



STRATEGIC VISION FOR HR

2 Day Virtual Event | April 29 - 30, 2021

proudly presented by

Louisiana HR
Louisiana Society for
Human Resource Management

AFFILIATE OF
SHRM[®]
BETTER WORKPLACES
BETTER WORLD™

2021 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 virtual 2021 Louisiana Conference on Human Resources April 29th and 30th, 2021 broadcasting live from the Raising Cane's River Center in Baton Rouge, Louisiana. We are preparing for 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 virtual 2021 Conference will feature dynamic speakers in general and concurrent sessions, Virtual HR Exhibit Hall, a conference smartphone and PC 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, 2021 Past State Director & Co-Conference Chair
Heather Babineaux, 2021 Co-Conference Chair
Sandy Michelet, 2021 State Council Director

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 29 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.

2021 LOUISIANA CONFERENCE ON HUMAN RESOURCES

The virtual 2021 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 virtual 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, which will be available for 30 days from the day of the 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

VIRTUAL HR EXHIBIT HALL

VIRTUAL EXHIBITOR BOOTH FEES

- \$875.00

INCLUDED IN VIRTUAL BOOTH FEES

- **Virtual Booth:** Pre-recorded commercial uploaded to Whova App. Exhibitors may offer a prize at their booth to encourage collection of attendee contact information.
- **Exhibit Staff:** Will have the opportunity to be available for live Chat with on-line attendees.

VIRTUAL EXHIBITOR SERVICES

Exhibitor services provided through the Whova App.

VIRTUAL EXHIBIT HALL HOURS

- Conference Exhibit Hall Hours:
 - Thursday, April 29, 2021: 8:00 a.m. to 1:00 p.m.
 - Friday, April 30, 2021: 8:00 a.m. to 1:00 p.m.

VIRTUAL EXHIBIT HALL SET-UP & DISMANTLE

- Set-Up:
 - Instructions on setting up virtual booth will be provided by Louisiana SHRM Conference Exhibitor Chair
 - Virtual setup deadline Monday, April 26, 2021 but exhibitors are encouraged to have their virtual booth setup by Wednesday, April 14, 2021 since the attendees will receive login access to the conference app two weeks prior to the conference.

VIRTUAL 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.**
- The first six large booths will be located at the top of the virtual exhibit hall page and are reserved for Platinum Sponsors. All other Exhibit booths will be listed in alphabetical order.
- Exhibitor registration will end on March 26, 2021 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.

- Pre-Conference: \$50.00 (2 weeks before)
- Post-Conference: \$25.00 (2 weeks after)

FOR MORE INFORMATION OR TO REGISTER AS AN EXHIBITOR CONTACT:

Melinda Koon, Melinda.Koon@Sysco.com 337-839-3005

2021 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: \$875.00

Additional Exhibitor Registrations (\$100.00 each) Qty: _____

Name of Exhibitor (up to 3) #1 _____ #2 _____

#3 _____

Logo Emailed to Melinda.Koon@Sysco.com Yes No From Email: _____

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: ____/____/____ CID#: _____

Card Billing Address: _____

Authorized Signature: _____

Printed Name: _____ Title: _____

Mail Check or Fax Exhibitor Registration Form to:

Melinda Koon, Exhibitor Chair
LA SHRM

Phone: 337-839-3005
Email: Melinda.Koon@Sysco.com

P.O. Box 5210
Lafayette, LA 70502

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

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

SPONSORSHIP BENEFITS

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

VIRTUAL 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 5, 2021 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 online 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 5, 2021.

PLATINUM SPONSOR BOOTH ASSIGNMENT

Platinum level sponsors will receive exhibitor registration including a premium virtual booth with prime location on virtual exhibit hall app.

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 5, 2021 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. 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 14, 2021 and emailed to sponsors on April 15, 2021.
- 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

	Platinum \$5,000 (6 Available)	Gold \$3,500 (5 Available)	Silver \$2,000 (6 Available)	Bronze \$1,000 (6 Available)
Sponsored Event*	Conference Mobile App, Electronic Conference Brochure, Speaker Books or Other.	General Session or Lunch	Breakfast or Break Station	Concurrent Session
Virtual Exhibit Hall Participation*	Premium Virtual Booth location with all Exhibitor Benefits			
Introduction at Conference*	Introduction at Sponsored Event by Emcee or Company Representative	Introduction at Sponsored Event by Emcee or Company Representative		
Sponsored Event Signage*	Sponsorship Recognition with Company Logo on Signage at Sponsored Event	Sponsorship Recognition with Company Logo on Signage at Sponsored Event	Sponsorship Recognition with Company Name on Signage at Sponsored Event	Sponsorship Recognition with Company Name on Signage at Sponsored Event
Pre-Conference Recognition*	Sponsorship Recognition with Company Logo on Website and Emails	Sponsorship Recognition with Company Logo on Website	Sponsorship Recognition with Company Name on Website	
On-line Conference Brochure Recognition*	Half-Page Advertisement with Sponsorship Recognition in Conference Brochure. * Conference brochure sponsor will receive full back page advertisement.	Quarter-Page Advertisement with Sponsorship Recognition in Conference Brochure.	Sponsorship Recognition with Logo in Conference Brochure.	Sponsorship Recognition with Logo in Conference Brochure.
Digital Signage*	Sponsorship Recognition with Logo on Conference Center Digital Signage	Sponsorship Recognition with Logo on Conference Center Digital Signage	Sponsorship Recognition with Logo on Conference Center Digital Signage	
Door Prize	Opportunity to Give Door Prize(s) at Sponsored Event	Opportunity to Give Door Prize(s) at Sponsored Event		
Electronic Attendee Registration Lists*	Included	Included	Included	Included

* For more information, please reference the Sponsorship Opportunities information page.

2021 LOUISIANA CONFERENCE ON HUMAN RESOURCES SPONSOR REGISTRATION FORM

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

SPONSOR INFO

Company: _____ Contact Name: _____

Email Address: _____ Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Web Address: _____ Twitter ID: _____

Company Name for Signage & Promo: _____

Product(s)/Service(s) to be Marketed: _____

Sponsorship Type: Platinum: \$5,000 Gold: \$3,500 Silver: \$2,000 Bronze: \$1,000

Company Names of Representatives: 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

VIRTUAL ADVERTISING OPPORTUNITIES

ADVERTISEMENTS

Limited advertising space is available in the on-line 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 5, 2021 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: 7.125"(w) x 9.66"(h)
 - Half Page: 7.125"(w) x 4.75"(h)
 - Quarter Page: 3.5"(w) x 4.75(h)
- The 2021 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

2021 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