

# 2023 EXHIBITOR & SPONSOR PROSPECTUS

Louisiana  HR  
Louisiana Society for  
Human Resource Management

# BUILDING *Resiliency* TOGETHER



**LOUISIANA  
CONFERENCE FOR  
HUMAN RESOURCES**

**Thur-Fri April 20 - 21, 2023**

**LAFAYETTE**

**CAJUNDOME CONVENTION CENTER**

The Louisiana SHRM State Council (Louisiana SHRM), an affiliate of the Society for Human Resource Management (SHRM), serves more than 1,200 human resource professionals within our state through education and advocacy efforts and networking opportunities. Louisiana SHRM hosts the 2023 Louisiana Conference on Human Resources April 20 - 21, 2023 at the Cajundome Convention Center in Lafayette, Louisiana. We are preparing for nearly 500 attendees including executive level human resource professionals from across the state.

The 2023 Conference will feature dynamic speakers in general and concurrent sessions, offering 13 continuing education credits, HR Exhibit Hall, a conference app, and much more. This prospectus will share how your company can make the most of these opportunities to promote your products or services.

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 products or services to our attendees. Their contact information can be found below.

**We look forward to seeing you in Lafayette,**

Gena Champagne, 2022 Past State Director & 2023 Co-Conference Chair  
Heather Babineaux, 2023 Co-Conference Chair  
Sandy Michelet, 2022 State Council Director  
Karen Breaux, 2023 State Council Director

**SPONSORSHIP CHAIR**

Rebecca Briley  
(225) 214-6807  
[RebeccaB@efcuFinancial.org](mailto:RebeccaB@efcuFinancial.org)

**EXHIBITOR CHAIR**

Melinda Koon  
(337) 735-8147  
[Melinda.Koon@mcbt.com](mailto:Melinda.Koon@mcbt.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 30 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.

## 2023 LOUISIANA CONFERENCE ON HUMAN RESOURCES

The 2023 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:

[LASHRMstateconference@gmail.com](mailto:LASHRMstateconference@gmail.com)



# HR EXHIBIT HALL

## EXHIBITOR BOOTH FEES

- 10' X 10': \$995.00
- 10' X 20': \$1,175.00
- 10' X 30': \$1,475.00

\$100 Early Bird Discount available if full payment is received on or before December 15, 2022.

## INCLUDED IN BOOTH FEES

- **Booth:** 8' high draped back, 3' high draped side rail, one 7" x 44" sign, 6' skirted table, 2 folding chairs, and a garbage can. Exhibitors may offer a prize at their booth to encourage collection of attendees' 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 Clark 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 Clark Services. Louisiana SHRM is not responsible for any items left at booths. No security will be provided overnight.

## EXHIBIT HALL HOURS

- Conference Exhibit Hall Hours:
  - Thursday, April 20<sup>th</sup>: 10:00 a.m. to 4:00 p.m.
  - Friday, April 21<sup>st</sup>: 7:45 a.m. to 2:30 p.m.

## EXHIBIT HALL SET-UP & TEAR-DOWN

- Set-Up:
  - Wednesday, April 19<sup>th</sup> 2:00 p.m. to 5:00 p.m.
  - Thursday, April 20<sup>th</sup> 7:30 a.m. to 9:30 a.m.
- Tear-Down:
  - Friday, April 21<sup>st</sup> 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 21<sup>st</sup>. 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 via email 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 full payment are received.
- Booths A – F are reserved for Platinum Sponsors. Booths 1 – 59 are available for all other exhibitors.
- Exhibitor registration will end on April 3, 2023 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 who 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)

