

SHRM

ANNUAL CONFERENCE
& EXPO
CHICAGO
JUNE 20-23

21

EXHIBITOR PROSPECTUS

EXPO JUNE 20 – 22, 2021



SHRM 2021 Annual Conference & Expo is Back, and Better Than Ever

We are excited to welcome you to the reimagined SHRM21!

Although we could not gather in San Diego for SHRM20, we are eager to get back together at the SHRM 2021 Annual Conference & Expo – June 20th – 23rd in Chicago.

For the first time, SHRM21 will be presented both in-person and virtually. Our hybrid event allows exhibitors and sponsors to benefit from increased attendee reach, access to valuable data and metrics, new communication channels and interactions, increased engagement, and more.

We are grateful for your continued partnership as we reimagine and create the future, together.

A Sneak Peek into the Reimagined SHRM21

1. Updated Floorplan – The SHRM21 Expo has been re-designed to create an immersive experience for attendees as they navigate the hall. The new layout encourages attendees to make their way along various paths and specialty areas dispersed throughout the show floor. The intent is to promote traffic flow to all areas of the hall and create organic moments of interaction while permitting effective and safe social distancing.
2. Product Launch Theatre – You spoke, and we listened. Due to the high demand for presentation requests, we are adding a third exhibitor theatre, and we are excited to announce our new Product Launch Theatre. This new stage will host discussions from organizations launching new products and services that will elevate the workplace experience.
3. Sponsorship Opportunities – With the added benefit of having an event with a new extended reach to accommodate sponsorships, your opportunities to reach potential customers are endless. Grab attendees' attention by sponsoring a general session, concurrent session, video or interactive engagement, grand prize drawing, or even the relax and recharge lounge. With so many ways to be involved, we encourage you to look at how these sponsorships will be a benefit to your 2021 goals. Virtual opportunities will be coming soon!

We look forward to seeing you in Chicago!

Sincerely,



Emile K. Davis, CEM
Director, Exhibits & Sponsorships
Society for Human Resource Management



BE SEEN AT THE WORLD'S LARGEST ANNUAL GATHERING OF HR PROFESSIONALS & BUSINESS EXECUTIVES

THE SHRM 2021 ANNUAL CONFERENCE & EXPO SNAPSHOT

21,000

Attendees

Presidents
CHROs
Vice Presidents
Directors
and more

750+

Exhibiting
Companies

The latest
HR products and
services



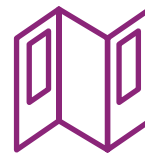
POSITION YOUR
ORGANIZATION
FACE-TO-FACE
OR VIRTUALLY
WITH HR DECISION-
MAKERS & BUSINESS
EXECUTIVES.

LAUNCH
new products and services

COLLECT
high-quality sales leads

BUILD
brand awareness

CULTIVATE
customer relationships



This year's Expo will showcase companies displaying and selling **THOUSANDS OF THE NEWEST PRODUCTS AND SERVICES**. This is where all facets of the human resource profession will be on display:

