

# EXHIBITOR PROSPECTUS OVERVIEW

## The World's Largest Staffing Industry Marketplace

Staffing World 2007 is the site of the world's largest staffing industry marketplace and the only place where you can connect with so many decision makers in so little time. If you provide products or services to the staffing industry and want to network with top decision makers, then reserve your exhibit space today. Don't delay, as Staffing World exhibit space has been a sellout for three consecutive years. Staffing World 2007 will be held Oct. 9–12, at the Henry B. Gonzalez Convention Center, 200 E. Market St., San Antonio, TX.

No brochure, no online demo, no conference call can match the face-to-face contact you'll get at the Staffing World expo. Ample expo time will be scheduled so you'll have every opportunity to visit with every attendee. Build relationships with existing customers, establish relationships with potential customers, and network with the influentials in the industry.

## The American Staffing Association

The American Staffing Association is the voice of the \$87 billion U.S. staffing industry, which employs an average of nearly 3 million workers per day. Along with affiliated chapters in most states, ASA promotes the interests of the industry through legal and legislative advocacy, public relations, education, and the establishment of high standards of ethical conduct. The association's member companies operate more than 15,000 offices across the nation and account for more than 85% of U.S. staffing industry sales.

<b>Staffing Services Provided</b>	<b>Percent Providing By ASA Members</b>	<b>Skill Sectors Served</b>	<b>Percent Offering By ASA Members</b>
Temporary help .....	91	Office-clerical .....	76
Training .....	90	Industrial .....	51
Temporary-to-permanent placement .....	79	Professional-managerial .....	50
Permanent placement .....	61	Technical .....	42
Long-term and contract help .....	47	Health care .....	25
Payrolling .....	35	Information technology .....	21

## Decision Makers Attend Staffing World

Your company is making a sound business decision by exhibiting at Staffing World 2007. Nine out of 10 of the more than 2,500 attendees at Staffing World 2006 were decision makers, including C-level executives, owners, vice presidents, managers, directors, and recruiters. ASA members provide a wide range of employment-related services and solutions, including temporary and contract staffing, recruiting and permanent placement, outsourcing, training, and human resource consulting.

## Exhibit Space at Staffing World 2007

Standard exhibit space is a 10-foot-by-10-foot booth and includes

- Eight-foot-high curtain backwall and three-foot-high curtain sidewalls.
- Two complimentary full expo registration packages, which provide for entry to expo hall, welcome reception, refreshment breaks, and luncheons served in the expo hall for registered employees of the exhibiting company.
- Discounted registration rates for additional exhibitor company employees staffing the exhibit space.
- Hyperlinked listing on expo page of Staffing World 2007 Web site.
- Complimentary listing in September-October issue of *Staffing Success* magazine if submission form is received by June 29.
- Complimentary listing in the convention book, which is distributed on site, if submission form is received by July 27.
  - "Exhibitors—Listed by Company Name" section: company, booth number, primary category, contact name, phone, e-mail, Web site, 50-word description
  - "Exhibitors—Listed by Product Category and Service" section: company and booth number in up to three categories
- Complete roster of registered attendees delivered within seven business days of the close of Staffing World 2007.
- Discounts and special pricing on rentals of ASA mailing lists for direct mail purposes to promote your company's participation at Staffing World 2007.

Standard exhibit space is available for \$2,400 per 10-foot-by-10-foot booth. Premium exhibit space, located in areas marked by an asterisk (\*) on the floor plan, is available for an additional \$500 per standard booth. Island exhibit spaces are available at \$16,400 for a 20-foot-by-20-foot booth, \$24,600 for a 20-foot-by-30-foot booth, and \$32,800 for a 20-foot-by-40-foot booth.

*continued on next page*

**Staffing World 2007 Exhibitor Agenda, Subject to Change**

Tuesday, Oct. 9	Wednesday, Oct. 10	Thursday, Oct. 11	Friday, Oct. 12
7:30 a.m.-7:30 p.m. Exhibitor registration	7:30 a.m.-7:30 p.m. Attendee and exhibitor registration open	7:30 a.m.-7p.m. Attendee and exhibitor registration open	7:30 a.m.-12:30 p.m. Attendee and exhibitor registration open
Noon-7:30 p.m. Attendee registration	7:30-8:30 a.m. Continental breakfast	7:30-8:30 a.m. Continental breakfast	9:30 a.m.-1:30 p.m. Expo open
8 a.m.-5:45 p.m. Exhibitor move-in	10:45 a.m.-5 p.m. Expo open	10:30 a.m.-4:30 p.m. Expo open	9:30-10:30 a.m. Refreshment break with exhibitors
5-6 p.m. New member orientation (exhibitor representatives new to Staffing World 2007 are invited.)	10:45-11:45 a.m. Refreshment break with exhibitors	10:30 -11:30 a.m. Refreshment break with exhibitors	11:45 a.m.-1:30 p.m. Expo finale luncheon
6-8 p.m. Welcome Reception and Grand Opening of Expo hall reception with exhibitors	1-3 p.m. Expo luncheon 5:15-7 p.m. Networking Reception	3-4 p.m. Refreshment break with exhibitors	1:30- 6 p.m. Expo move-out 7 p.m.-Midnight Grand Banquet (separate ticket may be required depending on individual registration package)

