SHRM 24
ANNUAL CONFERENCE & EXPO
CHICAGO | JUNE 23-26, 2024
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.

Capitalizing 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**

- Administration, Waste Management, Remediation Services
- Aerospace, Defense
- Arts, Entertainment, Recreation
- Professional/Trade Associations
- Automotive, Transport
- Biotechnology
- Construction, Mining, Gas, Oil
- Consulting
- Education
- Finance
- Food
- Government
- Health Care
- Industrial Manufacturing
- Insurance
- Manufacturing
- Media
- Membership Organizations
- Management Companies, Enterprises
- Nonprofit
- Other
- Outsourcing
- Pharmaceuticals
- Publishing, Broadcasting, Other Media
- Real Estate
- Retail
- Services
- Technology
- Telecommunications
- Telecommunications Equipment/Services
- Transportation Services
- Utilities, Energy

*shrm.org/shrm24-exhibit*
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
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:

<table>
<thead>
<tr>
<th>BOOTH SIZE</th>
<th>OPTION 1</th>
<th>OPTION 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 10'</td>
<td>(1) In-line $6,250</td>
<td>(1) Corner $6,650</td>
</tr>
<tr>
<td>10' x 20'</td>
<td>(2) In-line $11,800</td>
<td>(1) In-line + (1) Corner $12,400</td>
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</tbody>
</table>

## Island Booths:

<table>
<thead>
<tr>
<th>BOOTH SIZE</th>
<th>COST</th>
<th>BOOTH SIZE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>20' x 20'</td>
<td>$26,300</td>
<td>30' x 40'</td>
<td>$72,300</td>
</tr>
<tr>
<td>20' x 30'</td>
<td>$37,500</td>
<td>30' x 50'</td>
<td>$90,000</td>
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<tr>
<td>20' x 40'</td>
<td>$49,200</td>
<td>40' x 40'</td>
<td>$95,200</td>
</tr>
<tr>
<td>30' x 30'</td>
<td>$55,000</td>
<td>50' x 50'</td>
<td>$150,000</td>
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</table>

## 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](shrm.org/shrm24-exhibit)
# Expo Schedule at a Glance

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>Thursday, June 20</strong></td>
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<tr>
<td></td>
<td>7:00 a.m. - 7:00 p.m.</td>
<td>Exhibitor Move-In</td>
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<tr>
<td><strong>Friday &amp; Saturday, June 21 &amp; 22</strong></td>
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<tr>
<td></td>
<td>8:00 a.m. - 6:00 p.m.</td>
<td>Exhibitor Move-In</td>
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<tr>
<td></td>
<td>7:00 a.m. - 7:00 p.m.</td>
<td>Exhibitor Registration</td>
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<tr>
<td></td>
<td>8:00 a.m. - Noon</td>
<td>Exhibitor Move-In</td>
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<tr>
<td><strong>Sunday, June 23</strong></td>
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<tr>
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<td>9:00 a.m. - 5:00 p.m.</td>
<td>Exhibitor Move-In</td>
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<tr>
<td><strong>Monday, June 24</strong></td>
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<td></td>
<td>10:00 a.m. - 5:00 p.m.</td>
<td>Expo Hall Hours</td>
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<tr>
<td></td>
<td>10:00 a.m. - 11:00 a.m.</td>
<td>Coffee Break in the Hall</td>
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<tr>
<td></td>
<td>11:30 a.m. - 2:00 p.m.</td>
<td>Lunch in the Hall</td>
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<tr>
<td><strong>Tuesday, June 25</strong></td>
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<tr>
<td></td>
<td>9:00 a.m. - 2:00 p.m.</td>
<td>Exhibitor Registration</td>
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<td>Lunch in the Hall</td>
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<tr>
<td></td>
<td>1:45 p.m. - 2:00 p.m.</td>
<td>Grand Prize Drawing in the Expo</td>
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<tr>
<td></td>
<td>2:00 p.m.</td>
<td>Expo Closing</td>
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<tr>
<td></td>
<td>2:00 p.m. - 6:00 p.m.</td>
<td>Exhibitor Move-Out</td>
</tr>
<tr>
<td><strong>Wednesday, June 26</strong></td>
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<tr>
<td></td>
<td>8:00 a.m. - 3:00 p.m.</td>
<td>Exhibitor Move-Out</td>
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</tbody>
</table>

**TARGETED FOR BOOTHS 400 SQUARE FEET AND LARGER**

**ALL EXHIBITS MUST BE SET UP BY NOON ON SUNDAY**

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

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

7:00 a.m. - 7:00 p.m. Exhibitor Registration

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

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

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

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

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

shrm.org/shrm24-exhibit
Expand your reach even further with SHRM advertising

Join the Conversation

<table>
<thead>
<tr>
<th>SHRM’s organic social audience:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>183K</strong> Followers</td>
</tr>
<tr>
<td><strong>309K</strong> Followers</td>
</tr>
<tr>
<td><strong>888K</strong> Followers</td>
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<tr>
<td><strong>56K</strong> Followers</td>
</tr>
<tr>
<td><strong>1.6M</strong> App Views</td>
</tr>
</tbody>
</table>

Reach more of your target customers beyond the conference with:

| **3.2M** Monthly Website Visitors |
| **500K** 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
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.


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.
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.