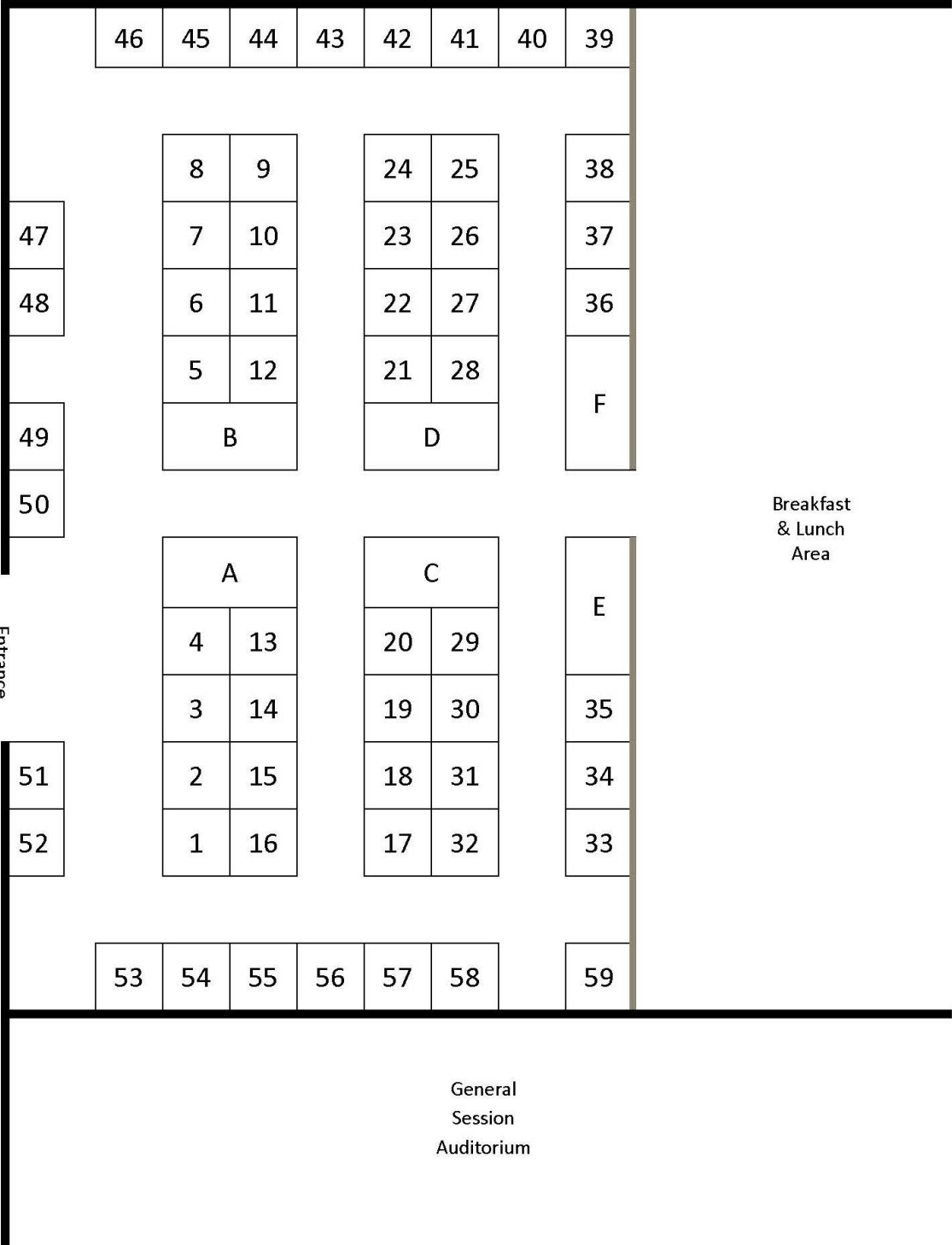
**[Click Here to Register as an Exhibitor](#)**

FOR MORE INFORMATION OR TO REGISTER AS AN EXHIBITOR CONTACT:

Melinda Koon, [Melinda.Koon@mcbt.com](mailto:Melinda.Koon@mcbt.com) (337)735-8147

# EXHIBIT HALL LAYOUT

- **Booths A – F:** Reserved for Platinum Sponsors.
- **Booths 1 – 59:** Available for all other Exhibitors.



# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS

- Platinum: \$5,000.00
- Silver: \$2,000.00
- Gold: \$3,500.00
- Bronze: \$1,200.00

## SPONSORSHIP BENEFITS

Please see the Sponsorship Levels & 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 3, 2023 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 app is at the discretion of the conference committee 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 3, 2023.

## PLATINUM SPONSOR BOOTH ASSIGNMENT

Platinum level sponsors will receive exhibitor registration including a premium booth with prime location in the HR Exhibit Hall.

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

## SPONSOR REGISTRATION

- Completed Sponsor Registration Forms may be submitted via email 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 tables assigned on a first-come, first-served basis based upon the date the completed Sponsor Registration Form and full payment are received.
- Sponsor registration will end on March 3, 2023 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 4, 2023 and emailed to sponsors on April 5, 2023.
- Post-Conference Attendee Registration List will be - emailed to sponsors two weeks following the conference.
- The attendee list includes information for those attendees who elect to participate.

## FOR MORE INFORMATION OR TO REGISTER AS A SPONSOR

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

[\*\*Click Here to Register as a Sponsor\*\*](#)

# SPONSORSHIP LEVELS & BENEFITS

	<b>Platinum \$5,000</b> (6 Available)	<b>Gold \$3,500</b> (5 Available)	<b>Silver \$2,000</b> (6 Available)	<b>Bronze \$1,200</b> (6 Available)
<b>Sponsored Event*</b>	Conference App, Thursday Night Social, Conference Bags, Speaker Books, Registration, or Other.	General Session or Lunch	Breakfast or Break or Daily Coffee/Water Station	Concurrent Session
<b>Exhibit Hall Participation*</b>	10' X 20' Premium Booth with all Exhibitor Benefits			
<b>Introduction at Conference*</b>	Introduction at Sponsored Event by Emcee or Company Representative	Introduction at Sponsored Event by Emcee or Company Representative		
<b>Sponsored Event Signage*</b>	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
<b>Pre-Conference Recognition*</b>	Sponsorship Recognition with Company Logo on Website and Emails	Sponsorship Recognition with Company Logo on Website	Sponsorship Recognition with Company Name on Website	
<b>Conference App</b>	Logo will be prominently displayed on every page in the app	Logo will be included as a scrolling ad at bottom of page on app	Named recognition on agenda for sponsorship	Named recognition during concurrent sessions
<b>Digital Signage*</b>	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	
<b>Door Prize</b>	Opportunity to Give Door Prize(s) at Sponsored Event	Opportunity to Give Door Prize(s) at Sponsored Event		
<b>Thursday Night Social Tickets</b>	Five (5) Sponsor Representative Tickets  (Includes two admissions in addition to the three provided with Exhibitor Registration.)	Two (2) Sponsor Representative Tickets	Two (2) Sponsor Representative Tickets	
<b>Electronic Attendee Registration Lists*</b>	Included	Included	Included	Included

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