**Exhibitors at Staffing World 2006 (sold out third year in a row!)**

AbsoluteHire	Services Inc.	.Jobs	SnagAJob Inc.
Advance	Crusader Financial Group	Joint Commission on	Sovren Group Inc.
AeroFund Financial Inc.	CTK Insurance Services	Accreditation of Healthcare	Staff Brokers Inc.
Agency 128	Damian Services Corp.	Organizations	<i>Staffdigest</i>
AGR Financial LLC	Daxtra Technologies Inc.	JPMorgan Chase	Staffing Accreditation
AIG Temporary Staffing Solutions	De Bellas & Co.	Kenexa Prove It	Standards
Akken Inc.	Dice.com	Liberty Alliance	Staffing E-Trainer
AmazingMail	dotStaff LLC	Lighthouse Underwriters LLC	Staffing Industry Analysts Inc.
American Background	Drug Testing Service	LSQ Funding Group LC	Staffing Lines
Information Services Inc.	eEmpACT Software	LyonsOdell	StaffingU
American Bio Medica Corp.	The <i>Employment Guide</i>	Madison Resource Funding	StaffMetric LLC
Amerisource Staff Funding	Esprit Capital Advisors	Medical Staffing Consultants	StartMed Staffing
The Anderson Agency	Essential StaffCARE	Inc.	Sterling Resource Funding corp.
Answers@work	Evergreen Funding Corp.	MicroStaffer-DCT Computer	Sterling Testing Systems Inc.
AP Technology	First Advantage Corp.	Systems Inc.	Stonebridge Financial Advisors
APS Inc. / Smart Search Online	Franklin Capital Corp.	Money Network	Talent Secure
APSI	Frontline Placement Technologies	Monster	TALENThire.com
Armed Forces Connection	General Information Services	National Background Data	TALX Corp.
Associated Receivables Funding Inc.	Global Cash Card	Net-Temps Inc.	TempPay
Assurance Agency Ltd.	Global Creditors Network	New Century Financial	TempWorks Software
AST	Global Paycard Corp. / Kittrell Cos. Inc.	Newbury Consulting Group	Textron Financial Systran
Automated Business Designs Inc.	Greatland Corp.	Noble Medical Inc.	Financial Services
Backgroundchecks.com	Greenfield Software Inc.	The Omnia Group	TFI Resources
Barrow Group LLC	Growth Capital Partners	Pearce Financial Group Inc.	The PEO Pro
Benefits-in-a-Card	Gulf Coast Business Credit	People 2.0 Inc.	Thevirtualsealescoach.com
Bibby Financial Services Inc.	Haley Marketing Group	Personnel Profiles Employment	TimeCentre
Bond International Software Inc.	HirEase Inc.	Screening Inc.	TKO Systems Ltd.
The Boon Group	HireDesk	PJP Insurance Agency	TPG Commercial Finance,
Branan Medical Corp.	iLeader Risk Management Solutions	Premier Computer Systems, Inc.	Staffing Finance Division
Bridge Finance Group	Immigration House Call	Presenting Solutions	Transtar Insurance Brokers
Bridgeware Systems Inc.	InfoMart Inc.	PRN Funding LLC	Tricom Funding / WinFunds
Bullhorn Inc.	Innovative Risk Services Inc.	R.A. Cohen Consulting	Truescreen Inc.
Business Training Library	Insight Worldwide	Rapid PayCard	UpWrite Press
Call-Em-All	Instant Technologies Inc.	RealTime Services	VCG Inc.
Capital TempFunds	InstaStaff	Reliance Standard Life	Verified Person Inc.
CareerBuilder.com	Insured Benefit Plans Inc.	RembrandtAdvantage	Vurv Technology
CDYNE Corp.	Intelius	Risk Control Services	Wachovia Insurance Services
CedarCrestone	InterDyn-Professional	Risk Strategies Co.	Wausau Signature Agency
ChoicePoint	Advantage	Risk Transfer Holdings LLC	Wells Fargo Business
Clearview Staffing Software Inc.	International Staffing University,	Riviera Finance	Credit-Factoring
Clovis & Roche Inc.	division of Seminars by the	Rx Outreach	Wells Fargo Century
COATS	Sea	SearchExpo	Work First Casualty Co.
Comprehensive Information	Jackson Hewitt Tax Service	Society for Human Resource	WorkRecords
	JobDiva Inc.	Management	World Wide Facilities Inc.
		Skilmatch Staffing Systems Inc.	Yahoo HotJobs
		Skylight Financial Inc.	YouveGotContacts.com
		Smith Bell & Thompson Inc.	



Oct. 9-12 • San Antonio  
ASA Convention & Expo

# EXHIBIT SPACE APPLICATION & CONTRACT

## Exhibitor Representative

This is an application for exhibit space and a contract for its use and is not a Staffing World 2007 exhibitor registration form. Entrance to the expo hall is by Staffing World official badge. All exhibitor personnel will be required to register and pay any applicable fees. Two complimentary full expo registration packages for full-time employees of the exhibiting company are included with the rental of each 10-foot-by-10-foot booth. Discounted registration rates for additional exhibitor company full-time employees will be available. Exhibitor registration forms will be provided following confirmation of exhibit space.

Company name \_\_\_\_\_

Contact name \_\_\_\_\_ Title \_\_\_\_\_

Address (no PO boxes) \_\_\_\_\_

City, state, ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

I am the official representative of the exhibitor and have the authority to act on behalf of the exhibitor in all matters relating to Staffing World 2007 and the ASA expo. I understand that all information regarding the expo will be sent only to me, and that it is my responsibility to provide the information to other persons within the company. I understand that this application and the Exhibit Space Terms and Conditions included with this application together will constitute the agreement between the exhibitor and ASA upon acceptance of the application by ASA. The exhibitor agrees to abide by all terms and conditions of the agreement.

