

# STAFFING WORLD

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Education ■ Expo ■ Networking ■ Fun

## SPONSORSHIP OPPORTUNITIES

### Staffing World 2005 Delivers Your Target Market Win It Over With a Profile-Building Sponsorship

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Make ASA your marketing partner to earn recurring customers. Your Staffing World 2005 sponsorship will position your company as top-of-mind with staffing industry leaders and decision makers to promote your brand, capabilities, and products. Channel this buying power to your door by becoming a diamond, platinum, gold, silver, bronze, or copper sponsor. Staffing World 2005 sponsorships deliver a host of privileges that work for you in the months leading up to the event, at the convention, and in the months following to provide market penetration that will build your company profile and boost your bottom line.

### Earn Exhibit Space Priority Points by Purchasing Sponsorships

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Priority points are crucial in gaining prime exhibit space at Staffing World for 2005. Capitalize on ASA's many advertising and sponsorship opportunities to build a comprehensive year-round marketing campaign that delivers qualified leads, retains customers, and grows your business!—and that boosts your priority points. To leverage your presence at Staffing World 2005, place an ad in the convention book. Extend the value of your Staffing World investment by renting an ASA mailing list and placing ads on the ASA Web site, in the association's annual membership directory, and in *Staffing Success* and *Staffing Week*. Then complete your marketing plan with a sponsorship tailored to match your business strategy. Each \$1,000 spent on sponsorship earns 5 priority points towards your company's total. Your company retains these points from year to year, building your advantage to securing an optimum location on the expo floor.

### All Sponsorships Receive These Valuable Basic Benefits

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- Publication of the sponsor's name and logo on the sponsor recognition page of the convention book
- Sponsor's name and logo hyperlinked on the Staffing World 2005 Web site
- Visual recognition at the convention (includes signage at sponsored event, where applicable)
- Special ribbons for name badges of sponsor's representatives
- Thank-you certificate to display in expo booth
- Sponsor's name and logo on signage in convention registration area on site

### Diamond Sponsorship

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#### National Staffing Employee of the Year: \$40,000

From senior executive to branch manager to customer service representative, your company will gain the admiration and gratitude of staffing professionals across the nation. This unique program recognizes the hard work, dedication, and success of millions of temporary and contract employees throughout the nation and reminds staffing professionals that they are part of a higher calling—helping people get jobs. That higher calling of putting people to work and the emotional bond staffing professionals feel to this award will transfer to your company. Staffing professionals provide the nominations for this award that not only recognizes the achievements of one employee but the achievements of the entire industry. This top-of-mind status will begin with the call for entries. It will follow the sponsor to Staffing World 2005, and extend well into 2006 as the industry continues to celebrate the positive recognition associated with this award. Staffing professionals are so taken with congratulating the National Staffing Employee of the Year that typically they spontaneously rise to a standing ovation as the award is presented. Your firm can be part of that excitement.

When you put on the mantle of sponsor of the National Staffing Employee of the Year, you will take on a highly visible leadership role. This is ASA's most prestigious sponsorship, and its high profile will be unmatched by any other experience at Staffing World 2005. This exclusive sponsorship includes the following distinctive benefits before the event:

- Sponsor's name and logo hyperlinked on the National Staffing Employee of the Year section of the ASA Web site and entry form
- Sponsor's name and logo included in four-color two-page advertisement in the May–June and September–October issues of *Staffing Success* magazine
- Sponsor's banner in premium position in one issue of the *Staffing Week* e-mail newsletter
- Sponsor's banner in premium position in one Staffing World 2005 e-mail promotion
- Supplier link in one issue of the *Staffing Week* electronic newsletter

**You will also receive the following benefits during the event:**

- Sponsor's name and logo included in promotional video (of standard broadcast news story length) of the winner, to be shown at the Staffing World 2005 opening ceremony on Oct. 19 and at one keynote session during the convention
- A senior corporate representative of sponsor's company will be invited on stage to speak for two minutes during the presentation of the National Staffing Employee of the Year award at the farewell luncheon Oct. 22
- Oral acknowledgment of sponsor's support by ASA president during the presentation of the award Oct. 22
- As available, National Staffing Employee of the Year will accept congratulations at the sponsor's exhibit booth and appear with sponsor at Staffing World 2005 events
- Option to place a flyer, brochure, gift, or compact disc in the Staffing World 2005 convention bag (sponsor to furnish inserts)

Your benefits will continue even after the event:

- Acknowledgment of sponsorship in coverage of the National Staffing Employee of the Year in the January–February 2006 issue of *Staffing Success* magazine
- Acknowledgment of sponsorship in a story about the National Staffing Employee of the Year in a *Staffing Week* newsletter
- Sponsorship of the National Staffing Employee of the Year prize package (a travel award)

ASA will manage all aspects of the National Staffing Employee of the Year promotional activities, nominations, sections, and awards presentation.

