

DRIVE TRAFFIC TO YOUR SHRM BOOTH!

Human Resource Executive®'s SHRM Showcase: June 16th

In your own words, we'll tell our readers why they should visit your SHRM booth. Your message will be prominently featured in print and online:

- *Human Resource Executive*®'s SHRM Showcase (June 16th issue): Includes 25 word description, booth number, and URL
- *Human Resource Executive*®'s E-newsletter (June 13th, 2018 blast): Includes 25 word description, logo and Web site link

The SHRM Showcase is FREE for advertisers in the June 16th SHRM Show issue. In addition to this unique opportunity, *Human Resource Executive*® provides advertisers with a special package designed to maximize the effectiveness of your at-show marketing efforts:

June 16th SHRM Show Advertising Package

Opportunity	Benefits	Investment
Display Advertisement	Reach 75,000 VPs and Directors	Earned Rate
HRE's SHRM Showcase Listing	Unique multi-channel opportunity to drive booth traffic	FREE
5,000 Mailing Labels	Communicate with prospective attendees prior to the show	FREE
4-Color Marketplace Profile	Additional exposure in the June 16 th at-show issue	FREE
Bonus At-Show Distribution	Ensure that your advertisement is seen by show attendees	FREE
Easel Advertising Plaque	Display your advertisement in your booth	FREE

Space Reservation Deadline May 7, 2018
Contact Your Regional Sales Manager for more information