## Booth Selection

Booth assignments are based on the ASA priority point system (see Exhibit Space Terms and Conditions). Please list your preferred booth location (see enclosed floor plan).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

If there are companies you would prefer to not be near, please list them here. ASA will honor such requests as much as possible.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

If there are companies you would prefer to be near, please list them here. ASA will honor such requests as much as possible.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

ASA reserves the right to rearrange exhibit space or adjust the floor plan in its own judgment to accommodate the best interests of the expo.

## Space Reservation

Standard exhibit space 10-foot-by-10-foot inline booth:	\$2,400 ea. x _____	booths = \$ _____
Premium exhibit space per 10-foot-by-10-foot standard booth add:	\$500 ea. x _____	booths = \$ _____
Island exhibit space 20-foot-by-20-foot booth:	\$16,400 ea.	\$ _____
Island exhibit space 20-foot-by-30-foot booth:	\$24,600 ea.	\$ _____
Island exhibit space 20-foot-by-40-foot booth:	\$32,800 ea.	\$ _____
Nonmembers add 50%		<b>TOTAL DUE \$ _____</b>

Check enclosed (payable to American Staffing Association) for \$ \_\_\_\_\_

Charge \$ \_\_\_\_\_ to  American Express  MasterCard  Visa

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

**All applications must include full payment plus any outstanding amounts due to ASA. Applications received without full payment or all four pages of this exhibit space application and contract with pages 2 and 3 initialed and dated and page 4 signed and dated will not be processed.**

## Submission Information

Please submit form and payment to Lois F. Brand, CEM, director of sales, via fax to 703-253-2053, or via mail to American Staffing Association, 277 S. Washington St., Suite 200, Alexandria, VA 22314-3675. Questions? Contact Lois at 703-253-2040 or lbrand@americanstaffing.net.

## Terms and Conditions

Staffing World is the site of the American Staffing Association expo, a trade show that provides an opportunity for businesses to market their products and services to the staffing industry. These terms and conditions have been developed to give each exhibitor an opportunity to present its products or services in the most effective manner to the target audience and to ensure that all exhibitors are treated fairly and equitably.

### Venue

Staffing World 2007 will be held Oct. 9–12, at the Henry B. Gonzalez Convention Center, 200 E. Market St, San Antonio, TX 78205, phone 210-207-8500, toll-free 877-504-8895, fax 210-223-1495. The official general service contractor is Hargrove Inc., One Hargrove Dr, Lanham, MD 20760, phone 301-306-9000, fax 301-306-9318.

### Exhibit Space Applications

Any company that is an ASA associate member or eligible for associate membership may submit an application to exhibit at the expo. ASA will not accept applications from companies whose purpose in exhibiting is to recruit the regular employees of staffing firms, or to buy or sell staffing firm interests, franchises, or licenses. ASA has the right to approve applications to exhibit and may reject or revoke any application if, in ASA's sole judgment, the applicant is not eligible to exhibit or the product or service is not appropriate for the expo. All applications must include full payment of the applicable booth fee plus any outstanding amounts due to ASA. Applications received without full payment or all four pages of this exhibit space application and contract with pages 2 and 3 initialed and dated and page 4 signed and dated will not be processed.

### Space Assignments (Priority Points)

Space assignments are made based on the ASA priority point system. A company is awarded five points for each year as an ASA associate member, five points for each year as an ASA exhibitor, five points for every \$1,000 contracted and fulfilled for advertising, and five points for every \$1,000 contracted for sponsorships with ASA from Feb. 28, 2006, to Feb. 28, 2007. If two or more exhibitors have the same number of

priority points, then exhibit space will be assigned according to the date the exhibit space rental application and payment were received by ASA. If two or more exhibitors have the same number of priority points and the applications were received on the same date, then the priority will be determined by lottery. When companies are merged, acquired, or bought, the point total of the company with the highest number of priority points will be treated as the point total of the combined entity. Exhibit space will be assigned according to ASA's priority point system to all companies whose exhibit space rental applications are received by Feb. 28, 2007. After that date, exhibit space will be assigned on a first-come, first-served basis. Companies whose applications are received after July 27 will not be included in the convention book. ASA reserves the right to rearrange exhibit space or adjust the floor plan in its own judgment to accommodate the best interests of the expo. The floor plan maintained by ASA shall be the official floor plan of the expo. ASA may make changes at any time to accommodate the needs of the expo.

### Subletting Space

No exhibitor shall assign, sublet, or apportion the whole or any part of the space assigned, or have representatives, equipment, or materials from companies other than its own firm in the exhibit space.

### Cancellations of Exhibit Reservations

All exhibit cancellations must be made in writing and submitted to Lois F. Brand, CEM, director of sales, via e-mail at lbrand@americanstaffing.net, via fax at 703-253-2053, or via mail at American Staffing Association, 277 S. Washington St., Ste 200, Alexandria, VA 22314-3675. Full refund of the booth fee will be made if the space reservation is cancelled by April 3, 2007. Fifty percent of the fee will be refunded if the space reservation is cancelled by June 30. No refunds will be given for cancellations after June 30 or for no-shows.