CHILD CARE/ELDER CARE

DRUG/ALCOHOL TESTING

**EMPLOYEE COMPENSATION
& BENEFITS**

**EMPLOYEE ENGAGEMENT &
RECOGNITION**

EXECUTIVE SEARCH & RECRUITMENT

HEALTH & WELL-BEING

HUMAN RESOURCE TECHNOLOGIES

MANAGEMENT CONSULTING

RELOCATION

**SEMINARS, COURSES & EDUCATIONAL
PROGRAMS**

TEMPORARY/CONTRACT PERSONNEL

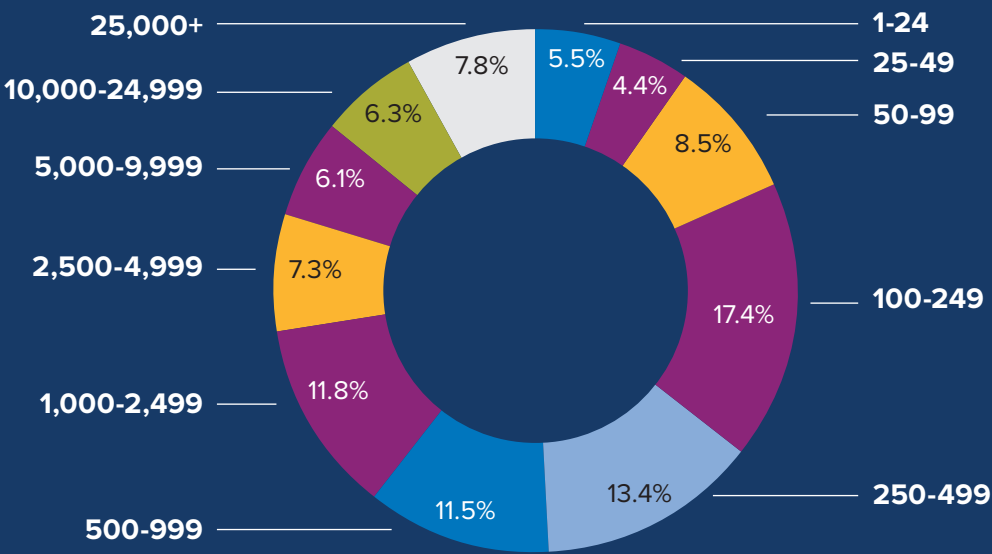
TRAINING & DEVELOPMENT

SAFETY

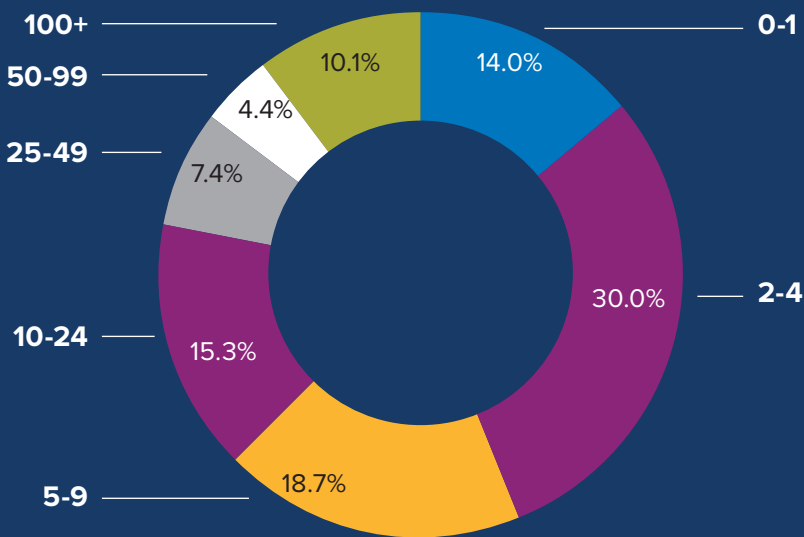
INCLUSION & DIVERSITY

WHO ATTENDS

Company Size



Department Size



155,000
Followers



265,000
Fans



447,800
Followers



199,749
Members



16.9K
Followers



70 Reporters &
Bloggers



24,000
Exhibitor Guides



13,400
Unique Users



1,63,706
App Views





1,076

international delegates from

80+

countries



84%

are decision-makers
or have influence over their
organization's purchasing
decisions



43%

are a director or above



50%

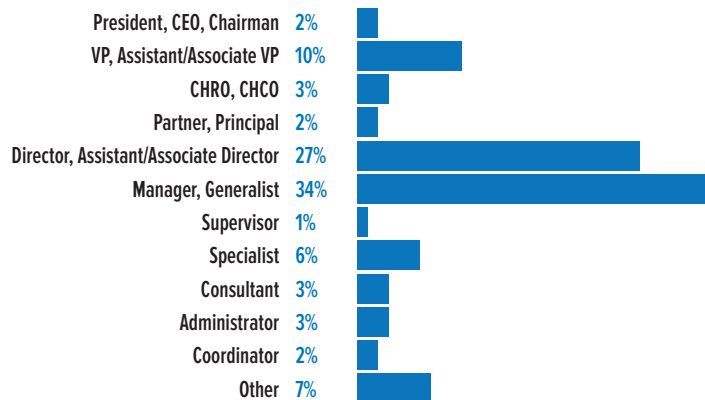
attended the 2018 Expo to
gather HR solutions and
search for vendors



