20 YEARS OF STUDENT SUCCESS
LCTCS ANNUAL CONFERENCE 2018
NEW ORLEANS

SPONSORSHIP OVERVIEW

20 YEARS OF STUDENT SUCCESS

SEPTEMBER 26-28, 2018

HILTON RIVERSIDE
NEW ORLEANS, LA
Dear Valued Partner,

As an industry leader, you are well aware of the unprecedented workforce needs facing Louisiana. The demand for more workforce training opportunities in Louisiana is great. Occupational forecasts predict that in the next 5-10 years, the state will experience a shortage of more than 80,000 skilled workers. Louisiana's Community and Technical Colleges are responding to this urgent need for a trained and skilled workforce by working with state officials, community and economic development organizations, and business leaders like you throughout the state. Through the exceptional work of our faculty and staff, our chancellors, and our students we are strengthening existing partnerships and creating new ones.

The 2018 LCTCS Annual Conference is a unique and exciting opportunity to showcase these partnerships and their successes in a big way. Whether your services directly benefit our employees, like health care, banking or insurance, or your products are taught in the classroom as the industry standard, there is a place for you at this professional learning conference. We invite you to join nearly 1,400 community and technical college employees for the largest gathering of its kind in the State as we celebrate 20 Years of Student Success.

The LCTCS Annual Conference is an opportunity to build awareness for your brand among key industry thought leaders. Last year we had over 1300 attendees, 130 concurrent sessions and 53 sponsors and exhibitors. We expect 2018's event will be even bigger and better and hope you'll join us. We offer a wide range of sponsorship opportunities to suit your needs. I encourage you to review our sponsorship prospectus and respond quickly, as we expect to sell out again this year. Please note that booth selection is based on your contract submission date, so don't delay!

On behalf of LCTCS, I hope you'll choose to partner with us for what's shaping up to be our most successful annual conference yet! Please contact our Office of System Advancement at 225-308-4418 or tarieroberson@lctcs.edu to make your sponsorship commitment. Together, as partners, we can strengthen Louisiana's Workforce.

Sincerely,

Tarie Roberson
Director of System Advancement
THE LCTCS ANNUAL CONFERENCE IS THE PREMIER PROFESSIONAL DEVELOPMENT EVENT FOR LOUISIANA’S COMMUNITY AND TECHNICAL COLLEGES, ANNUALLY ATTRACTING OVER 1,000 FACULTY, STAFF, AND ADMINISTRATIVE LEADERS.

The conference serves the scholars, teachers, and practitioners of our system and supports their professional development and interests in teaching, learning and technology.

LCTCS is one of the fastest growing two-year college systems in the nation, our colleges, consistently rank nationally in the top 100 producers of two-year certificates, one year certificates and associate degrees. With our strategic vision, “Our Louisiana 2020”, LCTCS has targeted six key objectives since 2014:

**DOUBLE** Number of Graduates to **40,000** ANNUALLY

**DOUBLE** the Annual Earnings of Our Graduates to **$1.5 BILLION**

**QUADRUPLE** Student Transfers to **FOUR-YEAR UNIVERSITIES**

**DOUBLE** the Number of Students Served to **325,000** ANNUALLY

**QUADRUPLE** Partnerships with Business & Industry to **1,000** ANNUALLY

**DOUBLE** Foundation Assets to **$50 MILLION**

<table>
<thead>
<tr>
<th>2017</th>
<th>2020</th>
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<tbody>
<tr>
<td>24,135</td>
<td>40,000</td>
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<tr>
<td>$1.1 Billion</td>
<td>$1.5 Billion</td>
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<tr>
<td>15,529</td>
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<tr>
<td>130,010</td>
<td>325,000</td>
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<td>1,224</td>
<td>1,000</td>
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<tr>
<td>$42 Million</td>
<td>$50 Million</td>
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CONFERENCE HIGHLIGHTS

The LCTCS Annual Conference features concurrent session presenters that are hand-selected, dynamic subject matter experts. They provide detailed perspectives about practical and innovative solutions to today's community and technical college challenges and opportunities. In order to offer these professional development programs, we rely on partners to help offset our costs.

Through the Foundation for Louisiana's Community and Technical Colleges, sponsors and exhibitors can show their support for innovative programming at our schools, promote products to front line users and help us keep our commitment to invest in our people.
“I appreciate how everyone gave us time to talk about our programs.”

“The team were exceptionally supportive and informative!”

“The organization from the planner was amazing. As an exhibitor that attends lots of shows it was a benefit to have good communication and details on the event.”

“Great job! Loved having it in New Orleans and participating in the sessions before the conference began.”
WHY PARTICIPATE?

