

SHRM[®] **INCLUSION 2024**



**DENVER
COLORADO
METRO AREA
& VIRTUAL**

✦ **NOV. 4-7** ✦

**EXHIBITOR
PROSPECTUS**

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Click on the boxes above to easily navigate through the prospectus. If you lose your place, simply click on the SHRM INCLUSION 2024 logo to return to the contents page.

WHY EXHIBIT

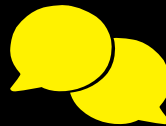
Inclusion and Diversity (I&D) leaders are navigating uncharted territory. As these I&D champions face challenges including rapid AI adoption, economic shifts, cultural pressures, and industry uncertainty they're looking for innovative solutions and support from partners like YOU.

INCLUSION was designed around these passionate leaders, bringing together **1.8K+** professionals, decision-makers, and thought leaders. Exhibit at INCLUSION 2024 to showcase your brand and meet your potential customer's unique needs.

TOP REASONS TO EXHIBIT



GENERATE NEW HIGH-QUALITY LEADS AND INCREASE SALES



IMPACT THE WORLD OF WORK AND GAIN VALUABLE CUSTOMER FEEDBACK



MEET AND NETWORK WITH HIGH-LEVEL DECISION MAKERS



SHOWCASE YOUR ORGANIZATION'S COMMITMENT TO I&D



3

DAYS OF
EXPO HOURS*

1.8K+

ATTENDEES

75+

SPEAKERS

120

EXHIBITOR BOOTH
SPACES

65+

SPONSOR
OPPORTUNITIES

*four total days of programming

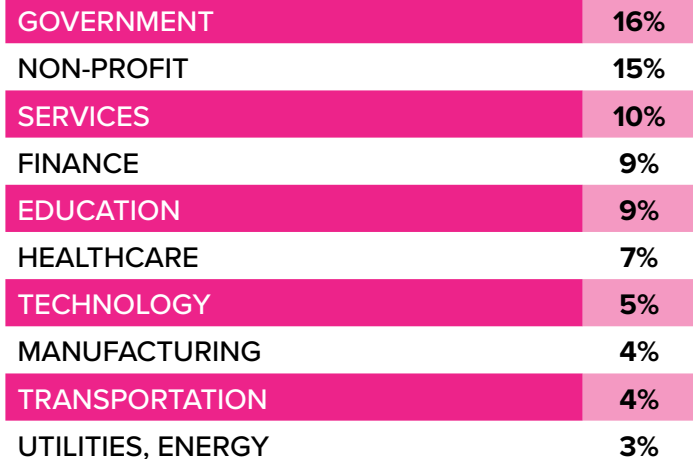
WHO ATTENDS?

DEMOGRAPHICS*

44%

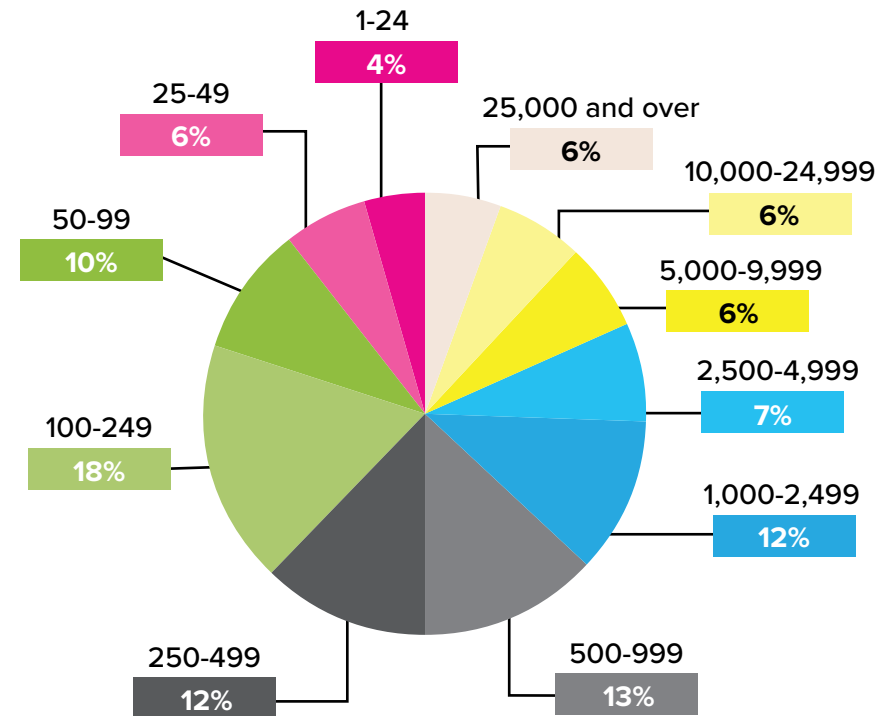
DECISION MAKERS

INDUSTRY TYPE



COMPANY SIZE

NUMBER OF EMPLOYEES



*Based on 2023 attendance

WHO ATTENDS?

