

SHRM  
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25

# SHRM 25

**SAN DIEGO**  
**JUNE 29 – JULY 2, 2025**

**EXHIBITOR PROSPECTUS**  
[shrm.org/shrm25-exhibit](https://shrm.org/shrm25-exhibit)

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# WHY EXHIBIT

HR leaders face a myriad of challenges as the workplace rapidly evolves, from integrating AI to fostering cultures of civility and inclusivity.

**Enter The SHRM Annual Conference & Expo 2025 (SHRM25), the premier event for HR professionals worldwide.**

With 25K+ attendees, thought-provoking sessions, and exclusive entertainment, exhibiting at SHRM25 offers brands an unparalleled platform to showcase solutions and position themselves as the go-to partner solving modern workplace challenges.

Join us in San Diego as we empower business leaders to embrace change, drive innovation, and thrive in today's dynamic workplace.



# SHRM

# 25

## AT A GLANCE

4 days

25+ attendees

500+ speakers

550 exhibitor booth spaces

40+ sponsor opportunities

# WHO ATTENDS

\*Based on 2024 attendance

## DEMOGRAPHICS\*



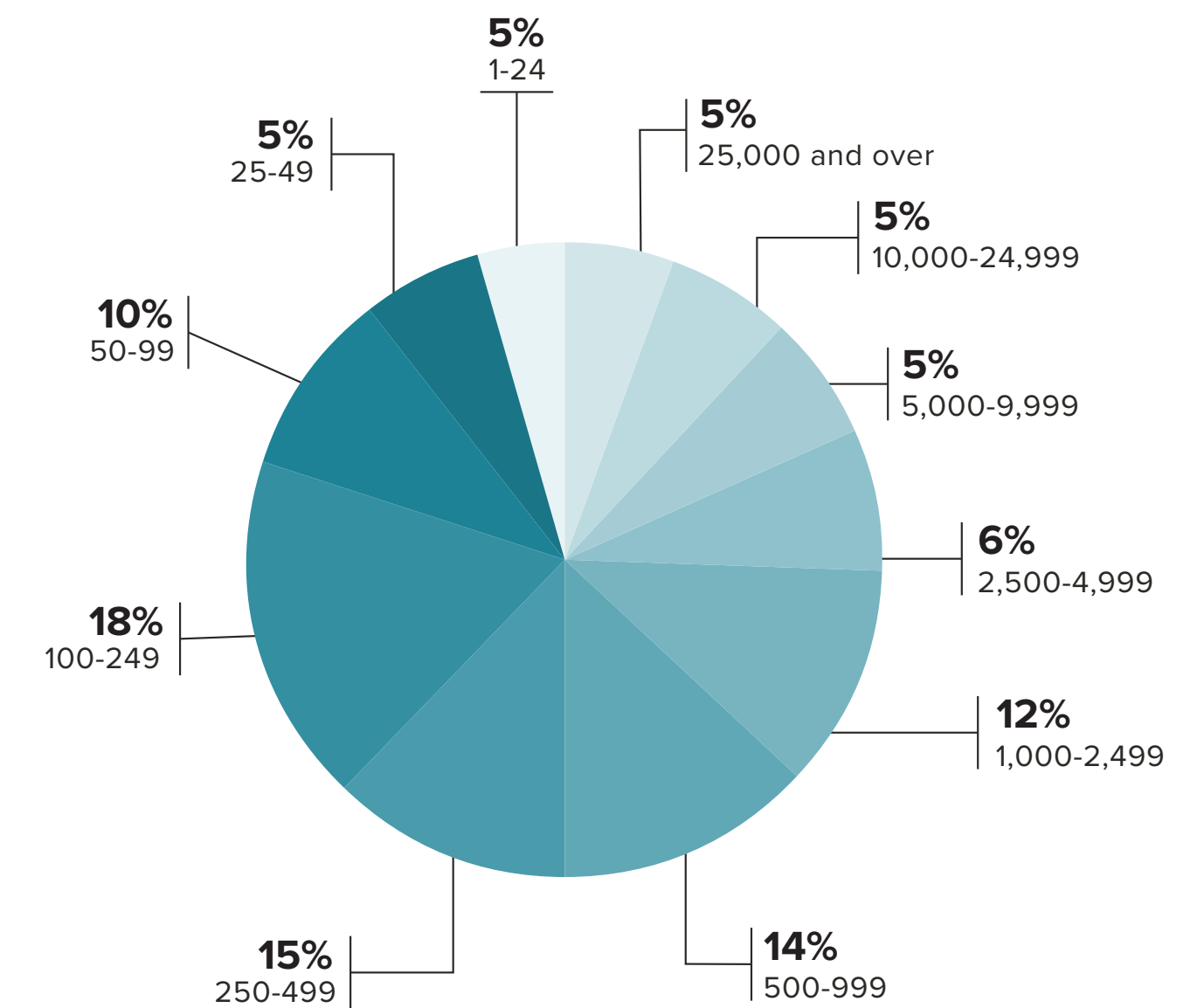
# 50%

DECISION MAKERS

## INDUSTRY TYPE

MANUFACTURING	16%
GOVERNMENT	14%
NON-PROFIT	11%
SERVICES	11%
HEALTHCARE	11%
OTHER	11%
FINANCE	8%
EDUCATION	8%
CONSTRUCTION, MINING, AND GAS	5%
CONSULTING	5%

## NUMBER OF EMPLOYEES



# WHO ATTENDS

\*Based on 2024 attendance

## DEMOGRAPHICS\*

### JOB TITLE



INDIVIDUAL CONTRIBUTOR	17%
MID LEVEL	29%
SENIOR LEVEL	38%
EXECUTIVE LEVEL	12%
OTHER	4%

### DEPARTMENT SIZE

0-1	13%
2-4	29%
5-9	19%
10-24	14%
25-49	7%
50-99	5%
100 AND OVER	13%

### U.S. REGION

97% U.S. BASED

NORTHEAST	15%
NORTH CENTRAL	33%
SOUTHWEST CENTRAL	19%