AS A SPONSOR OF THE EVENT, YOU HAVE A UNIQUE OPPORTUNITY TO DISPLAY YOUR PRODUCTS AND SERVICES, EXTEND YOUR BRAND IDENTITY AND CREATE A STRONG VISIBLE PRESENCE AMONG INDUSTRY PROFESSIONALS, ENGAGED IN COMMUNITY AND TECHNICAL COLLEGES ACROSS THE STATE.

The exhibit area will be located in the high traffic and visibility areas to maximize exposure and ensure high levels of interaction with attendees. Attendees will have multiple opportunities to network and interact with your company throughout the duration of the event including exclusive exhibition times.

Among the many benefits and opportunities available to you as a sponsor at the 2018 Annual Conference are:

- **DEDICATED EXHIBIT TIME**
  - TO OPTIMIZE INTERACTIONS WITH ATTENDEES.

- **EXHIBIT SPACE**
  - THAT SERVES AS THE FOCAL POINT OF THE EVENT.

- **INDUSTRY LEADERSHIP**
  - PLACE YOUR MESSAGE IN FRONT OF ATTENDEES.

- **EXPOSURE**
  - WITH MULTIPLE BRANDING OPPORTUNITIES ON APP AND WEBSITE.

- **PARTICIPATE IN SOCIAL & NETWORKING EVENTS**
  - AND GROW YOUR BUSINESS.

- **INCREASE AWARENESS**
  - AROUND NEW PRODUCT LAUNCH.

- **REACH OUT TO A NEW TARGET AUDIENCE.**

- **INCREASE BRAND AWARENESS**
  - WITH EXISTING AUDIENCE.

- **BUILD RELATIONSHIPS**
  - AND ENGAGE WITH COMMUNITY.

- **REPOSITION OR REHABILITATE A STRUGGLING BRAND.**

- **DEMONSTRATE CORPORATE RESPONSIBILITY.**
2017
STATS

We had a great 2017 Conference and are looking forward to an even more successful 2018 in New Orleans.

Join us!

Attendance
1,301

Sponsor Banner Views on App
156k

ATTENDANCE

Non-LCTCS
8%

Faculty & Staff
92%

Total App Users
930
SPONSORSHIPS
We have a range of sponsorship packages designed to suit all your needs. Each allows you to showcase your products and services where the top educational decision-makers and influencers network.

HOW TO RESERVE YOUR SPONSORSHIP
Sponsorships are limited and available on a first-come, first-served basis. To request your sponsorship just hit the Sign Me Up link and you will be guided to our online Sponsorship Portal. For additional questions email us at tarieroberson@lctcs.edu.

BOOTH SELECTION
Booth selection will take place early 2018. At that time sponsors will have the opportunity to select their booth of choice in their sponsorship level (based on availability). The selection process will begin in the order on which the signed agreements are received.

PAYMENT OPTIONS
Sponsorships can be made online or by check. Sponsorships must be paid in full for booth selection.

MAKE CHECKS PAYABLE TO:
LCTCS FOUNDATION
265 S. FOSTER DRIVE
BATON ROUGE, LA  70806

PAY ONLINE BY CREDIT CARD AT:
WWW.LCTCS.EDU/FOUNDATION/DONATE

<table>
<thead>
<tr>
<th>PACKAGES</th>
<th>EARLY BIRD Prices valid through July 30, 2018</th>
<th>REGULAR RATE</th>
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<tbody>
<tr>
<td>PRESENTING</td>
<td>$25,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>DIAMOND</td>
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</tr>
<tr>
<td>PLATINUM</td>
<td>$10,000</td>
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<tr>
<td>GOLD</td>
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<tr>
<td>SILVER</td>
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<tr>
<td>BRONZE (A LA CARTE)</td>
<td>$3,300</td>
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</tr>
<tr>
<td>EXHIBITOR</td>
<td>$895</td>
<td>$995</td>
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</tbody>
</table>
**SPONSORSHIPS AT A GLANCE**

*Sponsorships are limited!*

To secure your spot today, purchase your sponsorship by clicking the [SIGN ME Up link](#). The deadline to purchase your sponsorship is September 14, 2018. For additional questions email [tarieroberson@lctcs.edu](mailto:tarieroberson@lctcs.edu).

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>PRESENTING</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>EXHIBITOR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 Available</td>
<td>1 Available</td>
<td>3 Available</td>
<td>3 Available</td>
<td>8 Available</td>
<td>A La Carte</td>
<td>35 Available</td>
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</table>

| Exhibit Showcase | 2 | 1 | 1 |
| Social Wall Promotion | 2 | 1 | 1 |
| Social Media Promotion | 2 | 1 | 1 |
| Push Notification | 2 | 2 | 1 |
| Pre-Conference Email | 2 | 1 | 1 |
| LCTCS Website | ✔ | ✔ | ✔ |
| Branding | ✔ | ✔ | ✔ | ✔ |
| Conference Mobile App | ✔ | ✔ | ✔ | ✔ | ✔ |
| Promotional Materials | ✔ | ✔ | ✔ | ✔ | ✔ | Select Items |
| Booth Space | 20 x 20 | 10 x 10 | 10 x 10 | 10 x 10 | 10 x 10 | Please call for details | 10 x 10 |
| Conference VIP Passes | 4 | 2 | 2 | 2 | 2 | 2 | 2 |
MARKETING PROMOTIONAL OPPORTUNITIES

**Banner Ad: $1000**
Generate brand awareness by sending attendees a strong message on pages where they’ll be spending the most time.