## Platinum Sponsorships

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In addition to the basic benefits each Staffing World 2005 sponsor receives, companies sponsoring at the platinum level gain these value-added privileges:

- Sponsor's hyperlinked logo in a premium position on the Staffing World 2005 Web site
- Sponsor's banner in premium position in one Staffing World 2005 e-mail promotion
- Sponsor's banner in premium position in one issue of the *Staffing Week* e-mail newsletter
- Supplier link in one issue of the *Staffing Week* e-mail newsletter

### Grand Banquet: \$25,000

Take the spotlight by linking your company name to this event. As the sponsor, you will demonstrate your support in the staffing industry's pursuit of excellence. This exclusive sponsorship includes the following distinctive benefits:

- Ten tickets to the banquet and option to reserve a premium table
- Sponsor's name and logo on wine glasses used at table settings
- Opportunity to hold a receiving line at the event
- A senior corporate representative of sponsor's company will be invited on stage to speak for two minutes
- Oral acknowledgment of sponsorship support by ASA president and CEO during the event

### Convention Bags: \$25,000

Your company logo will be emblazoned on one side of the premium-quality, durable, highly sought after convention bag, and the Staffing World 2005 logo will appear on the opposite side. This opportunity will be welcomed by the staffing industry registrants of Staffing World 2005. By your logo appearing on the official convention bag, your company profile will be delivered and will penetrate throughout the event and well into the year ahead. The convention bag will deliver not only deep penetration, but also lasting recognition of your commitment to the growth of the staffing industry.

## Gold Sponsorships

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In addition to the basic benefits each Staffing World 2005 sponsor receives, companies sponsoring at the gold level gain these value-added privileges:

- Sponsor's banner in standard position in one Staffing World 2005 e-mail promotion
- Sponsor's banner in standard position in one issue of the *Staffing Week* e-mail newsletter
- Supplier link in one issue of the *Staffing Week* e-mail newsletter

### Communication Station: \$20,000

Be the sponsor of this ASA interactive information center for all Staffing World 2005 attendees. You will be warmly remembered and rewarded with the potential for future business as attendees use the station's Internet terminals to check their e-mail and send messages home to business colleagues, friends, and family. Attendees will also be treated to access to daily newspapers and television news or sporting event broadcasts at the center. This exclusive sponsorship includes the following distinctive benefits:

- High visibility signage at the 10-foot-by-10-foot Communication Station
- Sponsor's name, contact information, and phone number prominently displayed as the screen saver (provided by sponsor) on each of the monitors of the Internet terminals
- Magazine rack to display sponsor's provided literature in the Communication Station

### **Welcome Reception: \$20,000**

Take the spotlight as ASA kicks off Staffing World 2005. Launching a new product? Seeking enriched brand identity? Sponsoring the welcome reception will bond your company name, product, and services to the memory of attendees of this event. This exclusive sponsorship includes the following distinctive benefits:

- Opportunity to hold a receiving line at the event
- Display of sponsor's name and logo on signage around the registration area and exhibit hall, and at food and beverage stations
- Oral acknowledgment of sponsorship during the convention's opening ceremony the next day
- Napkins imprinted with the sponsor's company name and logo utilized at the event

### **Thursday Opening Ceremony: \$20,000**

Launch your marketing push as ASA opens its most dynamic industrywide event with a high profile speaker. Hitch your wagon to our speaker's rising star. This exclusive sponsorship includes the following distinctive benefits:

- Sponsor's name and logo projected on-screen at the opening of the session
- A senior corporate representative of sponsor's company will be invited on stage to speak for two minutes
- Oral acknowledgment of sponsorship support by ASA president and CEO during the event.

