

# Human Resource Executive® 2022

## DRIVE TRAFFIC TO YOUR HR TECHNOLOGY BOOTH!

Human Resource Executive®'s HR Technology Showcase: September 2022



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 8, 2022 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: July 18, 2022

Contact Your Regional Sales Manager for more information