### Admission to Expo Hall

Admission to the ASA expo will be by official ASA name badges only. Badges must be worn at all times, including during setup and teardown. **All exhibitor personnel must**

**register with ASA and pay appropriate fees.** Each 10-foot-by-10-foot exhibit space rental includes two complimentary expo registration packages. Additional exhibitor personnel receive an exhibitor discount on any registration package. The complimentary expo registration packages and the exhibitor discount fees are only available to individuals employed full-time by the exhibitor, not to consultants, clients, or guests for whom the exhibitor is purchasing registrations. Consultants, clients, and guests of exhibitors must register with ASA and pay appropriate fees to enter the exhibit hall at anytime. Exhibitors may not occupy their exhibit space outside of scheduled exhibit hours, except during setup and teardown. Exhibit space may not be used as a meeting place outside of scheduled exhibit hours. Exhibitor personnel will be allowed to enter the expo hall 60 minutes prior to each exhibit session to set up or prepare their display. Exhibitor personnel must exit the expo hall within 30 minutes of the stated close of the show on each day, except for teardown.

### Setup

Shipments of displays and exhibit materials arriving before the first setup day must be sent to Hargrove Inc., and must arrive prepaid. No shipments will be accepted at the show site before the first setup day. Exhibitors will be solely responsible for any and all charges related to the shipment and handling of freight delivered to and from the service contractor or the show site. Hargrove Inc. provides freight handling service. Exhibit material, packages, and shipments cannot be received at the Henry B. Gonzalez Convention Center unless deliveries are made on move-in days. Otherwise, deliveries will be returned to the shipper at the exhibiting company's expense. If erection of any crated exhibit has not been started at least one hour before the opening of the expo and no arrangement for setup has been made, ASA shall order the exhibit to be erected and the exhibitor shall pay all charges incurred. ASA shall not be liable for any damages that may occur during this exhibit setup. Any space not claimed and occupied by 4 p.m. on Oct. 8, for which no special arrangements have been made, may be reassigned by ASA without obligation

I have read the terms and conditions and agree to abide by them. Initials of exhibitor representative \_\_\_\_\_ Date \_\_\_\_\_

on the part of ASA for any refund whatsoever. All displays must be in place and display materials, cartons, and refuse removed from the aisles by 5 p.m.

### **Teardown**

An exhibitor shall not dismantle its display or begin teardown before the close of the ASA expo at 1:30 p.m. on Oct. 12. If an exhibitor begins teardown before 1:30 p.m. on Oct. 12 without the written consent of ASA, that exhibitor will be penalized 20% of its booth rental charges. Exhibitor agrees to dismantle its display as soon as practical after the close of the ASA expo. In no event shall an exhibitor allow its display materials to remain in the exhibit areas after 6 p.m. on Oct. 12. The times for the closing of the expo, the beginning of teardown, and the vacating of the hall are tentative and subject to change. If such display materials remain on the premises after such time, ASA may remove same, and exhibitor shall be liable for any fees and agrees to pay all costs for dismantling and storage. ASA shall not be liable for any damage to the display or materials due to their removal or storage. An exhibitor representative must remain in the exhibit area until the exhibitor's display materials are secured. All products are to be securely packed before leaving the expo hall. Show management has the responsibility to see that Hargrove Inc. makes appropriate arrangements and provides sufficient labor so those move-in and move-out schedules will be followed per contract. This is necessary so that move-in and move-out times are not affected and so additional rental charges can be avoided. ASA and Hargrove Inc. cannot assume responsibility for any exhibit materials left unattended in the exhibit hall during teardown.

### **Exhibit Space Provisions and Regulations**

Standard equipment provided by ASA for all inline 10-foot-by-10-foot exhibit space rentals includes eight-foot-high curtain backwall, three-foot-high curtain sidewalls, and one 7-by-44-inch identification sign. ASA does not provide any standard equipment for 20-by-20-foot island space rentals or larger island booth space rentals. Additional furniture and services customarily required by exhibitors will be available for advertised fees from Hargrove Inc. or the Henry B. Gonzalez

Convention Center, and will be fully explained in the exhibitor service manual, which Hargrove Inc. will provide to all exhibitors upon confirmation by ASA of reserved booth space. All inline and perimeter exhibits must be confined to a maximum height of 10 feet. All display fixtures over four feet in height must be confined to the area that is within four feet of the back line of the exhibit space or within a four-foot radius of the center point of an island. All island displays must be preapproved by ASA. Plans must be submitted to ASA's director of sales for review by Aug. 1. Island exhibits 20-feet-by-20-feet or larger must be confined to a maximum height of 16 feet. Width of exhibit spaces shown on the official floor plan is measured from the center of side rails, and depth is the overall measurement from the face of the front post to the back of the rear post. Exhibit structures must be constructed to allow sufficient tolerance on all sides from curtain sidewalls and backwall. Exhibitors must allow ample room at the back of the booth for access to electrical wiring. At least 12 inches is recommended. All exhibits must be freestanding. No bolts, screws, hooks, or nails shall be driven into or otherwise attached to the walls or floor of the exhibit areas. No part of the display may be attached to the walls or floor of the exhibit areas, nor attached to or otherwise secured to the curtain backwall or sidewalls. In addition, no decals or other adhesive materials shall be applied or affixed to the walls, pillars, or floor of the exhibit area. Hanging signs must be finished on all sides. Exhibitor must receive written permission from ASA to include a hanging sign as part of its display. Dollies, carts, and other such devices will not be permitted on the exhibit floor during exhibit hours without the written consent of ASA. ASA reserves the right to finish off any and all unsightly booth areas, including but not limited to unfinished backwalls, unfinished sidewalls, or exhibit displays, at the expense of the exhibitor.

