



LOUISIANA CLAIMS ASSOCIATION

SPONSORSHIP OPPORTUNITIES

2020 VIRTUAL ANNUAL CONFERENCE

OCTOBER 21-22, 2020

NOVEMBER 18-19, 2020

EVENT OVERVIEW

Louisiana Claims Association will hold its 26th Annual Conference & Trade Expo virtually this year. We will offer opportunities to enjoy continuing education workshops that directly relate to our industry, network with claims professionals from throughout the state, and entertainment – all in a virtual setting.

Exhibitors and Sponsors help fund the programs and activities of the Conference. They keep registration prices low so any company, large or small, can send representatives. The Virtual Conference will be held in two sessions: Session 1 – October 21-22, 2020 and Session 2 – November 18-19, 2020). Participants attending both sessions have an opportunity to earn 12 hour of continuing education credits needed to renew their license.

Past conferences have drawn as many as 250-300 attendees. We anticipate an even larger turnout in the virtual setting.

We invite you to review the following materials and call us if you have questions.

AGENDA

Day 1

7:30 am – 8:00 am	BYO Breakfast – Networking in Exhibit Hall
8:00 am – 9:00 am	Keynote Address Insurance Commissioner Jim Donelon
9:00 am – 9:30 am	BYO Coffee – Networking in Exhibit Hall
9:30 am – 10:30 am	Three Concurrent Live Webinars
10:30 am – 11:00 am	BYO Coffee – Networking in Exhibit Hall
11:00 am – 12:00 pm	Three Concurrent Live Webinars
12:00 pm – 1:00 pm	BYO Lunch – Networking & Prizes in Exhibit Hall

Day 2

7:30 am – 8:00 am	BYO Breakfast – Networking in Exhibit Hall
8:00 am – 9:00 am	Ethics Presentation
9:00 am – 9:30 am	BYO Coffee & Networking in Exhibit Hall
9:30 am – 10:30 am	Three Concurrent Live Webinars
10:30 am – 11:00 am	BYO Coffee – Networking in Exhibit Hall
11:00 am – 12:00 pm	Three Concurrent Live Webinars
12:00 pm – 1:00 pm	BYO Lunch – Networking & Prizes in Exhibit Hall

The conference will be held in two sessions – Session 1 October 21-22 and Session 2 November 18-19, with different speakers at each session. Exhibitors who purchase a Sponsorship or Exhibit Booth will be participating in BOTH sessions.

MAXIMIZE IN-PERSON ENGAGEMENT

- **Reach Your Target Audience** – Sponsorship brings attendees who are looking to find out more about your business directly to you.
- **Put Your Brand In The Spotlight** – Event marketing by LCA generates media exposure through digital, email and social media.
- **Drive Sales** – Packages include the opportunity to showcase products and services, and distribute samples or trial offers
- **Create Long Lasting Connections** – During the various networking opportunities available at the conference, sponsors are able to dramatically influence customer relations.
- **Lead Generation** – The list of conference attendees* provides a valuable resource of leads and an opportunity to continue the conversation beyond the event.

* Not all sponsor packages offer the same level of exposure.

LEAD SPONSOR - SOLD

EXCLUSIVE TO ONE COMPANY

- Pre-Conference Promotion – Logo recognition as Lead Sponsor
- Rectangle Banner Ad (300W x 250H pixels) and logo recognition on conference reminder emails.
- Deluxe Exhibitor Booth
 - Largest and highest visibility booth position
 - Opportunity to network through Live Stream in booth and/or provide video highlighting your company
 - Lead reports of attendees entering your booth
 - Booth and logo prominently highlighted on exhibit floor
 - Unlimited booth representatives
- Prominent branding and visibility - Logo recognition with link on all pages of conference site
- Thirty Minute VIP Private Breakout Room to invite participants during break
- Opportunity to make 260-word introductory comments at opening keynote
- VIP Post Event - Custom webinar (pre-recorded with live Q&A), with moderation provided by LCA . One Hour Presentation with lead reports of your webinar attendees.
- Opportunity to provide 5 pieces for download in conference Resource Center
- List of All Conference Attendees Post Conference
- 8 tickets for general conference attendees that can be distributed to customers

Total Investment: \$1,000.00

PREMIER SPONSOR

EXCLUSIVE TO FOUR COMPANIES

- Logo recognition on promotional emails for conference
- Deluxe Exhibitor Booth
 - High visibility booth position
 - Opportunity to network through Live Stream in booth and/or provide video highlighting your company
 - Lead reports of attendees entering your booth
 - Unlimited booth representatives
- Prominent branding and visibility - Logo on all Pre-Conference communications
- Logo visibility on Agenda indicating a session is sponsored by your company
- Opportunity to provide 3 pieces for download in conference Resource Center
- Thirty Minute VIP Private Breakout Room to invite participants during break
- List of All Conference Attendees Post Conference
- 5 tickets to attend conference that can be distributed to customers.

Total Investment: \$650.00

SILVER SPONSOR

EXCLUSIVE TO SIX COMPANIES

- Logo recognition on promotional emails for conference
- Deluxe Exhibitor Booth
 - High visibility booth position
 - Opportunity to network through Live Stream in booth and/or provide video highlighting your company
 - Lead reports of attendees entering your booth
 - Unlimited booth representatives
- Opportunity to provide 2 pieces for download in conference Resource Center
- List of All Conference Attendees Post Conference
- 3 tickets to attend conference that can be distributed to customers

Total Investment: \$600.00

EXHIBIT BOOTH

- High visibility booth position
- Lead reporting of attendees that enter booth
- Opportunity to network through Live Stream in booth and/or provide video highlighting your company
- 2 booth attendees
- Opportunity to provide one piece for download in conference Resource Center
- Exhibit Space is limited and positioning may be selected upon contract signing

Total Investment: \$400

SPONSORSHIP-AT-A-GLANCE

Total Available Investment	Lead SOLD \$1,000	Premier 4 \$750	Silver 6 \$600	Booth \$400
Email Promotion	Banner Ad & Logo	Logo	Logo	
Conference Website	√	√	√	√
Resource Center	5 Pieces	3 Pieces	2 pieces	1 Piece
Thank you slide	√	√	√	√
VIP Private Breakout	√	√		
Intro Keynote Speaker	√			
Tickets for General Attendees	8	5	3	
Exhibit Space	√	√	√	√
Thank You Email	√	√	√	√
Attendee List	All Attendees	All Attendees	All Attendees	All Attendees
VIP Post Event	√			

GENERAL SPONSORSHIP OPPORTUNITIES

25% of all General Sponsorships will be donated to the LCA Scholarship Fund. General Sponsors will be recognized during the virtual conference during the general sessions. Exhibit Booths are not included with General Sponsorships.

PLATINUM PELICAN

Donations of \$500 and over

GOLD BAYOU

Donations of \$400 to \$499

SILVER MAGNOLIA

Donations of \$300 to \$399



LOUISIANA CLAIMS ASSOCIATION

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FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT
LINDA ALWOOD AT 225-291-2806 OR VISIT OUR WEBSITE TO REGISTER.