

UNLEASHING HR

2024 SPONSOR PROSPECTUS

April 18 -19, 2024
Lafayette Cajundome &
Convention Center

AFFILIATE OF
SHRM[®]
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

Louisiana  HR
Louisiana Society for
Human Resource Management

ARE YOU READY TO UNLEASH YOUR BUSINESS?

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 2024 Louisiana Conference on Human Resources **April 18 - 19, 2024 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 LASHRM State Conference had record attendance!

The 2024 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 look forward to seeing you in Lafayette,

Karen Breaux, 2023-2024 State Director

Sheila Robinson, 2024 Conference Co-Chair

Sandy Michelet, 2022 State Council Director, 2024 Conference Co-Chair

REACH OUT TO SECURE YOUR SPONSORSHIP TODAY

To register, go to <https://louisianashrm.org/event-5399078>.

To learn more, send your requests to lashrmstateconference@gmail.com.

REBECCA BRILEY
(225) 214-6807

MELINDA KOON
(337) 735-8147

PATRICK MORRISON
(504) 722-9963

APRIL CARPENTER
(985) 730-2341

SPONSORSHIP LEVELS & BENEFITS

Keynote Sponsor

\$7500 (3 Available)

General Session

- Premium VIP Reserved table at General Session. Invite clients/prospective clients to sit at your table.
- Two-Minute Commercial at General Session

Face to Face Interaction

- 10'x20' premium booth with prime location in the Exhibit Hall
- Introduction by the Emcee
- Introduce Speaker at Concurrent & Two-Minute Welcome / Commercial
- Seven Tickets to Thursday Night Social
- Ability to provide Door Prize
- Seven Full Conference Attendance Tickets

Marketing / Recognition

- Company Logo on websites and emails
- Sponsored Event Signage
- Signage at Event
- Recognition on Conference App
- Ability to add item to Swag Bag
- Electronic Attendee Registration



Platinum Level

\$5000

Badge & Lanyard (1 Available)

Logo featured on all conference attendee lanyards or name badges

Book Sponsor / Signing (2 Available)

Recognition at keynote; keynote signing station will be held in your booth

Mobile App (1 Available)

Local placement on Guidebook Conf App in prominent location and visible on all pages

Selfie Station (1 Available)

Logo featured on signage at selfie booth as well as on the digital frame of all photos taken in booth

Swag Bag (1 Available)

Logo featured on conference Swag Bag gifted to all attendees

Thursday Night Social (1 Available)

Logo featured on signage throughout social location, on conference app social event page, and in social media advertisements of social event. Seven tickets to the Thursday Night Social

Water Bottle (1 Available)

Your company provided branded water bottles included in each Swag Bag

Wifi (1 Available)

Company name recognition throughout event; your company name used as Wifi Code

All Platinum Sponsorships also include:

Face-to-Face Interaction

- 10'x20' premium booth with prime location in the Exhibit Hall
- Introduction by the Emcee
- Introduce Speaker at Concurrent & Two-Minute Welcome / Commercial
- Five Tickets to Thursday Night Social
- Ability to provide Door Prize
- Five Full Conference Attendance Tickets

Marketing / Recognition

- Company Logo on Websites and Emails
- Sponsored Event Signage
- Signage at Event
- Recognition on Conference App
- Ability to add item to Swag Bag
- Electronic Attendee Registration

Gold Level

\$3500

Break Sponsor (4 Available)

Company sponsored snack break, which includes table sign with company logo

Breakfast Sponsor (2 Available)

Company sponsored breakfast, which includes table sign with company logo

Lunch Sponsor (2 Available)

Company sponsored lunch, which includes table sign with company logo

All Gold Sponsorships also include:

- 10'x10' space in the Exhibit Hall
- Ability to provide Door Prize
- Three Full Conference Attendance Tickets

Marketing / Recognition

- Company Logo on Websites

LASHRM Partner

\$2500 (8 Available)

General Session

- 10'x10' space in the Exhibit Hall
- Ability to provide Door Prize
- Three Full Conference Attendance Tickets

Marketing / Recognition

- Company Logo on Websites

Exhibition Hall

10' x 20' \$1175

10' x 10' \$995

- Pipe and drape
- Skirted 6' table
- Two chairs
- Company name on sign
- Ability to provide Door Prize
- Three Full Conference Attendance Tickets

2024 ANNUAL CONFERENCE SPONSORSHIP PACKAGES

		KEYNOTE \$7500 3 Available	PLATINUM \$5000 9 Available	GOLD \$3500 8 Available	LASHRM PARTNER \$2500 8 Available	10' X 20' \$1175 8 Available	10' X 10' \$995 20 Available
General	Reserved Table	x					
	Commercial	x					
Face to Face Interaction	Exhibit Hall	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 20'	10' x 10'
	Emcee Intro	x	x				
	Speaker Intro	x	x				
	Thursday Social	7 Tickets	5 Tickets	3 Tickets	3 Tickets	3 Tickets	3 Tickets
	Provide Door Prize	x	x	x	x	x	x
	Conference Attendance	7 Tickets	5 Tickets	3 Tickets	3 Tickets	3 Tickets	3 Tickets
	Speaker Signing Event		2 Available				
Specialized Sponsorship	Logo Featured on Signage		1 Available				
	Provide Water Bottles		1 Available				
	Selfie Booth Signage		1 Available				
	Logo on Lanyard		1 Available				
	Placement on App		1 Available				
	Name on Wifi Code		1 Available				
	Logo on Swag Bag		1 Available				
	Sponsored Snack Break			4 Available			
	Sponsored Breakfast			2 Available			
	Sponsored Lunch			2 Available			
Marketing & Recognition	Logo on Website & Emails	x	x	x			
	Name on Website			x	x		
	Signage at Event	x	x	x			
	Recognition on App	x	x				
	Add to Swag Bag	x	x	x	x		
	Electronic Attendee Registration	x	x	x	x		



SECURE YOUR SPOT, SPONSORSHIPS ARE GOING FAST!

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