Louisiana Conference on Human Resources
April 23-24, 2020

2020: THE STRATEGIC VISION FOR HR

Vision ◇ Perspective ◇ Insight

Raising Cane’s River Center | Baton Rouge, Louisiana

Louisiana HR
Louisiana Society for Human Resource Management

2020 EXHIBITOR & SPONSOR PROSPECTUS
The Louisiana SHRM State Council (Louisiana SHRM), an affiliate of the Society for Human Resource Management (SHRM), is proud to present the 2020 Louisiana Conference on Human Resources. April 23rd and 24th, the Raising Cane’s River Center in Baton Rouge, Louisiana will be filled with more than 500 entry to executive level human resource professionals from across the state of Louisiana in search of education, networking and the best products and services for the profession.

The 2020 Conference will feature dynamic speakers in general and concurrent sessions, the HR Exhibit Hall, a Thursday night networking social, a conference smartphone app, and much more. This prospectus will share how your company can make the most of these opportunities to promote your product or service.

We hope you will take a few minutes to consider the sponsor and exhibitor opportunities outlined in this prospectus. Our Sponsorship and Exhibitor Chairs, Rebecca Briley and Melinda Koon, are eager to help you find the best way to promote your product or service to our attendees. Their contact information can be found below.

We look forward to seeing you in Baton Rouge,

Gena Champagne, 2020 State Council Director & Co-Conference Chair
Heather Babineaux, Council Management Professional & Co-Conference Chair

**SPONSORSHIP CHAIR**
Rebecca Briley  
(225) 214-6807  
RebeccaB@efcuFinancial.org

**EXHIBITOR CHAIR**
Melinda Koon  
(337) 839-3005  
Melinda.Koon@Sysco.com
The Society for Human Resource Management (SHRM) is the world’s largest association devoted to human resource management, serving the needs of HR professionals and advancing the interests of the HR profession since 1948.

The Louisiana SHRM State Council (Louisiana SHRM) is an affiliate of the Society for Human Resource Management (SHRM) that functions to provide leadership, organization, programming and networking to the nine local SHRM affiliate chapters and their more than 2,000 members throughout the state.

For more than 28 years, the Louisiana SHRM State Council has hosted the annual Louisiana Conference on Human Resources to provide human resource professionals an opportunity to gather for continuing education, networking, and introduction to products and services that support the field.

2020 LOUISIANA CONFERENCE ON HUMAN RESOURCES

The 2020 Louisiana Conference on Human Resources will offer an extensive program of sessions relevant to the field of human resources. Core content for the general and concurrent sessions include: business management and strategy, workforce planning and employment, human resource development, compensation and development, employee and labor relations, and risk management.

The HR Exhibit Hall provides HR professionals the opportunity to meet with many vendors at one location without the hassle of seeking out and scheduling meetings.

Attendees will have the opportunity to earn SHRM Certification and HR Certification Institute recertification credit hours by attending the two-day conference.

All general and concurrent sessions have been scheduled and recertification credits have been submitted for approval. A full list of general and concurrent sessions will be available on the conference website at: https://louisianashrm.shrm.org/louisiana-conference-human-resources

General inquiries about the conference can be sent to: LouisianaSHRM@gmail.com
HR EXHIBIT HALL

EXHIBITOR BOOTH FEES

• 10' X 10': $875.00
• 10' X 20': $1,175.00
• 10' X 30': $1,475.00

$50 Early Bird Discount available if full payment is received on or before February 14, 2020.

INCLUDED IN BOOTH FEES

• Booth: 8' high draped back, 3' high draped side rail, one 6" X 24" sign, 6' skirted table, 2 folding chairs, and a garbage can. Exhibitors may offer a prize at their booth to encourage collection of attendee contact information.