### **Convention Lanyards: \$20,000**

Build your brand by sponsoring the lanyards that will hold attendee name badges. This is a well-used article during Staffing World because attendees are prohibited from entering event and the expo hall without displaying their badge. This sponsorship will build lasting recognition of your company among attendees. Your company name on the lanyards will enhance brand awareness, creating opportunities for new business as well as reinforcing lasting loyalty among current relationships.

### **Hotel Key Cards: \$20,000**

Attendees who are hotel guests must carry an electronic key card, and this sponsorship affords you the privilege of having your message imprinted on this most important and valued card during Staffing World 2005. Hotel key cards are distributed to attendees at the hotel front desk upon check-in, creating the very first impression of the Staffing World 2005 experience. First impressions count. They are among the most lasting and most powerful. Be first in line and ahead of your competition by sponsoring the hotel key cards.

### **Silver Sponsorships**

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In addition to the benefits each Staffing World 2005 sponsor receives, companies sponsoring at the silver level will gain this value-added privilege:

- Supplier link in one issue of the *Staffing Week* e-mail newsletter

### **Chairman's Reception: \$15,000**

Meet the upper echelon leadership of ASA face-to-face at the preopening evening event of Staffing World 2005 Oct. 18. This is your opportunity to take this excitement-charged event and turn acquaintances into colleagues and colleagues into friends, and build business relations. This event affords direct, intimate exposure to potential customers. The event also serves as a vehicle for building referral business with ASA board members, past chairmen, committee chairmen, and chapter leaders attending by special invitation to recognize the outgoing chairman and to be recognized themselves for their leadership within the staffing industry's most important and influential trade association. These are the movers and shakers who make ASA and the industry a dynamic force in the business services marketplace and public policy arena. These prominent individuals who drive the deals and serve as grassroots activists and elected and appointed leaders all exert political clout and financial influence, and those who motivate with their charismatic personalities will be among your guests. This is the premium opportunity for your executive representatives to meet and greet, demonstrate their business acumen, and display their highly-valued customer service skills with the staffing industry's elite opinion leaders. This exclusive sponsorship includes the following distinctive benefits:

- Admission for four individuals to represent the sponsor at the chairman's reception
- Opportunity to hold a receiving line at the event
- A senior corporate representative of sponsor's company will be invited to speak for two minutes
- Oral acknowledgment of sponsorship support by ASA president and CEO during the event.

### **Industry Leader Event: \$15,000**

Recognize your customers and potential customers from the upper rungs of the staffing industry by sponsoring the industry leader event. Attendees at this event have demonstrated the pinnacle of leadership by making personal contributions to the ASA StaffingPAC of \$1,500, or more or by raising \$3,000 or more in personal contributions from their firms' executive and administrative employees. This is a special evening of fine dining and entertainment. Your sponsorship is a promotional fee to the association and is eligible as a tax deductible business expense (to the full extent allowed by law) rather than being subject to the restrictions of a political action committee donation. This exclusive sponsorship includes the following distinctive benefits:

- An invitation for one executive from the sponsoring company and a guest to attend the event
- Opportunity to hold a receiving line at the event

- A senior corporate representative of sponsor's company will be invited to speak for two minutes
- Oral acknowledgment of sponsorship support by ASA president and CEO during the event

#### **Expo Hall Bags: \$15,000**

Attendees will welcome your bags to hold literature and gifts that they collect during their visits to the expo hall. Your company name, booth number, phone, Web site, and logo will be imprinted on ample-sized bags that will be placed in the expo hall area to provide convenient access for attendees. The inclusion of your booth number on the bag will serve as a road map to your location on the expo floor. The Staffing World 2005 logo will appear on the opposite side as a reminder of the event. The bags will be manufactured from durable plastic and will include two handles to facilitate easy carrying. When attendees return home to their offices with their business solutions, your contact information will be there as a ready reference.

#### **Saturday Morning Keynote Address: \$15,000**

Make a lasting impression during Staffing World 2005 as attendees gain knowledge, skills, and techniques that they can put to work in their business endeavors. Your company will expand its profile by demonstrating leadership to the industry and support for the association. This exclusive sponsorship includes the following distinctive benefits:

- Sponsor's name and logo projected on-screen at the opening of the session
- A senior corporate representative of sponsor's company will be invited on stage to speak for two minutes
- Oral acknowledgment of sponsorship support by ASA president and CEO during the event