**Push Notifications: $1500**
Send a branded custom message to every attendee that their guaranteed to open. Or, you can go a step further and use Direct Notifications to reach the segment of attendees you care about the most.

**Interactive Map Listing: $300**
Maps are consistently one of the top five most-used features! Attendees are constantly accessing the map to see where they’re going next, so why not take advantage and brand it?

**Lead Generation: $300**
Reach your target audience, segmented by personal or professional factors...like professionals interests or pain points.

**Branded Registration: $300**
Capture the attention of your target audience from one of their very first touchpoints with the conference: the registration email and site.

**Conference App Home Screen: $1500**
First Impressions are lasting impressions. Maximize your exposure by being the first thing everyone sees.

**Sponsor Listings: $500**
Stand Out From the Crowd. A small change can make a big difference! A splash of color is all it takes to stand out from the competition in sponsor listings.

**Enhanced Exhibitor Profile: $250**
Create Exhibitor Profiles that allow you to go beyond the booth. An enhance exhibitor profile sets you apart from other exhibitors and transforms your profile into a valuable resource for attendees. It can also help generate interest and drive foot traffic to your booth.

**Sponsored Surveys & Contests: $500**
Engage Attendees and Collect Qualified Leads. Gain valuable insights into your customers by asking key, defining questions. With that data, you’ll be able to segment customer profiles for future marketing opportunities!

**Gamification: $500**
While all the other exhibitors attempt to attract eyes, attendees will have a reason to come straight to your booth first.
PRESENTING SPONSOR
$30,000

IMPACT AWARDS - VIP Event
Wednesday, September 26, 2018 6:00 PM - 9:00PM

Position your company in the premier spotlight! Welcome key stakeholders along with business and industry leaders around the state to this VIP networking event. Brand your company as an exclusive sponsor. LCTCS will interactively showcase our college programs with hands-on demonstrations and pay tribute to business and industry leaders for their commitment and support to our community and technical colleges.

Presenting Sponsorship Package Includes:

**EXHIBIT BOOTH**
1 custom premier (20x20) booth with prominent location in prime location on exhibit showroom floor.

**REGISTRATION**
2 complimentary registrations with access to full conference, including all meals, networking events and VIP events.

**EXHIBITOR SHOWCASE**
Option to participate in the Exhibitor Showcase, which includes a scheduled presentation and production demonstration. Space limited. Ask for details.

**SOCIAL WALL PROMOTION**
1 custom post on LCTCS' social wall to display throughout LCTCS 2018 Conference.

**PROMOTIONAL MATERIALS**
Opportunity to place company promotional items in conference swag bag.

**SOCIAL MEDIA PROMOTION**
Promotion on all of LCTCS' Social Media Networks: Facebook, LinkedIn, Twitter, Instagram.

**PRE-CONFERENCE EMAIL**
Inclusion in pre-conference email with other sponsors promoting LCTCS 2018 Conference.

**PUSH NOTIFICATION**
2 dedicated push notifications in the mobile app during the LCTCS 2018 Conference.

**LCTCS WEBSITE**
Logo on the sponsor section.

**BRANDING**
Prominent on-site signage, recognition and thank you in General Session.

**CONFERENCE MOBILE APP**
Dedicated splash page, logo, 75 word description, banner ad and ability to link to featured content.
**DIAMOND SPONSOR**

$25,000

**WELCOME RECEPTION**

*Thursday, September 27, 2018 5:30 - 8:30 PM*

Position your company as a thought leader by hosting the networking reception. Your company representative has the ability to give a special welcome speech to conference attendees and network with product purchasing decision makers. The reception will provide an atmosphere of style and excitement. Distribute branded materials to faculty and staff. Your company logo will be featured throughout the reception area where attendees will enjoy an evening with New Orleans flair.

**Diamond Sponsorship Package Includes:**

**EXHIBIT BOOTH**
1 custom premier (10x10) booth with prominent location in prime location on exhibit showroom floor.

**REGISTRATION**
2 complimentary registrations with access to full conference, including all meals, networking events and VIP events.

**EXHIBITOR SHOWCASE**
Option to participate in the Exhibitor Showcase, which includes a scheduled presentation and production demonstration. Space limited. Ask for details.