• Exhibit Staff: Up to three exhibit staff will receive full conference registration, continental breakfasts, lunches, and admittance to the Thursday night social. Additional exhibit staff with the same company may be registered for a fee of $100 each. Exhibit staff badges will be printed from the names provided on the Exhibitor Registration Form. Exhibitors are encouraged to wear their company name tag with the conference badge.

EXHIBITOR SERVICES

Exhibitor services will be provided by Gulf Coast Event Services. Exhibitor Service Kits including regulations of use by exhibitors, shipping and additional services will be emailed to exhibitors in advance of the conference.

Electrical connections, furniture rental, audio-visual equipment, hard wire internet connection may be available for purchase. Installation and dismantling of booth, and cleaning services of booth are not included. Additional services are available through Gulf Coast Event. Louisiana SHRM is not responsible for any items left at booths. No security will be provided overnight.

EXHIBITOR HOURS

• Conference Exhibit Hall Hours:
  o Thursday, April 23rd: 10:00 a.m. to 4:00 p.m.
  o Friday, April 24th: 7:45 a.m. to 2:30 p.m.

EXHIBITOR HALL SET-UP & DISMANTLE

• Set-Up:
  o Wednesday, April 22nd 4:00 p.m. to 6:30 p.m.
  o Thursday, April 23rd 7:30 a.m. to 9:30 a.m.

• Dismantle:
  o Friday, April 24th 2:35 p.m. to 5:00 p.m.

Early tear-down. The Louisiana SHRM HR Conference Exhibit Hall officially closes at 2:30 p.m. on Friday, April 24th. Tear-down is 2:35 p.m. to 5:00 p.m. Out of courtesy to the hundreds of attendees who will attend the conference throughout the advertised event times, please do not dismantle or disturb your exhibit until after the official closing. Failure to observe this rule will result in a $200.00 fee assessment and may jeopardize your space assignment or right to exhibit at future Louisiana SHRM Conferences.

EXHIBITOR REGISTRATION

• Exhibitor Registration Form must be completed and submitted by email, or fax number listed on the form.

• Payment by check is encouraged. All payments made by Visa, MasterCard, or American Express will be assessed a 3% processing fee.

• Booths are sold and assigned on a first-come, first-served basis based upon the date the completed Exhibitor Registration Form and payment are received.

• Booths A – F are reserved for Platinum Sponsors. Booths 1 – 50 are available for all other exhibitors.

• Exhibitor registration will end on March 27, 2020 or when all booth spaces have been sold.

ELECTRONIC ATTENDEE REGISTRATION LISTS

A great resource for making the most of your conference investment! Contact information for those attendees whom did not specifically elect to be excluded. Available with Exhibitor and Sponsor Registrations only. Not available for sale separately.

FOR MORE INFORMATION OR TO REGISTER AS AN EXHIBITOR CONTACT:
Melinda Koon, Melinda.Koon@Sysco.com 337-839-3005
EXHIBIT HALL MAP & CONFERENCE SPACE OVERVIEW

- Booths A – F: Reserved for Platinum Sponsors
- Booths 1 – 50: Available for all other Exhibitors
2020 LOUISIANA CONFERENCE ON HUMAN RESOURCES
EXHIBITOR REGISTRATION FORM

EXHIBITOR INFO
Company: __________________________ Contact Name: __________________________
Email Address: __________________________ Mailing Address: __________________________
City: __________________________ State: __________________ Zip Code: __________________
Phone: __________________________ Fax: __________________________
Web Address: __________________________ Twitter ID: __________________________
Company Name for Booth Sign: __________________________
Product(s)/Service(s) to be Promoted: __________________________
Electronic Attendee Registration List: □ Pre-Conference: $50.00 □ Post-Conference: $25.00
Booth Size: □ 10′ X 30′: $1,475.00 □ 10′ X 20′: $1,175.00 □ 10′ X 10′: $875.00
Booth Number Preferences:
1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____ 5th Choice _____ 6th Choice _____
Individual Names to Appear on Badges: (Limit 3 names. Platinum Sponsors see Sponsor Form for more information.)
1. __________________________ 2. __________________________ 3. __________________________
Additional Exhibitor Registrations ($100.00 each) Qty: __________
Names to Appear on Badges: __________________________
Logo Emailed to Melinda.Koon@Sysco.com □ Yes □ No From Email: __________________________

