

# UNLEASHING HR

# 2024 SPONSOR PROSPECTUS

April 18 -19, 2024  
Lafayette Cajundome &  
Convention Center

AFFILIATE OF  
**SHRM**<sup>®</sup>  
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](mailto: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

**SOLD OUT**

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

**SOLD OUT**

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

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**\$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

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**\$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

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**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<br>\$7500<br>3 Available | PLATINUM<br>\$5000<br>9 Available | GOLD<br>\$3500<br>8 Available | LASHRM<br>PARTNER<br>\$2500<br>8 Available | 10' X 20'<br>\$1175<br>8 Available | 10' X 10'<br>\$995<br>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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