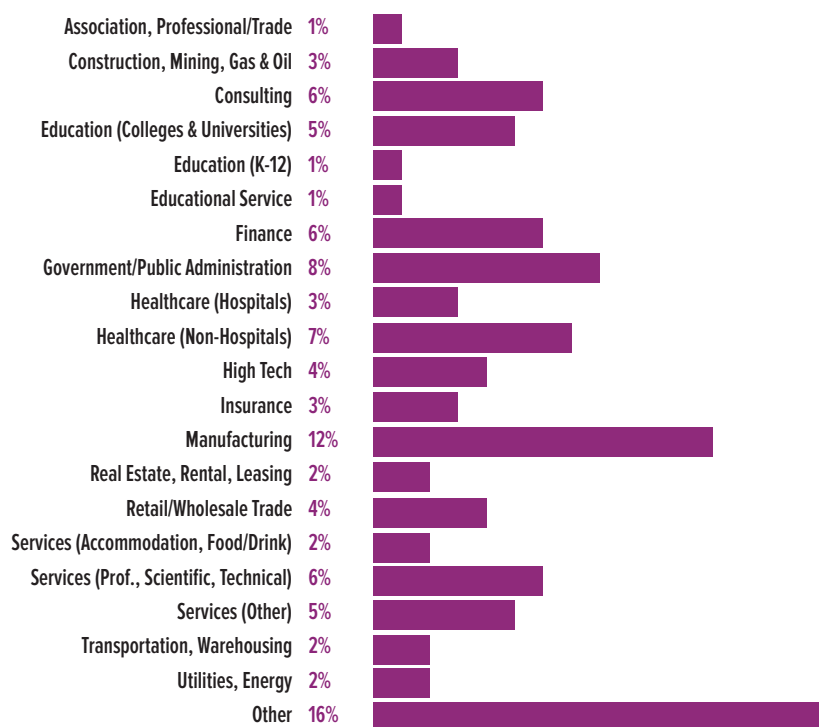
30%

are multinational

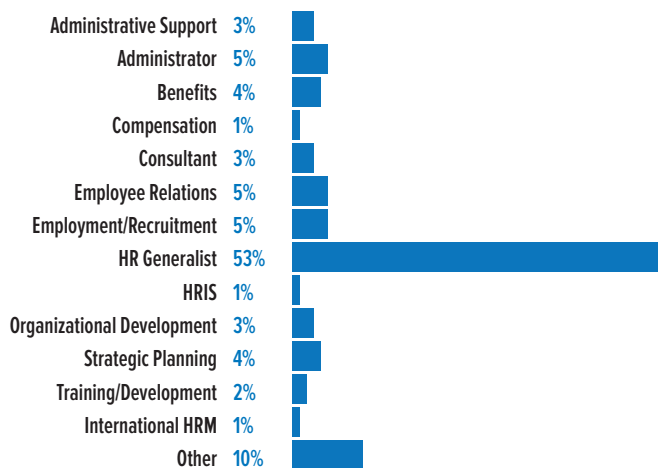
TITLE



INDUSTRY



FUNCTION



SCHEDULE

Subject to change

Friday, June 18	12:30 p.m.–6:00 p.m.	Exhibitor Registration & Move-In
Saturday, June 19	8:00 a.m.–6:00 p.m.	Exhibitor Registration & Move-In
Sunday, June 20	8:00 a.m.–7:00 p.m.	Exhibitor Registration
	8:00 a.m.–Noon	Exhibitor Move-In <i>All exhibits MUST be set by noon on Sunday</i>
	4:00 p.m.–7:00 p.m.	Expo Open Grand Opening Reception in the Expo
Monday, June 21	8:00 a.m.–4:30 p.m.	Exhibitor Registration
	9:30 a.m.–4:30 p.m.	Expo Open
	9:30 a.m.–10:45 a.m.	Coffee Break in the Expo
	11:45 a.m.–1:30 p.m.	Lunch in the Expo
	3:15 p.m.–4:00 p.m.	Refreshment Break in the Expo
Tuesday, June 22	8:00 a.m.–2:00 p.m.	Exhibitor Registration
	9:30 a.m.–2:00 p.m.	Expo Open
	9:30 a.m.–10:30 a.m.	Coffee Break in the Expo
	12:00 p.m.–1:30 p.m.	Lunch in the Expo
	1:30 p.m.	Grand Prize Drawing in the Expo
	2:00 p.m.	Expo Closes

Exhibitors may begin dismantling at 2:00 p.m. on Tuesday, June 22 and must be completed by 6:00 p.m. on Wednesday, June 23.