PAYMENT
*$50.00 Discount May be Applied if Payment is Received On or Before February 14, 2020.
□ Enclosed is a Check in the Amount of $ __________ Payable to: LA SHRM State Conference
□ Please Charge My Card plus a 3% processing fee (check one) □ Visa □ MasterCard □ AMEX for the Amount
of $ __________
Name as it Appears on Card: __________________________
Card Number: _____ _____ _____ _____ Expiration Date: _____/_____ CID#: _____
Card Billing Address: __________________________
Authorized Signature: __________________________
Printed Name: __________________________ Title: __________________

Mail Check or Fax Exhibitor Registration Form to:
Melinda Koon, Exhibitor Chair
LA SHRM
P.O. Box 5210
Lafayette, LA 70502
Phone: 337-839-3005
Fax: 225-612-7170
Email: Melinda.Koon@Sysco.com
SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS
- Platinum: $5,000.00
- Silver: $2,000.00
- Gold: $3,500.00
- Bronze: $1,000.00

*Platinum Level Sponsorship Opportunity: Platinum Level Sponsors that sponsor both 2020 Louisiana SHRM HR Conference at $5,000 & 2020 D&I Summit at $5,000 (see 2020 Louisiana SHRM Diversity & Inclusion Summit Prospectus) get a $200 discount in addition to advertisement on Louisiana SHRM website for 12 months. Submission & payment deadline is January 3, 2020.

SPONSORSHIP BENEFITS
Please see the Sponsorship Benefits page for a full listing of the sponsor benefits.

SPONSORED EVENT RECOGNITION
Signage will be displayed at sponsored events with sponsoring company’s name for silver and bronze sponsors, or the sponsoring company’s logo for platinum and gold sponsorships.

Platinum and Gold level sponsors may provide by March 6, 2020 a brief, two paragraph, company introduction to be presented by a company representative during the sponsored event.

LOGOS & ADVERTISEMENTS
Company logos as awarded with sponsorships will be included in appropriate materials upon receipt of full sponsorship payment and high-resolution graphic.

Placement of advertisements in the Conference Brochure is at the discretion of the Printing Chair due to spacing and may be subject to change.

Advertisements and logos for printed materials, signage and digital signage must be received on or before March 6, 2020.

PLATINUM SPONSOR BOOTH ASSIGNMENT
Platinum level sponsors will receive exhibitor registration including a premium 10’ x 20’ booth space.

Platinum sponsors should submit completed Exhibitor and Advertising Registration Forms with their Sponsor Registration Form.

SPONSOR REGISTRATION
- Completed Sponsor Registration Forms may be submitted email or fax number listed on the form.
- Payment by check is encouraged. All payments made by Visa, MasterCard, or American Express will be assessed a 3% processing fee.
- Sponsorships are sold and assigned on a first-come, first-served basis based upon the date the completed Sponsor Registration Form and payment are received.
- Sponsor registration will end on March 6, 2020 or when all sponsorships have been awarded.

IN-KIND SPONSORSHIPS
A limited number of In-Kind Sponsorships are available including the Exhibit Hall Bingo Game prize, name badge holders and committee shirts. Other In-Kind Sponsorship offers will be considered and may be awarded by documented agreement.

ELECTRONIC ATTENDEE REGISTRATION LISTS
- Pre-Conference Attendee Registration Lists will be collected through April 8, 2020 and emailed to sponsors on April 9, 2020.
- Post-Conference Attendee Registration List will be mailed to sponsors two weeks following the conference.
- Includes information for those attendees whom did not specifically elect to be excluded.

