

Las Vegas, NV & Virtual • April 14–17



# talent

Conference & Expo 2024

75<sup>TH</sup> ANNIVERSARY



BETTER WORKPLACES  
BETTER WORLD™

**Exhibitor + Sponsor  
Prospectus**

[shrm.org/talent24-exhibit](https://shrm.org/talent24-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 employees and their families 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 Talent 2024?

The SHRM Talent Conference & Expo 2024 (Talent 2024) convenes top industry experts and thought leaders delivering cutting-edge methods and processes to transform the way organizations manage talent, from hire to retire. It's your opportunity to share and promote products and services that help meet the needs of HR directors, staffing specialists, recruiters, talent acquisition specialists, talent managers and advertising representatives.

Showcase your solutions in front of more than 2,500 talent acquisition decision-makers and influencers who are responsible for attracting and retaining their workforce.

[shrm.org/talent24-exhibit](https://shrm.org/talent24-exhibit)

# Expand your brand visibility at the most impactful and innovative conference on talent management.

## Talent 2024 at a glance\*

# 2,500+

### in-person and virtual attendees

- Presidents
- CHROs
- CIOs/CDIOs
- Senior vice presidents
- Vice presidents
- Directors
- And more

# 95+

### exhibiting companies in person

- The latest products and services

**3 days of best-in-class HR programming, networking and unique experiences.**

\*Based on Talent 2023 attendance.

# Position your organization directly in front of HR decision-makers and business executives.

## **Launch**

New products and services

## **Collect**

High-quality sales leads

## **Build**

Brand awareness

## **Cultivate**

Lasting customer relationships

# **The Expo at Talent 2024 will feature companies that represent the following areas of expertise:**

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

# Who attends\*

\*Based on Talent 2023 attendance.