SPACE

Capitalize on the Bustling Show Floor and Digital Platform.

WHAT COMES WITH YOUR BOOTH RENTAL?

- 8'-high draped back wall, 3'-high draped sidewalls
- One complimentary full-conference exhibitor registration (per 10'x10')
- Four booth personnel registrations—access to the SHRM Expo only
- Complimentary exhibitor training webcast
- Exclusive, nonconflicting Expo hours to meet attendees
- Networking opportunities that include lunches, receptions and refreshment breaks
- Complimentary Expo passes to offer clients and prospects
- Complimentary company name listing in attendee marketing brochures (subject to print deadlines) and conference app
- Company listing and 50-word company description in SHRM Exhibitor & Sponsor Resource Guide (subject to print deadlines)
- 24-hour Expo perimeter security

Exhibit space rental does NOT include any furnishings or utilities and must be ordered a la carte. Pricing and order forms will be included in the Exhibitor Services Kit, which will be available online in early March 2021.

WHAT COMES WITH YOUR VIRTUAL BOOTH?

SHRM21 will reimagine the user experience by embracing our modern technology advances to create a hybrid event. More details coming soon for the virtual booth package.

EXHIBITOR OPPORTUNITIES

In-Person & Virtual

EXHIBIT SPACE COSTS

10' x 10'	
Inline booth	\$5,500
10' x 10'	
Corner booth	\$6,000
10' x 20'	
Two in-line	\$11,000
10' x 20'	
One corner,	
One in-line	\$11,500
Virtual Booth	TBD
Island Booths:	
20' x 20'	\$24,000
20' x 30'	\$35,000
20' x 40'	\$46,000
30' x 30'	\$51,500
30' x 40'	\$68,000
30' x 50'	\$84,500
40' x 40'	\$90,000
50' x 50'	\$139,500

Floor Plan

Visit the current floor plan online

https://shrm21.mapyourshow.com/8_0/exhview/index.cfm

PAVILIONS PROVIDE A SPOTLIGHT

Find your niche in the over 150,000-sq.-ft. Expo. Past exhibitors will affirm that attendee traffic is good everywhere!

Health & Wellness Pavilion and Awards & Recognition Pavilion

The SHRM Expo offers two pavilions for companies looking to showcase their products in more concentrated areas, surrounded by like-minded exhibitors, creating a one-stop-shop for attendees to explore potential solutions.

BEYOND THE BOOTH

Build Your Brand Beyond Your Booth!

With a variety of opportunities to highlight, educate and entertain, SHRM21 provides a variety of ways to drive attendees to your booth, whether it be in person or virtual.

ENHANCED DIGITAL LISTING

With an upgraded listing, attendees can see your company description, download your marketing brochure, read the latest information about your company, and access your social media links all while viewing the online floor plan or conference app. In 2019 the conference mobile app was downloaded more than 17,000 times and opened more than 1 million times! Conference attendees indicated that the app was the resource they used the most to learn about specific exhibitors, so make sure that your complete company information is included by upgrading your listing. **Cost: \$500**

Please note that the Enhanced Exhibitor Listing will be included for free on all sponsorship opportunities.

What's Included?

Online Floor Plan

- 50-word company description
- Company logo
- Product categories
- Press release (1)
- Social media links

Conference Mobile App

- 50-word company description
- Enhanced designation in exhibitor list
- Company logo
- Social media links

CONFERENCE MAIL LISTS

Available only to official SHRM21 exhibitors, reach the coming year's registrants with a conference mailing list. You can target attendees using your specific demographics to direct qualified leads to your booth! The lists are intended for one-time use in conjunction with the SHRM 2021 Annual Conference & Expo. More information on renting the lists will be available in the Exhibitor Services Kit.