FOR MORE INFORMATION OR TO REGISTER AS A SPONSOR
Sponsorship Chair: Rebecca Briley at (225) 214-6807 or RebeccaB@efcuFinancial.org
# Sponsorship Levels & Benefits

<table>
<thead>
<tr>
<th>Level</th>
<th>Platinum $5,000 (6 Available)</th>
<th>Gold $3,500 (5 Available)</th>
<th>Silver $2,000 (6 Available)</th>
<th>Bronze $1,000 (6 Available)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsored Event</strong>*</td>
<td>Conference Mobile App, Thursday Night Social, Conference Brochure, Conference Bags, Speaker Books or Other.</td>
<td>General Session or Lunch</td>
<td>Breakfast or Break or Daily Coffee/Water Station</td>
<td>Concurrent Session</td>
</tr>
<tr>
<td><strong>Exhibit Hall Participation</strong>*</td>
<td>10' X 20' Premium Booth with all Exhibitor Benefits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Introduction at Conference</strong>*</td>
<td>Introduction at Sponsored Event by Emcee or Company Representative</td>
<td>Introduction at Sponsored Event by Emcee or Company Representative</td>
<td>Sponsorship Recognition with Company Logo on Signage at Sponsored Event</td>
<td>Sponsorship Recognition with Company Logo on Signage at Sponsored Event</td>
</tr>
<tr>
<td><strong>Sponsored Event Signage</strong>*</td>
<td>Sponsorship Recognition with Company Logo on Signage at Sponsored Event</td>
<td>Sponsorship Recognition with Company Logo on Signage at Sponsored Event</td>
<td>Sponsorship Recognition with Company Name on Signage at Sponsored Event</td>
<td>Sponsorship Recognition with Company Name on Signage at Sponsored Event</td>
</tr>
<tr>
<td><strong>Pre-Conference Recognition</strong>*</td>
<td>Sponsorship Recognition with Company Logo on Website and Emails</td>
<td>Sponsorship Recognition with Company Logo on Website</td>
<td>Sponsorship Recognition with Company Name on Website</td>
<td>Sponsorship Recognition with Company Name on Website</td>
</tr>
<tr>
<td><strong>Digital Signage</strong>*</td>
<td>Sponsorship Recognition with Logo on Conference Center Digital Signage</td>
<td>Sponsorship Recognition with Logo on Conference Center Digital Signage</td>
<td>Sponsorship Recognition with Logo on Conference Center Digital Signage</td>
<td>Sponsorship Recognition with Logo on Conference Center Digital Signage</td>
</tr>
<tr>
<td><strong>Door Prize</strong></td>
<td>Opportunity to Give Door Prize(s) at Sponsored Event</td>
<td>Opportunity to Give Door Prize(s) at Sponsored Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Wednesday Night Social Tickets</strong></td>
<td>Five (5) Sponsor Representative Tickets (Includes two admissions in addition to the three provided with Exhibitor Registration.)</td>
<td>Two (2) Sponsor Representative Tickets</td>
<td>Two (2) Sponsor Representative Tickets</td>
<td></td>
</tr>
<tr>
<td><strong>Electronic Attendee Registration Lists</strong>*</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
</tbody>
</table>

* For more information, please reference the Sponsorship Opportunities information page.
2020 LOUISIANA CONFERENCE ON HUMAN RESOURCES
SPONSOR REGISTRATION FORM

Note: Platinum sponsors must complete Sponsor, Exhibitor & Advertiser registration forms.