## Title



5%

Executive



27%

Senior level



39%

Midlevel



25%

Individual contributor

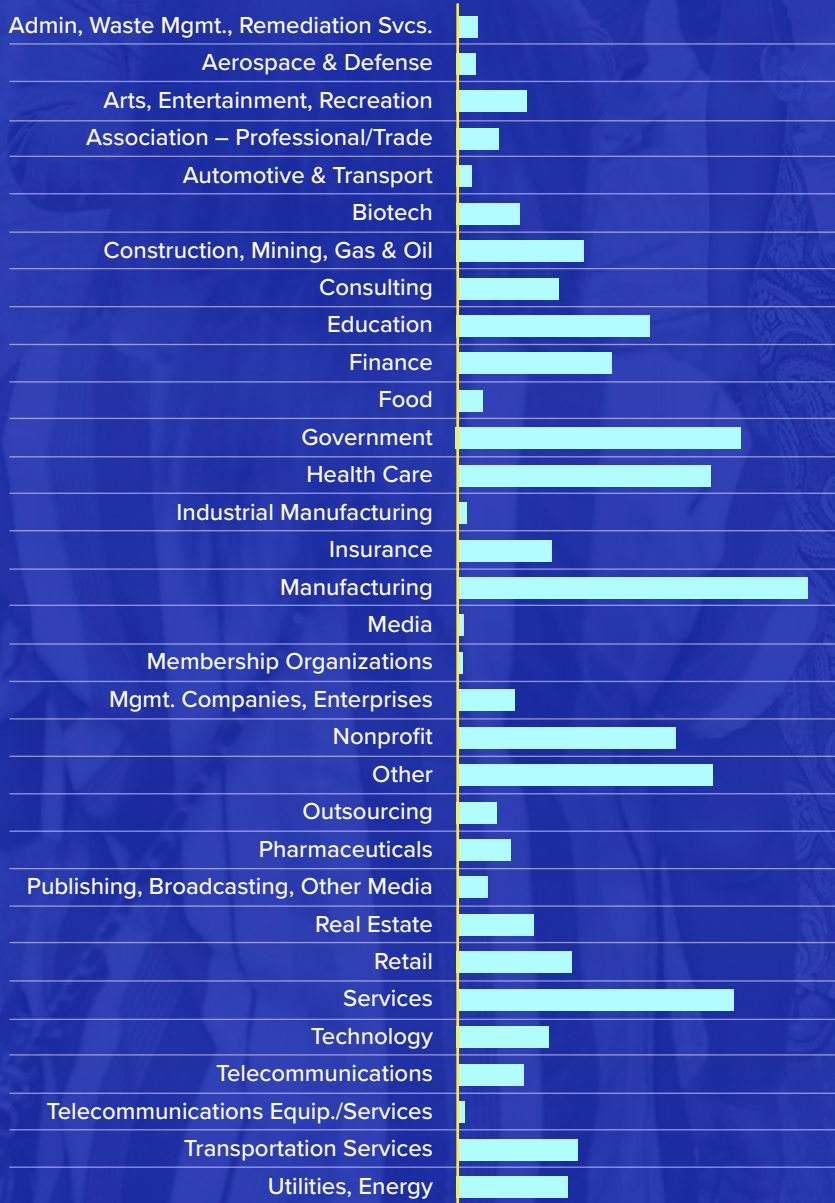


4%

Other

**32%**  
are at the  
director level  
or above

## Industry



## View expo schedule

### 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 per 10 x 10 booth (access to general sessions, concurrent sessions, etc.).
- Two booth personnel registrations per 10 x 10 booth (access to the expo hall only, no sessions).
- Exclusive Expo Hall hours.
- Complimentary lunches, receptions and networking opportunities in the Expo Hall.
- 24-hour Expo Hall perimeter security.
- Company listing and 50-word description in online floor plan and conference mobile app (social media icons for use in your preconference advertising and social media).
- 10 Expo Hall passes to invite your customers and prospects.

**NOTE:** 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 February.



# Exhibit Space Rates\*

STANDARD BOOTH SIZE IS 10' X 10'	INLINE	CORNER
10' x 10' booth	\$2,300	\$2,500

\*All rates are in U.S. dollars.

## Payment Schedule

A 50% deposit of the total fee for the exhibit space is due with each contract and paid within NET 30 days. Note: 25% of the booth space fee is nonrefundable. Full payment for the exhibit space is due on or before Jan. 15, 2024.

After Jan. 15, 2024, full payment must accompany all contracts. Full payment for the exhibit space is due on or before Jan. 15, 2024. After Jan. 15, 2024, full payment must accompany all contracts and paid within NET 30 days. All payments must be made in full by event date or participation.

**Visit floor plan & book your booth online**

# Schedule at a glance

Move-in	Expo Hall open	Move-out
<b>Sunday, April 14, 2024</b>		
<b>8:00 a.m. - 3:30 p.m.</b> Booths MUST be set by 3:30 p.m.	<b>4:30 p.m. - 6:30 p.m.</b> Expo Hall grand opening reception	
<b>Monday, April 15, 2024</b>		
	<b>10:00 a.m. - 4:00 p.m.</b>	
<b>Tuesday, April 16, 2024</b>		
	<b>10:00 a.m. - 3:15 p.m.</b> Grand prize drawing 1:00 p.m. - 1:15 p.m.	<b>3:15 p.m. - 8:15 p.m.</b>

All times Pacific.

\* Exhibitors can begin tear-down at 3:15 p.m. on Tuesday, April 16, and must be finished by 8:15 that evening. If exhibitors begin to break down earlier, penalties will be accrued.

# Beyond the booth

## Become a Talent 2024 Sponsor

Once you reserve your booth, maximize your marketing dollars by becoming a sponsor. Increase brand visibility at the event and stay top of mind for your target audience.

## 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 pre-event, amplifies presence during the event and increases engagement post-event.



# Expand your reach even further with SHRM advertising

**Join the conversation**

# 12K+

engagements\*

\*Based on Talent 2023 social listening.

## 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

**325K+**  
magazine readers

**500K+**  
newsletter subscribers

**34K+**  
projected attendees for SHRMS's top three events in 2024

### Advertising options:

- **HR Magazine**
- **Newsletter placements**
- **Digital ad space**

# 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 décor, internet, electricity and utilities, as well as shipping and other onsite-related information (when available).
- Exhibitor checklist/important dates and deadlines.
- Update your company profile and categories and 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 toolkit.
- Choose to upgrade for online booth marketing on the online interactive floor plan.

**View our booth guidelines**

# Other things to know

## **Official services contractor/show decorator**

Freeman is the official services contractor for Talent 2024. Those using services other than those provided by Freeman must notify SHRM Show Management in writing no later than March 20, 2023.

*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 Talent 2024 will carry QR-coded name badges. Lead retrieval services will be available for all exhibitors. Lead retrieval service 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 Talent 2024, SHRM Show Management will provide support, services and solutions to help you make the most of your participation at 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.