*Based on 2023 attendance

DEMOGRAPHICS*

DEPARTMENT SIZE

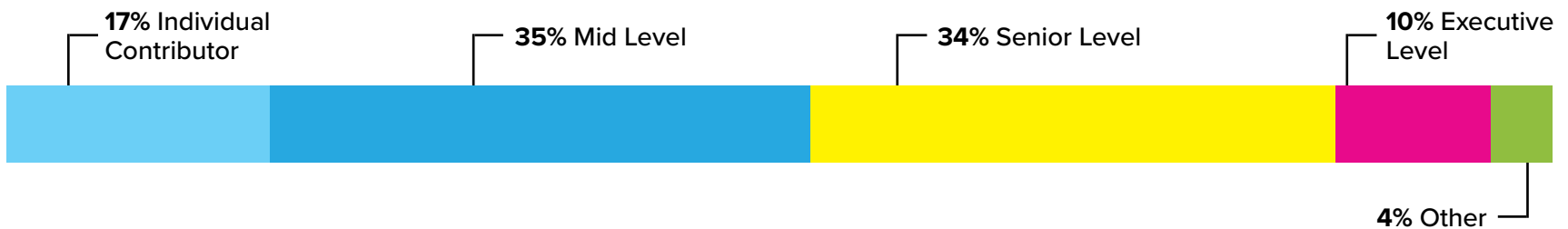


U.S. REGION

97% U.S. BASED



JOB TITLE



THE INCLUSION MARKETPLACE

At the **INCLUSION Marketplace** you will find a blend of exhibitor booth spaces, educational opportunities, dining experiences, and entertainment options. This space will bring our thousands of attendees together with you, our solution providers, in an immersive environment designed for engagement. Activate your booth space in combination with immersive sponsorship options to **create an unforgettable experience for your target audience.**

WHAT'S INCLUDED WITH YOUR 10'X10' EXHIBIT SPACE?

Price: \$2,450

- » (1) In-person pass (all add-on pass options are available).
 - » Onsite access to all education sessions.
 - » Complimentary livestreaming of education sessions on web format or mobile app.
 - » Plus on-demand recordings of sessions for up to 30 days post event (unless otherwise noted).
 - » Admission to the INCLUSION Marketplace, including the opening reception.
 - » Networking opportunities onsite as well as AI-powered matchmaking via the mobile app and web format.
 - » Complimentary breakfast on Tuesday, Wednesday, and Thursday, complimentary lunch on Tuesday and Wednesday and coffee and refreshments during select break times.
- » (4) INCLUSION Marketplace-only passes.
 - » Admission to the INCLUSION Marketplace.
 - » Complimentary lunch on Tuesday and Wednesday as well as coffee and refreshments during select break times.
- » **NOTE: INCLUSION Marketplace-only passes can be upgraded to a full in-person pass.**



EXHIBITOR MOVE-IN

MONDAY, NOV. 4, 2024

8:00 A.M. - 3:30 P.M.

EXHIBITOR MOVE-OUT

WEDNESDAY, NOV. 6, 2024

2:45 P.M. - 8:00 P.M.

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



GO BEYOND THE BOOTH

Increase brand influence and revenue opportunities by becoming an INCLUSION 2024 sponsor. SHRM offers a variety of sponsorship packages at price points to fit your budget and goals. **Position your company ahead of the competition and top of mind for attendees before, during, and after the event.**

EXPLORE SPONSORSHIP OPPORTUNITIES

Looking for inspiration for information? Let us tailor a unique strategy just for you.

GO BEYOND THE EVENT

Maximize your marketing spend and reach the world of work through SHRM. Unlock access to:

3.2M
WEBSITE VISITORS

500K
NEWSLETTER
SUBSCRIBERS

340K
MAGAZINE READERS

140K
WEBINAR ATTENDEES



ENGAGEMENT ACROSS EVERY CHANNEL:



NEWSLETTER: Cover a variety of topical areas and audiences from talent news to all things work.



DISPLAY ADVERTISING: Run of Site advertising allows you to customize target audience segments to connect you with potential buyers at companies of all sizes.



PODCASTS: Convene with industry-leading experts in the areas of HR, performance management, leadership and more.



WEBCASTS: Showcase your organization's thought leadership and engage with SHRM's vast audience segments.



SPONSORED OUTREACH: Influence over 3 million professionals who rely on [SHRM.org](https://www.shrm.org) for news and information.



DIGITAL AND PRINT PUBLICATIONS: Reach SHRM members across all levels and industries.



EXHIBITOR GUIDELINES

Opportunities and booth space are limited and first-come first-serve. Click the button below to view our full terms & conditions for INCLUSION 2024.

[VIEW OUR FULL TERMS & CONDITIONS](#)

TAKE YOUR NEXT STEP

[BOOK YOUR BOOTH SPACE](#)

[EXPLORE SPONSORSHIP AND ADVERTISING OPPORTUNITIES](#)

[VIEW SHRM'S FULL EVENT CALENDAR](#)

QUESTIONS?

Submit this form and someone will be in touch shortly.



WHO WE ARE

SHRM is a member-driven catalyst for creating better workplaces where people and businesses thrive together. As the trusted authority on all things work, SHRM is the foremost expert, researcher, advocate, and thought leader on issues and innovations impacting today's evolving workplaces. With nearly 340,000 members in 180 countries, SHRM touches the lives of more than 362 million workers and their families globally.

Discover more at [SHRM.org](https://www.shrm.org).