The SHRM ANNUAL CONFERENCE & EXPOSITION attracts over 15,000 attendees — including Presidents, CHROs, Vice Presidents, Directors, and more — to the world’s largest annual gathering of HR professionals. The SHRM Exposition is the largest HR solutions-center in the world, where attendees can meet with over 600 exhibiting companies offering the latest HR products and services.

**Position your organization face-to-face with HR decision**
This year’s expo will showcase companies displaying and selling thousands of the newest products and services. This is where all facets of the human resource profession will be on display:

- Awards & Motivation
- Child Care/Elder Care
- Drug/Alcohol Testing
- Employee Compensation & Benefits
- Executive Search & Recruitment
- Health, Wellness & Safety
- Insurance, Voluntary Insurance Benefits
- Management Consulting
- Professional Development
- Relocation
- Technology
- Temporary/Contract Personnel

and much more!
Who Attends

1,216 International Delegates, Representing 85 countries
85% Decision Makers or Have Influence Over their Organization’s Purchasing Decisions
41% Are a Director or Above
More than half the Attendees in 2015 Attended the Exposition to Gather HR Solutions and Search for Vendors

“One of the finest expos I have ever been to — outstanding number of companies, great variety, fun activities in the booths.”
— 2015 Attendee

Job Title

President/CEO/Partner 3%
CHRO/CHCO 2%
Vice President 10%
Director 26%
Manager 34%
Supervisor 1%
Specialist 5%
Administrator/Administrative 4%
Coordinator 2%
Representative 1%
Consultant 3%
Other 4%
No Information 4%
**Exhibitor Opportunities**

**EXHIBIT SPACE COSTS**

10’ x 10’ Inline Booth . . $5,100
10’ x 10’ Corner Booth . . $5,300

Island Booths:
20’ x 20’ . . $21,200
20’ x 30’ . . $31,400
20’ x 40’ . . $41,600
30’ x 30’ . . $46,700
30’ x 40’ . . $62,000
40’ x 40’ . . $82,400

---

**What comes with your booth rental?**

- **8’-high draped back wall, 3’-high draped sidewalls**
- One complimentary full-conference exhibitor registration (per 10’ x 10’)
- Four booth personnel registrations — access to the SHRM Exposition only
- Complimentary exhibitor training webcast
- Exclusive, non-conflicting exhibit hall hours to meet attendees
- **Networking opportunities** that include lunches, receptions and refreshment breaks
- **50 free passes** to the SHRM Exposition to offer clients and prospects
- Complimentary company name listing in attendee marketing brochures (subject to print deadlines)
- Company listing and 50-word company description in SHRM Exhibitor & Sponsor Directory (subject to print deadlines)
- 24-hour Exhibit Hall perimeter security — although all reasonable measures are taken to secure the exhibit hall, individual booths and materials contained within exhibit booths are the responsibility of the exhibitor

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 Guide which will be available online early March 2016.

---

**Expo Schedule**

June 17–21

- **8 a.m.**
- **10 a.m.**
- **Noon**

**FR**

- 8 – 6 Exhibitor Registration & Move-In

**SA**

- 8 – 7 Exhibitor Registration

**SU**

- 8 – Noon Exhibitor Move-In
  
  [All exhibits MUST be set by Noon on Sunday.]

**MO**

- 8 – 4 Exhibitor Registration
  
  9:30 – 4 Exhibit Hall Open
  
  9:30 Coffee
  
  Noon – 1:30

**TU**

- 8 – 2 Exhibitor Registration
  
  9:30 – 2 Exhibit Hall Open
  
  9:30 Coffee
  
  Noon – 1:30
Direct Traffic to Your Booth!

Enhanced Exhibitor Listing

With an upgraded listing, attendees can see your company description while viewing the online floor plan, download your marketing brochure, read the latest information about your company, and access your social media links. In 2014 there were more than 15,000 downloads of the conference mobile app and the app was opened 999,351 times! Cost: $500

WHAT’S INCLUDED?

**Online Floor Plan**
- 75-word company description
- Company logo
- Product categories
- Press Release (1)
- Product Showcase Description (2)
- Social Media Links
- YouTube Embedded Video (1)
- Marketing Brochure (1)

**Conference Mobile App**
- 75-word company description
- Enhanced designation in exhibitor list
- Social Media Links

**Conference Mail Lists**

Mailing lists of registered attendees are available for rent exclusively to the 2016 Annual Conference exhibitors. A direct mail campaign can help attract qualified leads to your booth! The lists are intended for a one-time use in conjunction with the SHRM 2016 Annual Conference & Exposition. More information on renting the lists will be available in the Exhibitor Services Guide.

Direct Traffic to Your Booth!

12:30 – 6  Exhibitor Registration & Move-In

4 – 7  Exhibit Hall Open

9:30 – 2  Exhibit Hall Open

8 – 4  Exhibitor Registration

8 – 6  Exhibitor Registration & Move-In

1:30  GRAND PRIZE DRAWING IN THE EXHIBIT HALL

Lunch

[Exhibit Hall Closes at 2]

Exhibitors may begin dismantling at 2:00 p.m. on June 21 and must be completed by 6:00 p.m. on Wednesday, June 22.
Secure
YOUR Booth
Today

For questions about exhibiting, please contact a member of the SHRM Exhibits Team.

Mr. Emile Davis, CEM
Manager, Exhibits & Sponsorships
(703) 535-6102
emile.davis@shrm.org

Ms. Rebecca Orens, CEM
Senior Exhibits Specialist
(703) 535-6353
rebecca.orens@shrm.org

Mr. Dennis Rugbart
Senior Exhibits Specialist
(703) 535-6112
dennis.rugbart@shrm.org

annual.shrm.org/exposition