APPLY NOW TO SECURE BOOTH SPACE

1. Visit annual.shrm.org/Expo
 2. Determine your desired booth size and location
 3. Review the Rules & Regulations for Exhibitors
 4. Complete our NEW Online Exhibit Space Application
 5. Submit your 50% deposit with your contract
-

YOUR EXHIBIT SALES TEAM

Emile K. Davis, CEM
Director, Exhibits & Sponsorships
+1.703.535.6102
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Kristina Daniele, CEM
National Accounts Manager
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Tim Thoms-Cappello
National Accounts Manager
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Dennis Rugbart
Sr. Exhibits Specialist
+1.703.535.6112
dennis.rugbart@shrm.org

Jackie Gronske
Exhibits Coordinator
+1.703.842.5132
jackie.gronske@shrm.org



The SHRM21 Expo
Application & Contract for Exhibit Space
Society for Human Resource Management
SHRM21 Annual Conference & Expo
 McCormick Place Convention Center
 2301 S. King Dr.
 Chicago, IL 60616 | June 20-23, 2021

Payment Schedule & Cancellation Policy:

A deposit of 50% of the total fee for the booth space is due with each contract (\$1,000 per 10'x10' space rented is nonrefundable). Full payment for exhibit space is due on or before February 21, 2020. After February 21, 2020, full payment must accompany all contracts. All cancellations and requests for refunds must be in writing. Cancellations received before November 1, 2019, will result in SHRM retaining \$1,000 per 10'x10' space rented. Cancellations received between November 1, 2019, and February 21, 2020, will result in SHRM retaining 50% of the total fee for the booth space. No requests for refunds will be granted after February 21, 2020. SHRM reserves the right to resell the exhibit space without notice or refund after February 21, 2020. SHRM reserves the right to deny or cancel exhibit space to companies that have overdue account balances with SHRM or any of its affiliates.

Company _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Logistics Contact Name _____

Title _____

Phone _____ Fax _____

E-Mail _____

EXHIBIT SPACE

10'x10' in-line \$5,500 Booth Size: _____ x _____ = _____ Total Sq. Feet

10'x10' corner \$6,000

Preference in Booth Locations. (No guarantees are made with respect to location.)

If your booth choices are not available, we will assign you a booth that is closest to your selection.)

1ST _____ 3RD _____ 5TH _____ 7TH _____

2ND _____ 4TH _____ 6TH _____ 8TH _____

To help us in assigning your booth space, please list the names of competitors you do not wish to be near: _____

☐ Please check this box if you have selected a corner booth but are open to an in-line booth in a better location.

Briefly describe the types of products or services to be displayed or promoted in your booth. _____

To view an updated floorplan, go to <http://annualexpo.shrm.org>

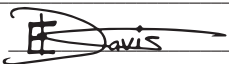
ENHANCED EXHIBITOR LISTING

☐ \$500 includes an upgraded company listing on both the Online Exhibitor Directory & Floor Plan and the Conference App. Full payment due with contract.

We, the Above signed Company, having read and agreed to the Terms and Conditions on the reverse side hereof, hereby offer to contract for exhibit space and services for the SHRM21 Expo, sponsored by the Society for Human Resource Management, scheduled June 20-23, 2021, at the McCormick Place Convention Center in Chicago, IL. Booth will not be assigned unless signed by company.

Company _____

Authorized Signature _____ Date _____

ACCEPTED BY SHRM  _____

Booth Assigned _____ Date _____

PAYMENT

All contracts received on or prior to February 26, 2021, must be accompanied by a 50% deposit. After February 26, 2021, full payment must accompany all contracts. See above and reverse for complete cancellation and payment policy.

Form of Payment

☐ Check Enclosed. (Please make check payable to SHRM.)

☐ I authorize SHRM to charge \$ _____ to my ☐ VISA ☐ MasterCard ☐ American Express

Card Number _____ Expiration Date _____

Authorized Signature _____

Cardholder's Name _____

Please direct any inquiries to:

Emile Davis, CEM, Director, Exhibits & Sponsorships
 +1-703-535-6102; emile.davis@shrm.org

Dennis Rugbart, Senior Exhibits Specialist
 +1-703-535-6112
dennis.rugbart@shrm.org

Send application and deposit to:

Attn: **Jaclyn Gronske**, Exhibits Coordinator
 SHRM
 1800 Duke Street
 Alexandria, VA 22314
 Or e-mail to jackie.gronske@shrm.org

Kristina Daniele, CEM, National Account Manager
 +1-703-535-6353; kristina.daniele@shrm.org

Tim Thoms-Cappello, National Account Manager
 +1-703-535-6153;
tim.thoms-cappello@shrm.org

Or by Fax: +1-703-535-6477
 (credit card payments only)

SHRM USE ONLY

Total Cost _____

Deposit _____

Balance Due _____

Check # _____

Date _____

DO NOT DETACH CONTRACT. A SIGNED COPY WILL BE E-MAILED TO YOU.

