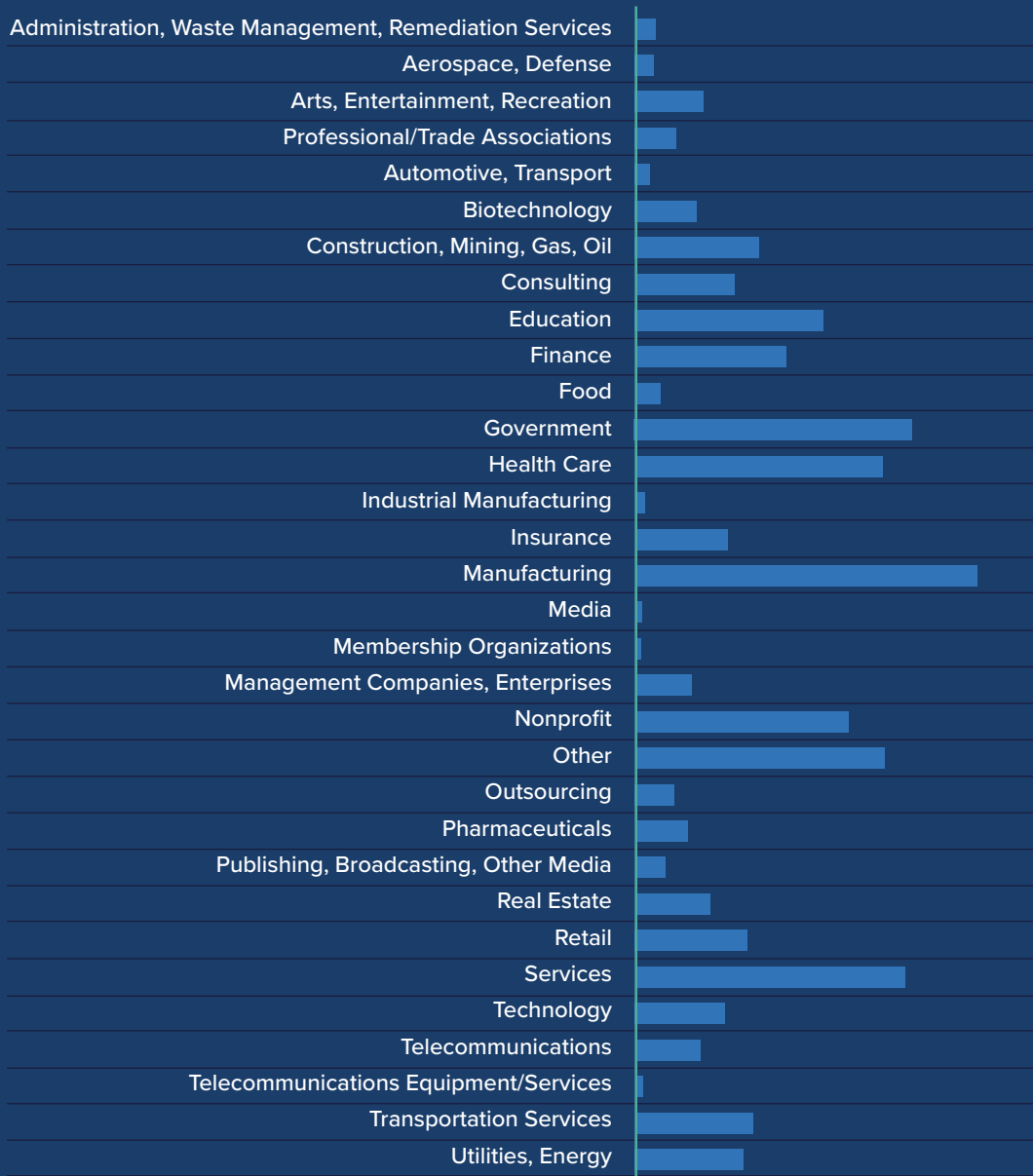
Student



3%

Other

INDUSTRY





1,076
international delegates



80+
countries



85%
are decision-makers
or have influence over
their organizations'
purchasing decisions



44%
are a director-level
role or above



30%
are multinational

[View Expo Schedule](#)

What comes with space/booth rental?