### **Operation and Use of Exhibit Space**

Exhibitors are not allowed to obstruct the view of, occasion injury to, or otherwise adversely affect the displays of other exhibitors. Exhibitor personnel may not enter the exhibit space of another exhibitor and at no time may enter an exhibit space

that is not staffed, except their own. Exhibitors shall confine their activities to the exhibit space granted pursuant to the exhibit space rental agreement. Attendants, models, robots, and employees must confine their activities to the exhibit space occupied by the exhibitor. Exhibitors shall not, without consent of ASA, distribute or permit to be distributed any advertising matter, literature, souvenirs, or promotional material in or around the exhibit areas except from their own allotted exhibit space. Nonexhibitors may not distribute any advertising matter, literature, souvenirs, or promotional material in or around the exhibit areas. Exhibitors shall not post any sign of any description anywhere in the convention facility except within the confines of the exhibit space assigned. Exhibitors are responsible for all damages to property caused by themselves or their personnel, including any misuse of any item distributed from their booth on a promotional basis to attendees. Should such damage occur, the exhibitor is liable to the owner of the damaged property. Exhibitor further agrees to indemnify and hold ASA harmless against any and all claims that may arise because of damage to the premises caused by exhibitor's display. ASA is the final authority on all matters relating to operation and use of exhibit space.

### **Audiovisual Equipment**

Video equipment; movie, LCD, or slide projectors; audio players; computers; or other sound equipment used in the exhibit space must be self-contained and fireproof. The sound on any audio equipment must be kept at a volume not to exceed that of normal conversation or 80 decibels. Such equipment must not interfere with neighboring exhibitors and must not exceed the height limitations of the exhibit space. Any video or computer display must be devoted exclusively to the business of the exhibitor. ASA will not be responsible for obtaining any audiovisual equipment needed. ASA reserves the right to restrict the use of glaring or irregular lighting effects. No exhibitor shall show any goods or apparatus in operation if the same are noisy or objectionable to surrounding exhibitors or ASA. Exhibitors may not use the equipment in the Communication Station for product demonstrations.

**I have read the terms and conditions and agree to abide by them. Initials of exhibitor representative \_\_\_\_\_ Date \_\_\_\_\_**

**Food and Beverage Service**

Exhibitors may provide food and beverage service, when ample bussing is contracted, in their assigned exhibit space with the exclusion of popcorn or alcoholic beverages by arrangement with the Henry B. Gonzalez Convention Center exclusive catering contractor, and are not permitted to bring outside food and beverage into the exhibit hall. Exhibitors should refer to the order form included in the exhibitor service manual distributed by Hargrove Inc.

**Hospitality Functions and Suites**

Staffing industry-related events, including educational, business, or social functions occurring from Oct. 7 to Oct. 13 in the Henry B. Gonzalez Convention Center, the San Antonio Marriott Rivercenter, and the San Antonio Marriott Riverwalk must be approved in writing by ASA. A fee of \$1,500 will be due to ASA for any room usage at the Henry B. Gonzalez Convention Center, the San Antonio Marriott Rivercenter, and the San Antonio Marriott Riverwalk during these dates—consult the Staffing World 2007 hospitality form. No event may compete with official convention activities scheduled before 6 p.m., the Welcome reception, the industry leader event, or the grand banquet.

**Nonendorsement**

The exhibiting of services, products, or equipment at the ASA expo does not constitute an endorsement by ASA of such services, products, or equipment. Exhibitor is not permitted to represent in any manner that its goods or services have been endorsed by ASA.

**Fire Regulations**

Exhibitors must conform to all standard fire codes of the host city. Exhibitors shall not allow their displays to block the view of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment. The use of helium filled

balloons or inflated decorative devices are prohibited in the expo hall.

**Security**

ASA will provide security personnel in the exhibit hall during setup and teardown, and during the show. However, exhibitors that desire additional security to protect their individual property should coordinate with Henry B. Gonzalez Convention Center for approved security service providers before the expo.

**Liability**

ASA, Hargrove Inc., and the Henry B. Gonzalez Convention Center, and the officers, agents, employees, representatives, and/or individuals connected with these parties assume no responsibility for any loss or damage of exhibitor's property due to theft, vandalism, water, fire, accident, or any other causes. Each exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to the exhibitor's displays, equipment, and other property brought upon the premises of the show site, and shall indemnify and hold harmless ASA, Hargrove Inc., the Henry B. Gonzalez Convention Center, and any authorized representative, agent, or employee of the foregoing of any and all losses, damages, and claims from any cause whatsoever by reason of the use of the exhibit space by the exhibitor or its assigns. In holding the show, ASA does not act as agent of the exhibitor, Hargrove Inc., the Henry B. Gonzalez Convention Center, or any other party. Exhibitor will provide ASA with a certificate of insurance or an affidavit that it carries \$1,000,000 in liability insurance applicable to its exhibiting at Staffing World 2007 by Sept. 1.

**Inability to Exhibit Due to Expo Cancellation or Interruption**

Neither party shall be liable for failure to perform its obligations under this agree-

ment if the expo is cancelled or interrupted due to events beyond its reasonable control, including, but not limited to, strikes, terrorism, riots, wars, fire, acts of God, and acts in compliance with any applicable law, regulation, or order (whether valid or invalid) of any governmental body, except that exhibitor will be charged pro rata for any productive use of the exhibit space before or after such event. Individual acts of theft or vandalism resulting in loss of or damage to exhibitor's property shall not be considered an event covered by this paragraph.

