



## Why Diversity is Important

### Your Temp Staff Should Be as Diverse as Your Customers

A lot of thought is given to creating and celebrating diversity in the workplace. But, when it comes to trade shows and conventions, organizers often fall short in creating an event environment that mirrors the diversity of the world around them. The truth is, some of the biggest convention cities are also some of the [most diverse cities in the U.S.](#) Exhibitors and attendees at these events often represent a wide variety of cultures, ethnicities, and demographics. Doesn't it make sense, then, that your temp staff should reflect the diversity of your customer base?

Trade Show Temps maintains a commitment to hiring, training, and bringing the best out of a diverse team of thousands of temps all over the country. We believe that when your attendee/exhibitor approaches the check in area, they should see people they feel comfortable approaching. When it comes to diversity, we seek to include and promote temps who are:

**MULTI-LINGUAL:** Not only do we have temps who can readily translate in multiple languages, we also have hundreds of staffers who are bi-lingual and multi-lingual. When your customers wish to conduct business in their native language, we are equipped to accommodate them.

**MULTI-ETHNIC:** Trade Show Temps is based in Los Angeles and operates regularly in cities like San Diego, San Francisco, San Jose, Long Beach, and more. Our temps are representative of the cities in which they live and work.

**MULTI-CULTURAL:** Understanding your customers' cultural nuances can be the key to providing the best possible service. Our temps are multi-cultural.

**MULTI-GENERATIONAL:** Most likely, your exhibitors and attendees represent a range of ages and demographics. Trade Show Temps believes in hiring and placing temps according to their talents, regardless of age. We find this approach helps achieve amazing diversity.

The great thing about Trade Show Temps is that we have a broad enough staff to be able to help customize a team to best suit your needs. Having a cohort of temps that represents the diversity of your customers makes a great impression. It's good for business, too!

[Contact Trade Show Temps](#) today and let's talk about creating a temp team for your event.