- 8' high draped backwall, 3' high draped sidewalls
- One complimentary full conference exhibitor registration (per 10' x 10')
- Four booth-personnel registrations with access to the SHRM24 Expo only (per 10' x 10')
- Complimentary exhibitor training webcast
- Exclusive, nonconflicting Expo hours to meet attendees
- Networking opportunities that include lunches, receptions and refreshment breaks
- Complimentary Expo passes to offer clients and prospects
- Complimentary company name listing in attendee marketing brochures (subject to print deadlines) and conference app
- 24-hour Expo perimeter security

Exhibit space rental does NOT include any furnishings or utilities and must be ordered a la carte. Pricing and order forms will be included in the Exhibitor Services Kit, which will be available online in early March 2024.

In-Person **EXHIBITOR OPPORTUNITIES**

Exhibit Space Costs:

BOOTH SIZE	OPTION 1	OPTION 2
10' x 10'	(1) In-line \$6,250	(1) Corner \$6,650
10' x 20'	(2) In-line \$11,800	(1) In-line + (1) Corner \$12,400

Island Booths:

BOOTH SIZE	COST	BOOTH SIZE	COST
20' x 20'	\$26,300	30' x 40'	\$72,300
20' x 30'	\$37,500	30' x 50'	\$90,000
20' x 40'	\$49,200	40' x 40'	\$95,200
30' x 30'	\$55,000	50' x 50'	\$150,000

PAYMENT SCHEDULE

A deposit of 50 percent of the total fee for the booth space is due with each contract (25 percent of the total fee for the booth space rented is nonrefundable). Full payment for booth space is due on or before Feb. 24, 2024. After Feb. 24, 2024, full payment must accompany all contracts.

All cancellations and requests for refunds must be in writing. Cancellations received before Dec. 17, 2023, will result in SHRM retaining 25 percent of the total fee for the booth space rented. Cancellations received between Dec. 17, 2023, and Feb. 24, 2024, will result in SHRM retaining 50 percent of the total fee for the booth space. No requests for refunds will be granted after Feb. 24, 2024. In the event an exhibitor cancels on or after Feb. 24, 2024, any outstanding balance must be paid in full and SHRM will retain all amounts previously paid by the exhibitor. SHRM reserves the right to resell the booth space without notice or refund after Feb. 24, 2024. SHRM reserves the right to deny or cancel booth space to companies that have overdue account balances with SHRM or any of its affiliates.

[**Visit Floor Plan & Book Your Booth Online**](#)