SOUTHEAST	20%
PACIFIC WEST (EXCLUDING CALIFORNIA)	7%
CALIFORNIA	6%

# THE SHRM25 EXPO

At the SHRM25 Expo 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:

Standard: \$6,560 (4/30/25) | Last Call: \$6,760 (5/2/25)

- » 1 full conference pass
- » 4 Expo only conference passes
- » 8' High draped back wall, 3' high draped sidewalls
- » Complimentary exhibitor training webcast
- » Networking opportunities including lunches, receptions, and refreshment breaks
- » 24hr Expo perimeter security
- » 20 Expo only conference passes for current and/or prospective clients

## EXHIBITOR MOVE-IN

TBD

TBD

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

[VISIT FLOORPLAN AND BOOK YOUR BOOTH ONLINE](#)

# GO BEYOND THE BOOTH

Increase brand influence and revenue opportunities by becoming a SHRM25 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 conference.

[EXPLORE SPONSORSHIP OPPORTUNITIES](#)

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





# GO BEYOND THE CONFERENCE

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

## ENGAGEMENT ACROSS EVERY CHANNEL:



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



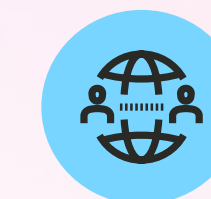
**DISPLAY ADVERTISING:** Run of Site advertising allows you to customize target audience segments to connect you with potential buyers at companies of all sizes.



**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 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 link here to view our full terms & conditions for SHRM25

[VIEW OUR FULL TERMS & CONDITIONS](#)



# TAKE YOUR NEXT STEP

[BOOK YOUR BOOTH SPACE](#)

[EXPLORE SPONSORSHIP & 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).