

ATTENDEE PROFILE*

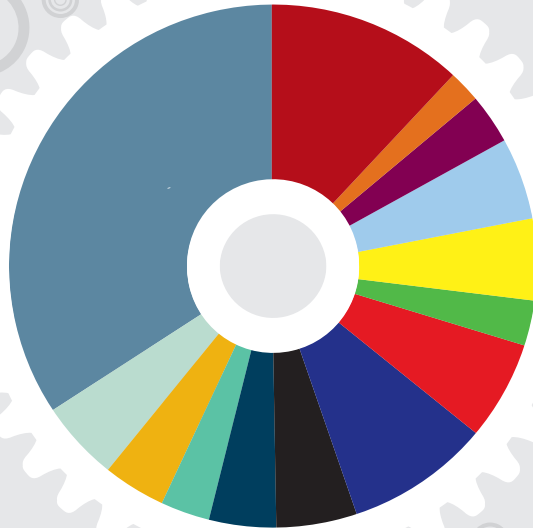
The conference attendee that you will interact with during the three days of the Exhibit Hall are HR professionals with purchasing power and influence in their organizations.

**Based on the 2011 SHRM Annual Conference & Exposition*



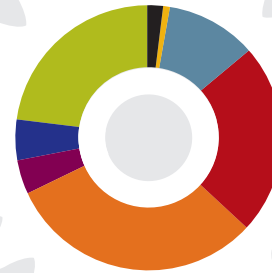
COMPANY SIZE

Less than 100	13%	■
100 – 499	23%	■
500 – 999	10%	■
1000 – 2,499	11%	■
2,500 – 4,999	7%	■
5,000 – 9,999	7%	■
10,000 – 24,999	6%	■
25,000 and more	9%	■
Info not available	14%	■



BUSINESS & INDUSTRY

Manufacturing	12%	■
Transportation	2%	■
Utilities	3%	■
Wholesale/Retail/Trade	5%	■
Finance	5%	■
Insurance	3%	■
Service (Profit/Nonprofit)	6%	■
Health	9%	■
Educational Services	5%	■
Government	4%	■
Construction & Mining	3%	■
Consultant	4%	■
Hi-Tech/Scientific	5%	■
Other	34%	■



JOBS TITLE

President, CEO, Chairman	2%	■
Partner/Principal	1%	■
VP, CHRO, CHCO	11%	■
Director	23%	■
Manager	31%	■
Supervisor, Administrator	4%	■
Specialist	5%	■
Other	23%	■