Expo Schedule at a Glance

**Thursday,
June 20**

8:00 a.m. – 5:00 p.m. Exhibitor Move-In

TARGETED FOR BOOTHS 400 SQUARE FEET AND LARGER

**Friday & Saturday,
June 21 & 22**

8:00 a.m. – 6:00 p.m. Exhibitor Move-In

**Sunday,
June 23**

8:00 a.m. - Noon Exhibitor Move-In

ALL EXHIBITS MUST BE SET UP BY NOON ON SUNDAY

4:30 p.m. - 6:30 p.m. Expo Grand Opening Reception in the Expo & **Hall Hours**

**Monday,
June 24**

9:00 a.m. - 5:00 p.m. Exhibitor Registration

10:00 a.m. - 5:00 p.m. Expo Hall Hours

10:00 a.m. - 11:00 a.m. Coffee Break in the Hall

11:30 a.m. - 2:00 p.m. Lunch in the Hall

**Tuesday,
June 25**

9:00 a.m. - 2:00 p.m. Exhibitor Registration

10:00 a.m. - 2:00 p.m. Expo Hall Hours

10:00 a.m. - 11:00 a.m. Coffee Break in the Hall

11:30 a.m. - 2:00 p.m. Lunch in the Hall

1:45 p.m. - 2:00 p.m. Grand Prize Drawing in the Expo

2:00 p.m. Expo Closing

2:00 p.m. - 6:00 p.m. Exhibitor Move-Out

**Wednesday,
June 26**

8:00 a.m. - 3:00 p.m. Exhibitor Move-Out

BEYOND THE BOOTH

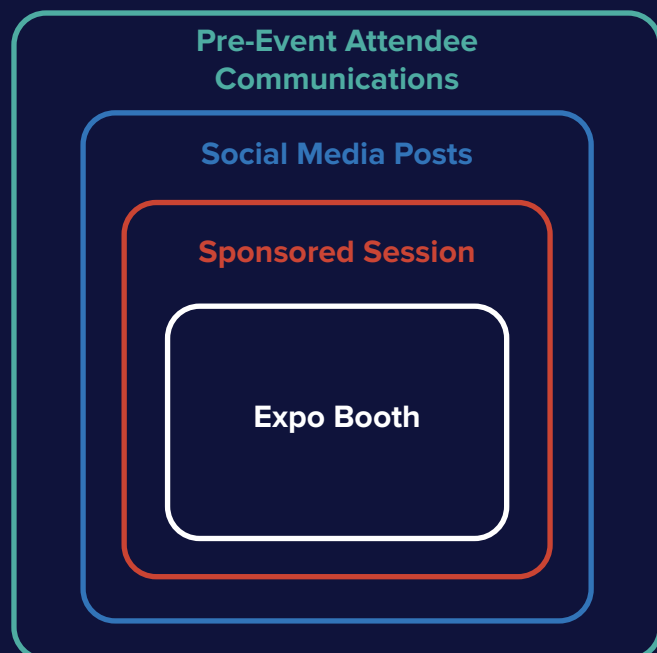
Maximize Your ROI as a SHRM24 Sponsor

Once you reserve your booth, maximize your marketing dollars by becoming an event sponsor. Increase brand visibility at the event and stay top of mind for your target audience with flexible and customizable opportunities for SHRM24 sponsors that fit your budget and goals.

A Tailored Approach for You

Starting with an Expo booth and expanding reach through SHRM channels, we can tailor a strategy to fit your goals. Using our network to connect with SHRM members and event attendees, we create exposure that begins before the event, amplifies presence during the event and increases engagement after the event.

Become a SHRM24 Sponsor



Expand your reach even further with SHRM advertising

Join the Conversation

326K+

Engagements*

92%

Positive Sentiment Score*

SHRM's organic
social audience:

183K

Followers



309K

Followers



888K

Followers



56K

Followers



1.6M

App Views



Reach more of your target
customers beyond the
conference with:

3.2M

Monthly Website Visitors

500K

325K

Magazine Readers

Advertising Options

- *HR Magazine*
- E-Newsletter Placements
- Digital Ad Space

*Based on SHRM23 social listening

EXHIBITOR DASHBOARD

The Map Your Show Exhibitor Dashboard is the one-stop shop for all your exhibitor needs and houses all the planning resources you will need for a successful event.

DASHBOARD FEATURES:

- The Exhibitor Service Kit (ESK) for details regarding booth decor, internet, electricity and utilities, as well as shipping and other related onsite information (when available)
- Exhibitor checklist with important dates and deadlines
- Update your company profile, categories & upgrade to add your logo
- Reserve housing
- Register staff badges and any additional personnel
- Invite Your Clients Program through registration vendor CDS
- Pay exhibit space invoices
- Social Media Toolbox
- Choose to upgrade for online booth marketing on the online interactive floor plan

OTHER THINGS TO KNOW

[View our
booth guidelines](#)

Official Services Contractor/Show Decorator

Freeman is the official services contractor for SHRM24. Those using services provided by a contractor other than Freeman must notify SHRM Show Management in writing no later than June 10, 2024.

NOTE: SHRM follows the International Association of Exhibits and Events (IAEE) Guidelines for Display Rules and Regulations (2019) North American Update.

Lead Retrieval Services

Attendees at SHRM24 will carry name badges with QR codes. Lead retrieval services will be available for all exhibitors. Lead retrieval services order forms will be available in the Exhibitor Dashboard and offered through our official registration vendor, CDS.

Access SHRM Show Management Expertise

Leading up to and onsite at SHRM24, SHRM Show Management will provide support, services and solutions to help you make the most of your participation in the event.



75TH ANNIVERSARY



BETTER WORKPLACES
BETTER WORLD™

**Explore our full event calendar
for opportunities to elevate your
brand throughout the year.**

PARTNER WITH US

Questions?

Fill out [this form](#) and someone will be in touch shortly.