

EXHIBITOR PROSPECTUS OVERVIEW

The World’s Largest Staffing Industry Marketplace

Staffing World 2009 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. Act quickly so you can get the best placement for your exhibit space. Staffing World 2009 will be held Oct. 20–23 at the Orlando World Center Marriott Resort & Convention Center, 8701 World Center Dr., Orlando, FL.

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 clients, establish relationships with potential clients, and network with the influentials in the industry.

The American Staffing Association

The American Staffing Association promotes legal, ethical, and professional practices for the \$87 billion U.S. staffing industry. ASA members account for 85% of U.S. staffing industry sales and operate more than 15,000 offices throughout the nation. Some 2.7 million Americans go to work for U.S. staffing companies every business day.

Founded to promote flexible employment opportunities and ensure the quality of staffing services, ASA has been the voice of the U.S. staffing industry since 1966. Members provide a wide range of employment services and solutions, including temporary and contract staffing, recruiting and permanent placement, outplacement and outsourcing, training, and human resource consulting. ASA and its affiliated chapters promote the interests of the industry through legal and legislative advocacy, public relations, education, and the establishment of high standards of ethical conduct.

Staffing Services Provided By ASA Members	Percent Providing	Occupations and Skills Offered By ASA Members	Percent Providing
Temporary help	86	Office-clerical	71
Temporary to hire	78	Professional-managerial	51
Recruitment and placement	70	Industrial	51
Long-term and contract help	48	Technical	36
Payrolling	32	Information technology	30
Human resource consulting	16	Health care	26
Managed services	10	Other	17
Professional employer organization (PEO) or employee leasing	4		
Outplacement	3		

Exhibit Space Rental Rates

Standard exhibit space: each 10-foot-by-10-foot inline booth is \$2,500. Multiple 10-foot-by-10-foot booths may be rented to create larger inline exhibits. Multiply number of booths by the single booth fee to determine the price, plus premium, if applicable.

Premium exhibit space is an additional \$500 per 10-foot-by-10-foot booth. Premium exhibit space is located in higher-traffic areas, near expo attractions, and at corners. Premium locations are differentiated on the floor plan.

Island exhibit space 20-foot-by-20-foot booth: \$16,800 each.

Island exhibit space 20-foot-by-30-foot booth: \$25,200 each.

Island exhibit space 20-foot-by-40-foot booth: \$33,600 each.

What Is Included in Your Exhibit Space Rental

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

- Eight-foot-high curtain backwall and three-foot-high curtain sidewalls.
- One seven-inch-by-44-inch identification sign.
- Two complimentary full expo registration packages, which provide entry to expo hall, welcome reception, refreshment breaks, and luncheons served in the expo hall.
- Discounted registration rates for additional exhibitor company employees staffing the exhibit space.
- Hyperlinked listing on expo page of Staffing World 2009 Web site.
- Complimentary listing in September–October issue of *Staffing Success* magazine if submission form is received by June 12.
- Complimentary listing in the convention notebook, which is distributed on site, if submission form is received by July 31.
 - “Exhibitors—Listed by Company Name” section: company name, booth number, primary category, contact name, phone, e-mail, Web site, 50-word description
 - “Exhibitors—Listed by Product Category and Service” section: company name and booth number in up to three categories
- One complimentary rental of the preregistrant list of staffing company representatives, available Sept. 16, for direct mail purposes to promote your company’s participation at Staffing World 2009. Or one complimentary rental of the ASA active member headquarters list for direct mail purposes to promote your company’s participation at Staffing World 2009.
- Discounts on rentals of additional ASA mailing lists for direct mail purposes to promote your company’s participation at Staffing World 2009.
- Use of the ASA and Staffing World 2009 logos to promote your company’s participation at Staffing World 2009.

Who Should Exhibit

If you provide products or services to the staffing industry and want to network with top decision makers, then reserve your exhibit space today. The Staffing World 2009 expo is the site of the world’s largest staffing industry marketplace. Companies exhibiting previously have ranged from globally recognized corporations to niche specialty providers. The expo is designed to create an atmosphere where you can demonstrate your offerings and conduct business with your target market of staffing company decision makers.

What Staffing World 2009 Offers

This is the 43rd annual convention and expo of ASA. Attracting some 1,000 staffing industry professionals, it is the world’s largest event devoted solely to the staffing industry. Educational workshops, networking opportunities, and other events span more than four days.

Your company is making a sound business decision by exhibiting at Staffing World 2009. Nine out of 10 of the more than 2,500 attendees at Staffing World 2007 were decision makers, including C-level executives, owners, vice presidents, managers, directors, and recruiters.

Make Staffing World 2009 your next stop to expand your business prospects. Use the exhibit space application to sign up for your space today.

Agenda for Staffing World 2009 *subject to change*

Monday, Oct. 19

2–6 p.m.

Expo hall setup—by appointment only

Tuesday, Oct. 20

8 a.m.–8:30 p.m.

Exhibitor registration

8 a.m.–3 p.m.

Expo hall setup, all exhibitors

3 p.m.

All exhibit booths to be ready for operation

6–8:30 p.m.

Expo open

6–8:30 p.m.

Expo grand opening and welcome reception with open bar. Dedicated expo-only hours

Wednesday, Oct. 21

7:30 a.m.–7 p.m.

Exhibitor registration

10 a.m.–4 p.m.

Expo open

10–11 a.m.

Expo refreshment break for attendees and exhibitors

11 a.m.–12:30 p.m.

Knowledge Network

12:30–2 p.m.

Expo hall luncheon

3–4 p.m.

Expo refreshment break for attendees and exhibitors

5:30–7 p.m.

Membership section receptions

Thursday, Oct. 22

7:30 a.m.–6:30 p.m.

Exhibitor registration

10:30 a.m.–4:30 p.m.

Expo open

10:30–11:30 a.m.

Expo refreshment break for attendees and exhibitors

12:30–2:30 p.m.

Expo finale luncheon

3:45–4:30 p.m.

Expo refreshment break for attendees and exhibitors

4:30–8:30 p.m.

Expo teardown begins

7–10 p.m.

The Scene party