**Entire Agreement**

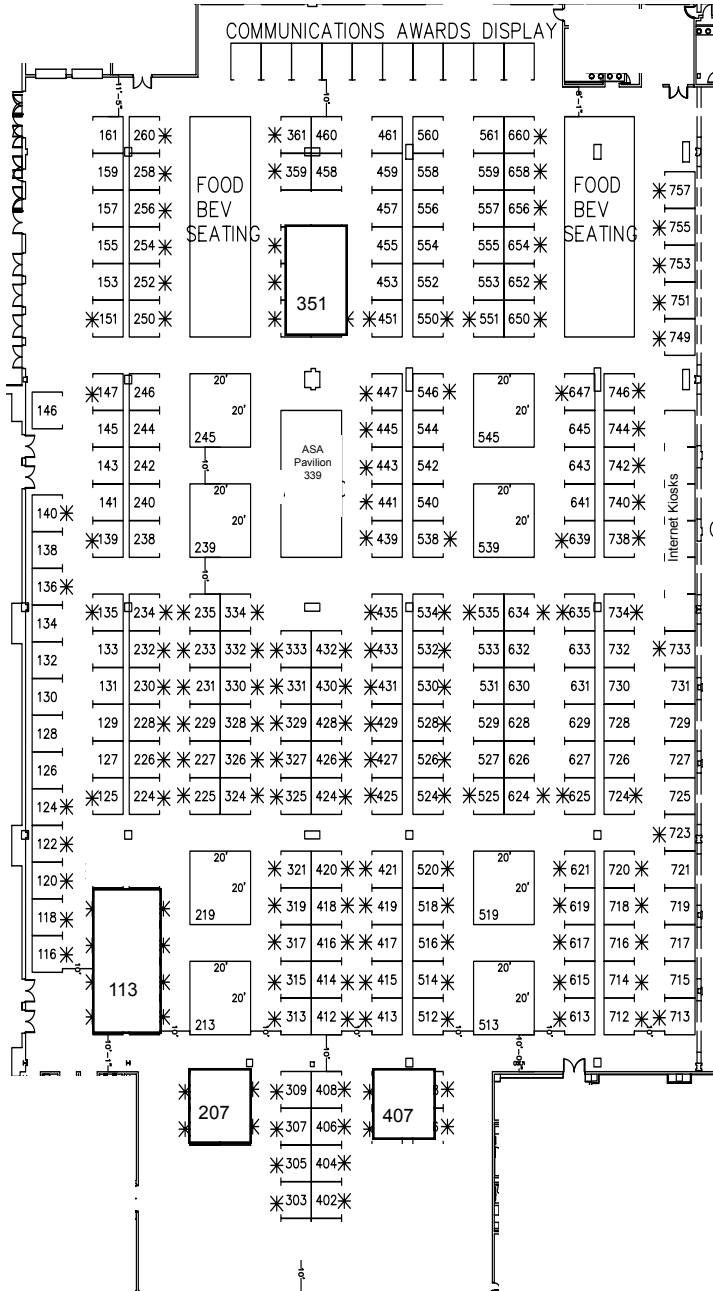
The provisions of the exhibit space rental application and these terms and conditions represent the entire agreement between the exhibitor and ASA, and there are no other agreements, understandings, representation, or warranties. Any modification of the agreement must be agreed to in writing by the exhibitor and ASA. This agreement cannot be assigned or otherwise transferred by an exhibitor, unless permission is granted in writing by ASA. The rights of ASA under this agreement shall not be deemed waived except as specifically stated in writing signed by an authorized officer of ASA. This agreement and the rights of the parties hereunder shall be governed by and construed in accordance with the laws of Virginia without regard to choice of law rules. Any action brought by the exhibitor to enforce the terms of the contract may be brought only in a court having a situs within the state of Virginia and the exhibitor hereby expressly consents to the in personam jurisdiction of any such court. ASA may, however, elect to enforce its rights in any proper jurisdiction. ASA shall be entitled to recover the costs, including reasonable attorney's fee and/or collection fees, in any action brought to enforce this contract or its rights hereunder.

**I have read the terms and conditions and agree to abide by them.**

**Signature of exhibitor representative** \_\_\_\_\_ **Date** \_\_\_\_\_

# EXPO HALL FLOOR PLAN

## Henry B. Gonzalez Convention Center Exhibit Hall B



### How to Read the Floor Plan

In this example, Booths 535 and 634 are premium booths and Booths 533, 531, 529, and 527 are standard booths.

Premium booths are indicated with an asterisk (\*). A premium fee of \$500 is added to the standard fee of \$2,400 per 10-foot-by-10-foot booth. Rental fee of island space of a 20-foot-by-20-foot booth is \$16,400, a 20-foot-by-30-foot booth is \$24,600, and a 20-foot-by-40-foot booth is \$32,800.

*Nonmembers add 50%.*

Please indicate your preferred booth location on the Exhibit Space Application & Contract in the section titled Booth Selection.

**Main Expo Entrance**

# CONVENTION BOOK ADVERTISING

## Broaden Your Exposure

Drive traffic to your booth by purchasing a full-page ad in the Staffing World 2007 convention book. All attendees receive the convention book, which includes the complete convention agenda, maps of the convention center and hotels, workshop descriptions, the expo hall floor plan, exhibitor listings, communications awards winners, and ASA leadership.

Extend your reach into the expo hall and beyond with your convention book ad. Your cleverly designed ad incorporating your company's logo, look, and message will be a powerful road map when you boldly add your booth number. This helps attendees locate your booth in the expo hall and at the same time allows them to connect with your marketing message.

