

DRIVE TRAFFIC TO YOUR SHRM BOOTH!

Human Resource Executive®'s SHRM Showcase: June 2021



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 issue): Includes 25 word description, booth number, and URL
- *Human Resource Executive*®'s E-newsletter (June 16th, 2021 blast): Includes 25 word description, logo and Web site link

The SHRM Showcase is FREE for advertisers in the June 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:

SHRM Show Advertising Package

Opportunity	Benefits	Investment
Display Advertisement	Reach 65,000 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 1 st at-show issue	FREE
Bonus At-Show Distribution	Ensure that your advertisement is seen by show attendees	FREE



Space Reservation Deadline:
May 3, 2021
Contact Your Regional Sales Manager
for more information