



Asure Expands 2026 Conference Presence to Address \$1.7B Enterprise Payroll Tax Opportunity

September 15, 2026

Company to feature enterprise payroll tax and treasury at Workday Rising, HR Tech and Oracle AI World Conferences in October

AUSTIN, Sept. 15, 2026 (GLOBE NEWSWIRE) -- Asure Software, Inc. (Nasdaq: ASUR), a provider of payroll and HR solutions for employers and enterprise payroll tax and treasury infrastructure, announced an expanded October 2026 conference schedule spanning Workday Rising, HR Tech and Oracle AI World in Las Vegas. Through exhibits and two executive sessions, Asure will present its enterprise payroll tax and treasury capabilities to organizations evaluating how to automate complex tax compliance, funding and money movement across major payroll platforms.

The commercial opportunity sits within a global payroll tax compliance automation market estimated at \$1.71 billion in 2026 by Mordor Intelligence, with large enterprises accounting for approximately 71% of market spending in 2025. Asure's Enterprise Payroll Tax and Treasury solutions already represent nearly 20% of the Company's revenues, making broader access to enterprise buyers strategically meaningful for an established and growing part of the business.

The three events bring Asure into direct contact with enterprise HR, finance, payroll and technology decision-makers across the payroll technology market. The schedule supports Asure's strategy to extend its payroll tax and treasury infrastructure beyond traditional payroll-provider channels and serve more employers using payroll and major PEO platforms. Each platform relationship expands the pool of enterprises that can evaluate Asure as a provider while continuing to use their existing payroll system.

"Enterprise employers increasingly want their payroll systems and payroll tax infrastructure to work together without forcing a wholesale platform change," said Pat Goepel, Chairman and CEO of Asure. "Our October conference schedule puts Asure in front of the buyers and ecosystem partners shaping that market. It gives us a concentrated opportunity to demonstrate how specialized tax and treasury infrastructure can reduce complexity while expanding the number of enterprise payroll environments Asure can support."

Asure's conference program combines broad market visibility with practical examples of automation in payroll tax compliance. Sessions led by Mike Vannoy will address the application of artificial intelligence to HR and payroll tax compliance and processes. The schedule includes:

Workday Rising 2026

October 12-15 | The Venetian, Las Vegas | Booth F28

As a Silver sponsor, Asure will operate a 10-by-10-foot exhibit and participate in conference brand experiences. Mike Vannoy will present the 20-minute theater session "How AI Is Reshaping HR and Payroll Tax Compliance." The event theme is "Agentic HR & Agentic Finance in Action."

HR Tech 2026

October 20-22 | Mandalay Bay, Las Vegas | Booth 6705

Asure will exhibit in a 20-by-20-foot space at an event expected to draw approximately 7,200 attendees and 400 exhibitors. The conference theme, "From Change to Transformation," focuses on moving HR artificial intelligence initiatives from pilot programs to measurable outcomes.

Oracle AI World 2026

October 25-28 | The Venetian Expo, Las Vegas | Booth to be announced

As a Bronze sponsor, Asure's Mike Vannoy will present the 20-minute session "How Asure Automated Payroll Tax for Oracle Cloud HCM." The event focuses on practical artificial intelligence implementation across data management, enterprise applications and cloud infrastructure.

Conference attendees are invited to visit Asure at the booth locations above and learn more at www.asuresoftware.com.

About Asure Software

Asure (Nasdaq: ASUR) provides payroll and HR solutions for employers and enterprise payroll tax and treasury infrastructure for

large organizations. For employers, Asure's platform covers payroll, HR, recruiting, time and attendance, benefits, and compliance — delivered through AsureCentral, its connected platform, or through AsureWorks, its managed services offering for employers who prefer to outsource the work entirely. For large enterprises, Asure's payroll tax and treasury infrastructure handles multi-jurisdiction tax filing, funding, and money movement, integrating with platforms including Workday, Oracle, and SAP. For more information, visit www.asuresoftware.com.

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