Your ad will remind attendees of your services and bring them to you during and after the event. Attendees routinely retain the convention book and use it as a ready reference throughout the year for locating goods and services to run their staffing companies. Your convention book ad will produce results at Staffing World and in the months to follow, reinforcing your brand and visibility.

## Payment

Full payment due with contract. Contracts accepted until **July 27**. Ad materials due by **Aug. 6**.

Full-page, four-color	_____	insertions x \$2,500	_____
Full-page, black and white	_____	insertions x \$1,900	_____
Inside back cover, four-color		\$3,500	_____
Inside front cover, four-color		\$3,750	SOLD
Back cover, four-color		\$4,000	SOLD
<i>Nonmembers, add 50%</i>			
		TOTAL DUE	_____

*No agency commission is offered for convention book advertising.*

Check enclosed (payable to American Staffing Association) for \$ \_\_\_\_\_

Charge \$ \_\_\_\_\_ to  American Express  MasterCard  Visa

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

## Signature

Signature below constitutes advertiser/agency agreement to the terms, conditions, and regulations of this contract and the associated advertising specs.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

## Submission of Contract, Payment, and Ads

Please submit contract, payment, and ads to Lois F. Brand, CEM, director of sales, American Staffing Association, 277 S. Washington St. Suite 200, Alexandria, VA 22314-3675, fax: 703-253-2053, e-mail: lbrand@americanstaffing.net. Questions? Contact Lois at 703-253-2040.

*continued on next page*

## Terms and Conditions

- This contract contains the entire agreement between the parties and supersedes any other written or oral representations or agreements. All payments are nonrefundable.
- Cover positions are accepted on a first-come, first-served basis.
- All advertising material is subject to ASA approval. ASA accepts the advertising placed by advertising agencies on behalf of their clients under the rules of agency as defined in the Uniform Commercial Code. As such, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. Failure on the part of an advertising agency to pay for space ordered does not release the client company from obligation to pay for all costs contracted on its behalf. No agency commission is offered for convention book advertising. All convention book advertising must be prepaid.
- ASA reserves the right to determine the suitability of all ads submitted for publication or distribution, and to reject advertising that does not meet its editorial or production criteria. ASA will not accept advertising to recruit the regular employees of staffing firms, or to buy or sell staffing firm interests, franchises, or licenses.

### Dimensions

Live area: 7 1/2 inches by 10 1/8 inches  
Trim size: 8 1/4 inches by 10 7/8 inches  
Bleed size: 8 1/2 inches by 11 1/8 inches

Full-page and cover nonbleed ads: create file at live area size

Full-page and cover bleed ads: create file at trim size and add 1/4 inch for the bleed

Please ensure that all text and graphics fall within the live area of the page.

*Staffing Success* ads may be picked-up.

### Format for Digital Files

ASA prefers to receive digital materials for convention book advertising in the following accepted formats.

Preferred format:

Macintosh platform: QuarkXPress (4.0 or greater). File supplied (in native application) with all supporting fonts, artwork, and logos (including nested fonts and art). If using Quark 6.0 for Mac, do not use ".d" fonts under OSX.

Other accepted formats:

- Adobe Illustrator: with type converted to outlines, saved as EPS, and with all linked files
- Adobe In Design, embedded graphics saved as TIFF or EPS
- Macromedia Freehand: with type converted to paths, saved as EPS, and with all linked files
- Adobe Photoshop: saved as TIFF or EPS
- Adobe PageMaker: any embedded graphics must also be submitted as separate files

- Print-optimized PDFs with embedded fonts.

Other applications will not be accepted.

### Fonts and Artwork

All printer and screen fonts, including fonts embedded in art files, must be supplied. Please include the font suitcase in addition to the actual font versions you are using. Character styles (such as bold, italic, etc.) should not be applied in the file application (applied styles will often default when processed for printing); use a postscript font in the appropriate style.

### Scans

Line art should be provided at 900 dpi in TIFF format. 4C images should be provided at 300 dpi, CMYK (not RGB). All scanned images must be saved as TIFF or EPS. Scan your photograph or transparency as close to the actual reproduction size as possible—a 20% margin plus or minus is optimum. For efficient processing of your ad, please avoid sending unnecessarily large high-resolution files.

### Required Materials

- File of the ad (e.g., QuarkXPress file).
- All support files that are incorporated into your ad (e.g., logo scans, images).
- The screen and printer fonts used in your ad. Fonts need to be included even if the ad is saved as an EPS file. Also include all embedded fonts contained in nested graphics such as logos.
- A full size hard-copy printout of the ad you are supplying. If the ad is in color, please supply a color print.
- If the ad contains 4C scanned images or builds of three or more colors, provide a laminated or high-end digital color proof (Iris or Kodak Approval).

ASA is not responsible for shifts in color due to differences between the file and the proof.

### Compatible Media

Mac/PC Formatted CD ROM (CD-R, CD-RW), Magneto Opticals (5 \*\*: 650MB, 1.3GB, 2.3GB, 2.6GB, 3 \*\*: 128MB), Zip Disk (100 MB, 250 MB).

ASA reserves the right to reject improperly prepared materials. Materials not meeting the above specifications will be returned to the advertiser for correction, or may be altered to meet these specifications. Such alterations will be charged to the advertiser at cost plus 50%.

### Questions

If you have questions about the materials you are providing, contact Lois F. Brand CEM, director of sales, at 703-253-2040 or lbrand@americanstaffing.net.