SPONSOR INFO

<table>
<thead>
<tr>
<th>Company:</th>
<th>Contact Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Address:</td>
<td>Mailing Address:</td>
</tr>
<tr>
<td>City:</td>
<td>State: Zip Code:</td>
</tr>
<tr>
<td>Phone:</td>
<td>Fax:</td>
</tr>
<tr>
<td>Web Address:</td>
<td>Twitter ID:</td>
</tr>
<tr>
<td>Company Name for Signage &amp; Promo:</td>
<td></td>
</tr>
<tr>
<td>Product(s)/Service(s) to be Marketed:</td>
<td></td>
</tr>
</tbody>
</table>

Sponsorship Type:  
- Platinum: $5,000  
- Gold: $3,500  
- Silver: $2,000  
- Bronze: $1,000  
- **Platinum Level Dual Conference Sponsorship**: $9,800 (Deadline: January 3, 2020)

Names to Appear on Badges: 1.  2.  
Additional 3 names for Platinum Sponsors should be entered on the Exhibitor Registration.

PAYMENT

- Enclosed is a Check in the Amount of $ Payable to: LA SHRM State Conference  
- Please Charge My Card plus a 3% processing fee (check one) □ Visa □ MasterCard □ AMEX for the Amount of $ ______________

Name as it Appears on Card: 
Card Number: _____ _____ _____ _____ Expiration Date: ____/____ CIN #: __________
Card Billing Address: 
Authorized Signature: 
Printed Name: ____________________________________________________________________ Title: ________________________________

Logo Emailed? □ Yes □ No From Email: ___________________________________________________________________ Date: ____________
Introduction Emailed (Platinum & Gold)? □ Yes □ No From Email: ___________________________________________________________________ Advertising & Exhibitor Registration Form Completed (Platinum only): □ Yes □ No

Mail Check & Sponsor Registration Form to:  
Rebecca Briley, Sponsorship Chair  
LA SHRM  
P.O. Box 5210  
Lafayette, LA 70502  
Phone: (225) 214-6807  
Email: RebeccaB@efcuFinancial.org
ADVERTISEMENTS

Limited advertising space is available in the Conference Brochure which is provided to all attendees.

Placement of advertisements in the Conference Brochure is at the discretion of the Printing Chairperson due to spacing and may be subject to change.

Artwork, payment and Advertiser Registration Form must be received by March 6, 2020 for inclusion in the Conference Brochure.

PRICING

- Full Page: $1,000.00
- Half Page: $600.00
- Quarter Page: $300.00

AD SPECIFICATIONS

- Color or Black & White
- Measurements:
  - Full Page (with bleed): 4.25”(w) x 5.75”(h)
  - Full Page (without bleed): 3.5”(w) x 5”(h)
  - Half Page (horizontal): 3.5”(w) x 2.4375”(h)
  - Quarter Page: 1.6875”(w) x 2.4375(h)

- The 2020 Conference Ad Design Specifications Guide will be provided upon receipt of Advertising Registration and payment.

FOR MORE INFORMATION OR TO REGISTER AS AN ADVERTISER

Sponsorship Chair: Rebecca Briley at (225) 214-6807 or email RebeccaB@efcuFinancial.org

2020 ADVERTISING REGISTRATION FORM

Company: ____________________________ Contact Name: ____________________________

Email Address: ____________________________ Mailing Address: ____________________________

City: ____________________________ State: __________ Zip Code: __________

Phone: ____________________________ Fax: ____________________________

Advertisement Size:   □ Full Page: $1,000    □ Half Page: $600    □ Quarter Page: $300

□ Enclosed is a Check in the Amount of $___________ Payable to: LA SHRM State Conference

□ Please Charge My Card plus a 3% processing fee (check one) □ Visa □ MasterCard □ AMEX

for the Amount of $________________

Name as it Appears on Card: __________________________________________________________

Card Number: _______ _______ _______ _______ Expiration Date: ___/___ CIN #: _______

Card Billing Address: ______________________________________________________________

Authorized Signature: ______________________________________________________________

Printed Name: ____________________________ Title: ____________________________

Mail Check & Advertising Registration Form to:
Rebecca Briley, Sponsorship Chair
LA SHRM
P.O. Box 5210
Lafayette, LA 70502

Phone: (225) 214-6807
Email: RebeccaB@efcuFinancial.org