TERMS AND CONDITIONS

- 1. Character of the Expo.** The Expo, sponsored by the Society for Human Resource Management (SHRM), is a professional show dedicated to human resource management. SHRM reserves the right to determine the eligibility of any company, product or service, and the right to cancel this Agreement and/or restrict, prohibit or evict any exhibitor or product at any time, if, in the opinion of SHRM, the company/exhibitor, product, or service detracts from the character of the Exposition, disparages SHRM (or its services or products), violates any of the following Terms and Conditions, or is otherwise harmful to SHRM (or its services or products) or the Exposition in SHRM's sole discretion. In the event of such cancellation by SHRM prior to the move-in date of the Exposition, SHRM will refund the total fee for the booth space (also referred to herein as "exhibit fee"). In the event of cancellation, restriction, prohibition, or eviction by SHRM on or after the move-in date of the Exposition, SHRM is not liable for refunding the exhibit fee or any other costs incurred by the exhibitor. In particular, and without limitation, excessive audio/visual attention-getting devices or effects and offensive odors are prohibited. No copyrighted, recorded, or live music may be played or performed in connection with the exhibit.
- 2. Terms of Payment.** A deposit of 50% of the total fee for the booth space (also referred to herein as "exhibit space") is due with each contract (\$1,000 per 10'x10' space rented is nonrefundable). Full payment for exhibit space is due on or before February 26, 2021. After February 26, 2021, full payment must accompany all contracts. All cancellations and requests for refunds must be in writing. Cancellations received before November 6, 2020, will result in SHRM retaining \$1,000 per 10'x10' space rented. Cancellations received between November 6, 2020, and February 26, 2021, will result in SHRM retaining 50% of the total fee for the booth space. No requests for refunds will be granted after February 26, 2021. SHRM reserves the right to resell the exhibit space without notice or refund after February 26, 2021. SHRM reserves the right to deny or cancel exhibit space to companies that have overdue account balances with SHRM or any of its affiliates.
- 3. Display Regulations.** Exhibitor must comply with all rules in the SHRM Exhibitor Manual (and should review that Manual), as the same may be amended by SHRM in reasonable fashion on reasonable notice to exhibitor, including without limitation the following rules:
 - a. No exhibit may block or interfere with a neighboring exhibit as determined by SHRM.
 - b. In-line exhibits: Maximum backwall height permitted for any booth exhibit will be 8'. Sidewalls of these exhibits may not extend more than 5' from the backwall so as not to box in adjoining exhibitors, with a maximum height restriction of 4' on the front 5' section.
 - c. Open areas or island booths: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 20'. Full use of the island floor space is permitted, as long as no component exceeds the 20' height restriction. Review the exhibitor manual for current rules.
 - d. No nails or screws may be driven into the floor. No damage of any nature may be done to the booth structures nor to any part of the exhibit hall.
 - e. Exhibitors will be charged a fee for any skids, pallets or containers left behind.
 - f. All booth space must be carpeted.
- 4. Subleasing and Sharing of Exhibit Space Are Prohibited.** All signs, displays and products in a booth must be related to the exhibitor's company.
- 5. Exhibit Space Assignments** are made on the basis of priority, availability and need, with all assignments made in the best interest of the Expo. SHRM reserves the right to alter an exhibitor's assigned space if it is deemed necessary in the best interest of the Expo. Before exercising its discretion, SHRM will consult with the exhibitor.
- 6. Sales of Product or Samples** for cash, check or credit card are prohibited on the show floor. Contracts and orders may be written for future delivery of products or services.
- 7. Limitation on Room Drops.** Exhibitor may not make any room drops at hotels within the SHRM room block without permission of hotel and SHRM; permission may be conditioned on payment of a fee or may be denied within the discretion of hotel or SHRM.
- 8. Displays and Exhibits in Public View** are required to be appropriately finished on all sides and surfaces. If such surfaces remain unfinished at the start of the Expo, SHRM may authorize the official contractor to effect the necessary finishing and the exhibitor will be required to pay all costs involved.
- 9. Exhibit Operation.** Exhibitors must operate and maintain their exhibit so that no injury will result to any person or property. Hazardous and nuisance-causing giveaways are prohibited. Damage to property caused by an exhibitor will be paid for by that exhibitor. Do not paint, tape, nail, screw, drill or tack anything to the walls, columns, floor or ceiling of the building, adjoining displays or the official contractor's display material.