#### **Saturday Farewell Luncheon \$15,000**

Take the leadership role as Staffing World 2005 comes to its climax. Memories are made at this event, and your company will be fondly remembered in the year ahead, making it easier for top-of-mind recall and the potential for new and recurring business. This exclusive sponsorship includes the following distinctive benefits:

- Sponsor's name and logo projected on-screen at the opening of the session
- A senior corporate representative of sponsor's company will be invited on stage to speak for two minutes
- Oral acknowledgment of sponsorship support by ASA president and CEO during the event

#### **Schedule-at-a-Glance Pocket Program: \$15,000**

Everyone wants a pocket-sized reference of the schedule, events, and highlights at Staffing World 2005. The schedule-at-a-glance card will provide a handy reminder to attendees, which will build your profile because your company name, logo, and booth number will be prominently featured on the pocket program. Pocket programs will be distributed from the Staffing World 2005 registration area.

### **Bronze Sponsorships**

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In addition to the basic benefits each Staffing World 2005 sponsor receives, companies sponsoring at the bronze level will gain this value-added privilege:

- Supplier link in one issue of the *Staffing Week* e-mail newsletter

#### **Ask an Expert: \$10,000**

This is an idea-charged affair where industry experts captain a table by topic area and Staffing World 2005 attendees get down to asking their burning questions in a face-to-face roundtable format. As the sponsor, you will earn their gratitude for facilitating this interchange, which will provide solutions that can be implemented on the day attendees return to their offices following Staffing World 2005. This exclusive sponsorship includes the following distinctive benefits:

- Sponsor's name and logo on signs at each table
- Oral acknowledgment of sponsorship during the presentation

#### **Expo Luncheon: \$10,000**

Lunch will be served in the expo hall. This sponsorship includes displaying your company name and logo on signage around the food and beverage stations. Be the star as attendees appreciate your hospitality. Your sponsorship of the luncheon will build name recognition and brand identity for your company. This exclusive sponsorship includes the following distinctive benefits:

- Signage acknowledgment of sponsorship at food stations
- Sponsor's name and logo imprinted on napkins used at the event

#### **Friday Networking Luncheon: \$10,000**

Leveraging relationships, making new contacts, and renewing liaisons are the networking fundamentals that deliver business success. That drive to stay connected will become your company's signature with Staffing World 2005 participants as they take part in this dynamic industry event. This exclusive sponsorship includes the following distinctive benefits:

- Sponsor's name and logo projected on-screen at the opening of the session
- Sponsor's name and logo on table tent signs at each table
- Oral acknowledgment of sponsorship support by ASA president and CEO during the event

## Copper Sponsorships

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### Section Receptions: \$5,000 each

Health care—**S O L D**

Industrial

Recruiting and placement

Technical, IT, and scientific—**S O L D**

Staffing World 2005 will host concurrent receptions on Thursday, Oct. 20, from 5 to 6 p.m., to strengthen networking relationships within sections. Time and date are subject to change. Become known as the glue that binds your section together by serving as the sponsor for one of these receptions. The exclusive sponsorship of a reception includes the following distinctive benefits:

- Opportunity to hold a receiving line at the event
- Sponsor's name on signage outside the reception room
- Oral acknowledgment of sponsorship during the reception by an ASA leader

### Learning Track: \$5,000 each

Executive

Sales and business development

Operations and customer service

Management

Recruiting

The sponsorship of a learning track includes the following distinctive benefits:

- Sponsor provided, and preapproved by ASA item to be placed on the chairs of the first session of the learning track
- Sponsor's name on signage outside the meeting rooms of each workshop of the learning track

### Continental Breakfast: \$5,000 each

Thursday

Friday

Saturday

Breakfast is said to be the most important meal of the day. Your company will be synonymous with a pleasant awakening. Your sponsorship will provide attendees with coffee, tea, juice, and a selection of light breakfast foods that will charge their engines and their memories of your company. The sponsorship of a continental breakfast includes the following distinctive benefits:

- Signage at the food service stations
- Napkins imprinted with the sponsor's company name and logo utilized at the event

### Refreshment Break With Exhibitors: \$5,000 each

Thursday

Friday—**S O L D**

Saturday

Your company will put smiles on the face of attendees when it provides beverages and refreshments—just the nourishment that everyone craves when sessions break. Refreshment breaks are served in the expo hall. The sponsorship of a refreshment break includes the following distinctive benefits:

- Signage at the food service stations
- Napkins with the sponsor's company name and logo utilized at the event