

Human Resource Executive 2022

DRIVE TRAFFIC TO YOUR SHRM BOOTH!

Human Resource Executive®'s SHRM Showcase: June 2022



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 8th, 2022 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 at-show issue	FREE
Bonus At-Show Distribution	Ensure that your advertisement is seen by show attendees	FREE



Space Reservation Deadline: April 25, 2022

Contact Your Regional Sales Manager for more information