



SHRM[®]

**TALENT
2025**

**MARCH 24-26
NASHVILLE, TN**

**EXHIBITOR
PROSPECTUS**

shrm.org/talent25-exhibit

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SEIZE THE SPOTLIGHT AT TALENT 2025

Limited talent supply. Economic uncertainty. Attrition. Talent leaders are rising to meet these rapidly evolving challenges, leveraging the latest solutions and insights gained at SHRM Talent 2025 (Talent 2025) to drive their strategy forward.

Exhibiting at Talent 2025 empowers your brand to support talent leaders in navigating these pivotal moments. Read on to explore how your brand can position itself for maximum impact at the premier talent conference.



AT A GLANCE

2K+

ATTENDEES

100+

SPEAKERS

3

DAYS OF
EXPO HOURS

50

SPONSOR
OPPORTUNITIES

140

EXHIBITOR
BOOTH SPACES

WHO ATTENDS?

*Based on 2024 attendance

DEMOGRAPHICS*

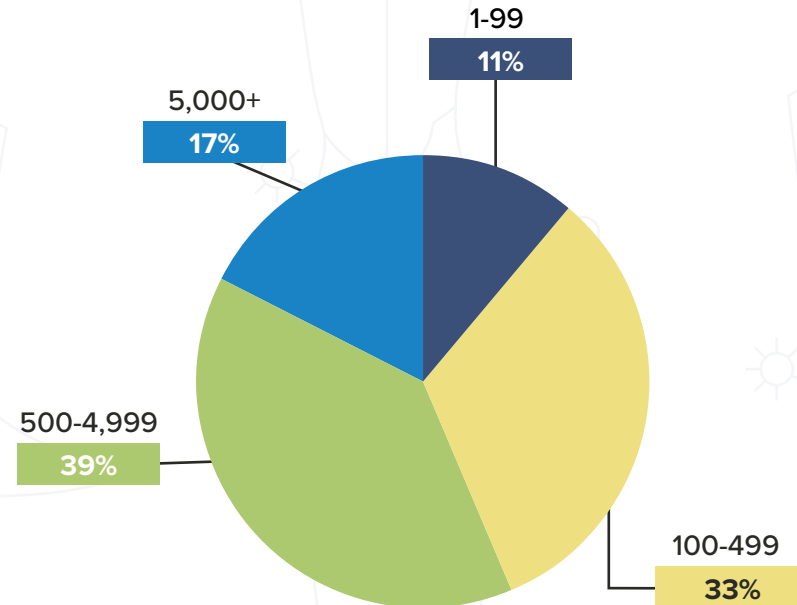
44%
DECISION MAKERS

INDUSTRY TYPE

GOVERNMENT	16%
NON-PROFIT	7%
PROFESSIONAL	9%
FINANCE	13%
EDUCATION	9%
HEALTHCARE	8%
TECHNOLOGY	4%
MANUFACTURING	8%
TRANSPORTATION, WAREHOUSING	3%
UTILITIES, ENERGY	2%
CONSTRUCTION	5%
HOSPITALITY	2%
OTHER	14%

COMPANY SIZE

NUMBER OF EMPLOYEES



WHO ATTENDS?

*Based on 2024 attendance

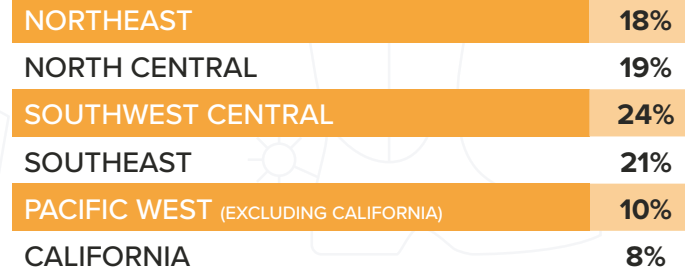
DEMOGRAPHICS*

DEPARTMENT SIZE

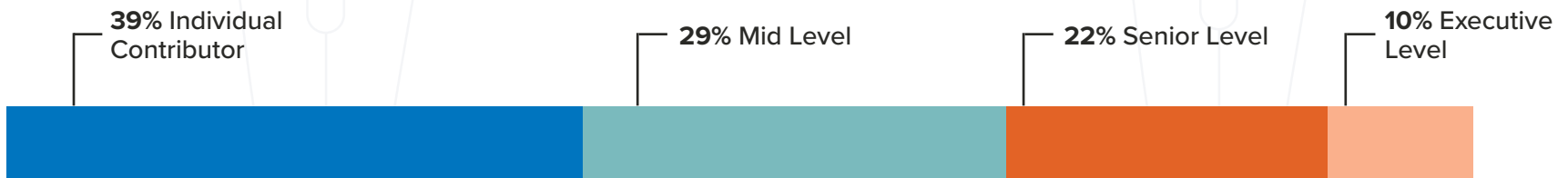


U.S. REGION

97% U.S. BASED



JOB TITLE



THE TALENT DISTRICT

At the **Talent District** 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?

In-Line Booth Price: \$2,700 | Corner Booth Price: \$2,700

- » 8' Tall back drape and 3' high side rail
- » 7" x 44" one-line ID sign
- » One complimentary full conference registration
- » Two District only personnel registrations
- » Exclusive District hours
- » Company listing in Onsite Guide, Mobile App and online floorplan and directory
- » Complimentary lunches, receptions and networking opportunities in the District
- » Free District passes to invite your customers and prospects
- » Perimeter security



EXHIBITOR MOVE-IN

SUN., MARCH 23, 2025

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

EXHIBITOR MOVE-OUT

WED., March 26, 2025

3:15 P.M. - 8:15 P.M.

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

**VISIT FLOORPLAN &
BOOK YOUR BOOTH ONLINE**



GO BEYOND THE BOOTH

Increase brand influence and exposure by becoming an Talent 2025 sponsor. SHRM offers a variety of sponsorship packages at various price points to **position your company ahead of the competition and top of mind for attendees before, during, and after the conference.**

EXPLORE SPONSORSHIP OPPORTUNITIES

Can't find what you're looking for? 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

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

We know your time is limited. Click the link here to view our full terms & conditions for Talent 2025.

[VIEW OUR FULL TERMS & CONDITIONS](#)

TAKE YOUR NEXT STEP

READY TO BOOK YOUR BOOTH?

EXPLORE SPONSORSHIP AND ADVERTISING OPPORTUNITIES

VIEW OUR FULL EVENT CALENDAR

QUESTIONS?

Fill out 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).