Materials must be received by **Aug. 6.**

# STAFFING WORLD

2 0 0 7

Education • Expo • Networking • Fun

Oct. 9–12 • San Antonio  
ASA Convention & Expo

## DIRECT MAIL CONTRACT

### ASA Active Member Headquarters Offices Mailing List or Staffing World Pre-Registration List Rental Order Form

Staffing World 2007 Exhibitors receive a discounted rate. Order two list rentals and receive a third list rental for free.

COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

TITLE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP+4 \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEB SITE \_\_\_\_\_

ASA offers lists for direct mail advertising only. The lists are for *one-time use only*. The list renter shall not store or reproduce the rented ASA list in any manner or medium, and multiple usage of the list is considered a breach of contract.

All rates are for members only. Nonmembers add 50%. Lists are delivered via e-mail (to contact at address above unless otherwise specified). All lists are nominally seeded. While ASA regularly updates its database as soon as possible with information about changes in company names and contacts, and office moves and closures, it does not warrant the accuracy of its lists.

ASA must receive with your contract a copy of your mailing for approval. Sample may be provided as a PDF. ASA reserves the right to determine the suitability of all ads submitted for publication or distribution. ASA will not accept advertising to recruit the regular employees of staffing firms, or to buy or sell staffing firm interests, franchises, or licenses. This contract contains the entire agreement between the parties and supersedes any other written or oral representations or agreements.

Please check mailing list requested. Except as noted below, all lists include company name and address only.

**ASA Active Member Headquarters Offices**—includes contact name (approximately 1,100 records) **\$995—Staffing World 2007 Exhibitor rate \$497.50**

**Staffing World Pre-Registration List**—available after September 10  
—Staffing World 2007 Exhibitor rate \$497.50

**Yes, I am a Staffing World 2007 exhibitor and I wish to rent two list rentals and receive a third rental free.**

#### LIST DELIVERY

Lists are provided as an Excel spreadsheet.

#### SUBMISSION

Direct all samples, contracts, and inquiries to

Lois F. Brand, CEM  
Director of Sales  
American Staffing Association  
277 S. Washington St, Suite 200  
Alexandria, VA 22314-3675  
703-253-2040  
703-253-2053 fax  
lbrand@americanstaffing.net

#### PAYMENT (All payments are nonrefundable.)

TOTAL \$ \_\_\_\_\_

Date \_\_\_\_\_  Check enclosed

American Express  MasterCard  Visa

Exp. date \_\_\_\_\_

Card number \_\_\_\_\_

Cardholder name \_\_\_\_\_

Billing address \_\_\_\_\_

City, state, ZIP \_\_\_\_\_

Daytime phone \_\_\_\_\_

Evening phone \_\_\_\_\_

Signature \_\_\_\_\_

#### SIGNATURE

Signature below constitutes advertiser/agency agreement to the terms, conditions, and regulations specified herein.

Signature \_\_\_\_\_

Name (printed) \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

## DEADLINES AND REMINDERS

### Feb.

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#### Feb. 28

- Contract and payment due to participate in priority points booth location placement. ASA associate membership dues payment required to receive discounted exhibit rates.

### April

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#### April 3

- A full refund of the booth rental fee will be given to exhibitors submitting written cancellation of their exhibit space on or before this date.

### June

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#### June 29

- Exhibitors that have submitted complimentary exhibitor listings forms and full payment of their exhibit space will have their listings included in the September–October issue of *Staffing Success* and the convention book.

#### June 30

- A 50% refund of the booth rental fee will be given to exhibitors submitting written cancellation of their exhibit space on or before this date. No refund will be made for booth space cancellations after this date or for no-shows.

### July

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#### July 11

- Advertising contracts due for September–October issue of *Staffing Success* magazine.

#### July 27

- Exhibitors that have submitted complimentary exhibitor listings forms and full payment of their exhibit space will have their listings included in the convention book.
- Convention book advertising contracts and payment due.

### August

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#### Aug. 1

- September–October issue of *Staffing Success* magazine ad materials due.
- SELECT EXHIBITORS IN 20-FOOT-BY-20-FOOT OR LARGER BOOTH SPACE:** ASA to receive your island display booth plans for review.

#### Aug. 6

- Convention book ad materials due.

#### Aug. 9

- Exhibitor service manual will be mailed to exhibitors.

### Sept.

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#### Sept. 10–Oct. 5

- Advance warehouse shipments to arrive in San Antonio

#### Sept. 15

- Advertising contracts due for November–December issue of *Staffing Success* magazine.

#### Sept. 25

- Deadline to place advance orders for exhibitor services at a discount with Hargrove Inc.

### Oct.

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#### Oct. 1

- November–December issue of *Staffing Success* magazine ad materials due.

#### Oct. 9

- Staffing World exhibitor registration is open 7:30 a.m.–7:30 p.m.
- Exhibit setup 8 a.m.–5:45 p.m.
- All exhibits to be set up by 5:45 p.m.
- Reception for First-Time Attendees and New Members (to include exhibitors), 5–6 p.m., subject to change
- Welcome Reception and Grand Opening of Expo Hall with exhibitors, 6–8 p.m., subject to change

#### Oct. 10

- Expo open 10:30 a.m.–6 p.m., subject to change

#### Oct. 11

- Expo open 10:30 a.m.–4:30 p.m., subject to change

#### Oct. 12

- Expo open 9:30 a.m.–1:30 p.m., subject to change
- Expo teardown 1:30–6 p.m.