

# DRIVE TRAFFIC TO YOUR HR TECHNOLOGY BOOTH!

## Human Resource Executive®'s HR Technology Showcase: October 2020



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

- *Human Resource Executive®'s HR Technology Showcase* (October issue): Includes 25 word description, booth number, and URL
- *Human Resource Executive®'s E-newsletter* (October 7<sup>th</sup>, 2020 blast): Includes 25 word description, logo and Web site link

The HR Technology Showcase is FREE for advertisers in the October HR Technology 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:

### October 2 HR Technology Show Advertising Package

Opportunity	Benefits	Investment
Display Advertisement	Reach 65,000 VPs and Directors	Earned Rate
HRE's HR Technology 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 October 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:**  
**August 25, 2020**  
**Contact Your Regional Sales Manager**  
**for more information**