- 10. Fire Department Regulations and All Other Applicable Laws and Regulations** must be complied with by exhibitor. Display and packing material must be flame-retardant. Electrical equipment must be UL-approved and must be wired by a licensed electrician.
- 11. Insurance.** All exhibitors, their contractors and suppliers working in the exhibit hall are required to carry general liability insurance in an amount of at least equal to \$1,000,000 in the aggregate and \$1,000,000 per claim, or, if greater, such amount as may be required by the convention facility, and shall supply SHRM with a certificate evidencing such coverage and naming SHRM as an additional insured. All exhibitors are required to waive the right of subrogation by their insurance carriers, if allowed by the insurance carrier, to recover loss sustained under the respective insurance contract for real and personal property. All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the Expo.
- 12. Each Exhibitor Shall Indemnify** and hold harmless SHRM and the Expo location for all liability in any way related to exhibitors' exhibit or any act or omission of exhibitor or any of its employees or agents; including, without limitation, infringement of any trademark, copyright or other rights of any third parties, accident or injury to invitees, guests, exhibitors, their agents and employees and including loss or damage to personal property.
- 13. Cancellation of Expo.** If SHRM should be prevented from holding the Expo for any reason beyond SHRM control (such as, but not limited to, damage to building, riots, strikes, breach by Expo location, acts of government or acts of God), then SHRM has the right to cancel the Expo or any part thereof, with no further liability to the exhibitor other than a refund of exhibit fees less a proportionate share of the Expo cost incurred.
- 14. Expo Location Rules.** Exhibitor shall not cause any violation of the rules of the Expo location.
- 15. Food and Beverages** must be purchased from the official concessionaire, unless incident to the exhibitor's product lines.
- 16. Gifts and Contests.** SHRM reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways or similar promotions. There will be no announcements of exhibitors' contests, drawings or winners during the Expo.
- 17. Soliciting** outside the confines of the exhibitor's assigned space is prohibited.
- 18. Surveys.** You must have a written approval from SHRM in order to conduct any survey at the SHRM 2021 Annual Conference & Expo. Requests must be received two weeks prior to the start of the SHRM 2021 Annual Conference & Expo. SHRM reserves the right to decline any survey it sees as inappropriate.
- 19. Labor and Contractors.** Exhibitors that plan to use outside contractors must notify SHRM in writing 60 days prior to the Expo. Outside contractors are required to supply verification of liability insurance coverage. All labor must have local union clearance.
- 20. Competitive Events** that distract from the SHRM 2021 Annual Conference and Expo are prohibited.
- 21. Nonexhibiting Companies, Organizations and Individuals** that supply products and services to SHRM exhibitors or that supply products or services to SHRM attendees are prohibited from soliciting or otherwise marketing their products and services at the Conference and at the Expo.
- 22. Exhibitor Registration** is limited to sales, marketing, management and special booth personnel. SHRM reserves the right to limit the number of exhibitor personnel.
- 23. Installation, Show and Dismantling** hours and dates shall be those specified by SHRM. Packing of exhibits prior to the close of the Expo is prohibited. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date.
- 24. Not Assignable by Exhibitor.** This Agreement may not be assigned by the exhibitor absent the written consent of SHRM.
- 25. Governing Law and Jurisdiction.** This Agreement shall be governed by the internal laws of Virginia. The parties hereby submit to the exclusive jurisdiction of the state and federal courts in Virginia governing any disputes concerning this Agreement, and further agree that they are subject to personal jurisdiction in Virginia in any such dispute.
- 26. Merger Clause.** The parties agree that this Agreement and any other Agreement referred to herein contain the complete agreement between the parties and supersede any prior understandings, agreements or representations by or between the parties, written or oral, that may have related to the subject matter hereof in any way.
- 27. Attorney's Fees.** In the event of any dispute concerning this Agreement, the prevailing parties shall be entitled to reasonable attorney's fees.
- 28. Amendments to Rules and Regulations.** SHRM will have the full power in the interpretation and enforcement of all contract regulations contained herein, and in the SHRM Exhibitor Manual. The ruling of SHRM shall be final in all instances with regard to use of any exhibit space.

SHRM offers a variety of sponsorship opportunities for every budget. Browse expanded opportunities online or contact us to discuss solutions for your business needs.



