

DRIVE TRAFFIC TO YOUR HR TECHNOLOGY BOOTH!

Human Resource Executive®'s HR Technology Showcase: September 2021



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* (September issue): Includes 25 word description, booth number, and URL
- *Human Resource Executive®'s E-newsletter* (September 22nd, 2021 blast): Includes 25 word description, logo and Web site link

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

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 September at-show issue	FREE
Bonus At-Show Distribution	Ensure that your advertisement is seen by show attendees	FREE



**Space Reservation Deadline:
August 2, 2021**
**Contact Your Regional Sales Manager
for more information**