**SOCIAL WALL PROMOTION**
1 custom post on LCTCS’ social wall to display throughout LCTCS 2018 Conference.

**PROMOTIONAL MATERIALS**
Opportunity to place company promotional items in conference swag bag.

**SOCIAL MEDIA PROMOTION**
Promotion on all of LCTCS’ Social Media Networks: Facebook, LinkedIn, Twitter, Instagram.

**PRE-CONFERENCE EMAIL**
Inclusion in pre-conference email with other sponsors promoting LCTCS 2018 Conference.

**PUSH NOTIFICATION**
2 dedicated push notifications in the mobile app during the LCTCS 2018 Conference.

**LCTCS WEBSITE**
Logo on the sponsor section.

**BRANDING**
Prominent on-site signage, recognition and thank you in General Session.

**CONFERENCE MOBILE APP**
Dedicated splash page, logo, 50 word description, banner ad and ability to link to featured content.
PLATINUM SPONSOR
$12,000 (SELECT ONE FROM BELOW)

PRESIDENT’S VIP NETWORKING RECEPTION
Wednesday, September 26, 2018 4:30 - 6:00 PM
Welcome VIPs to the President's Networking Reception filled with community and business leaders, LCTCS Board of Supervisors, LCTCS Foundation Board Members, Executive Staff, Chancellors and Regional Directors. Includes a brief speaking opportunity.

OPENING PLENARY SESSION: PRESIDENT’S STATE OF THE SYSTEM ADDRESS
Thursday, September 27, 2018 11:30 AM - 1:00 PM
The State of the System Address is the cornerstone of the LCTCS Annual Conference. Bringing the statewide leadership, visionaries and discussion the presidential stage, sponsors receive branding recognition at one of the highest-level conference opportunities. Includes a brief speaking opportunity, introduction of the System President, VIP seating at the event for up to two company representatives.

GRAB & GO LUNCHES
Friday, September 28, 2018 12:00 - 1:00 PM
Have your logo displayed on over 1000 lunch boxes as attendees grab their lunches to go!

Platinum Sponsorship Package
Includes:

EXHIBIT BOOTH
1 (10x10) booth.

REGISTRATION
2 complimentary registrations with access to full conference, including all meals, networking events and VIP events.

EXHIBITOR SHOWCASE
Option to participate in the Exhibitor Showcase, which includes a scheduled presentation and production demonstration. Space limited. Ask for details.

SOCIAL WALL PROMOTION
1 custom post on LCTCS’ social wall to display throughout LCTCS 2018 Conference.

PROMOTIONAL MATERIALS
Opportunity to place company promotional items in conference swag bag.

Social Media Promotion
Promotion on all of LCTCS’ Social Media Networks: Facebook, LinkedIn, Twitter, Instagram.

Pre-Conference Email
Inclusion in pre-conference email with other sponsors promoting LCTCS 2018 Conference.

Push Notification
1 dedicated push notification in the mobile app during the LCTCS 2018 Conference.

LCTCS Website
Logo on the sponsor section.

Branding
Prominent on-site signage, recognition and thank you in General Session.

Conference Mobile App
Logo, banner ad, 25 word description and ability to link to featured content.
# GOLD SPONSOR

**Gold Sponsor Package Includes:**

<table>
<thead>
<tr>
<th>EXHIBIT BOOTH</th>
<th>PRE-CONFERENCE EMAIL</th>
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<tbody>
<tr>
<td>1 (10x10) booth.</td>
<td>Inclusion in pre-conference email with other sponsors promoting LCTCS 2018 Conference.</td>
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</table>

<table>
<thead>
<tr>
<th>REGISTRATION</th>
<th>LCTCS WEBSITE</th>
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<tbody>
<tr>
<td>2 complimentary registrations with access to full conference, including all meals, networking events and VIP events.</td>
<td>Logo on the sponsor section.</td>
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<table>
<thead>
<tr>
<th>EXHIBITOR SHOWCASE</th>
<th>BRANDING</th>
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<tbody>
<tr>
<td>Option to participate in the Exhibitor Showcase, which includes a scheduled presentation and production demonstration. Space limited. Ask for details.</td>
<td>Recognition and thank you in General Session.</td>
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<table>
<thead>
<tr>
<th>SOCIAL WALL PROMOTION</th>
<th>CONFERENCE MOBILE APP</th>
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<tbody>
<tr>
<td>1 custom post on LCTCS’ social wall to display throughout LCTCS 2018 Conference.</td>
<td>Logo and company profile.</td>
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<table>
<thead>
<tr>
<th>SOCIAL MEDIA PROMOTION</th>
<th>PROMOTIONAL MATERIALS</th>
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<tbody>
<tr>
<td>Promotion on all of LCTCS’ Social Media Networks: Facebook, LinkedIn, Twitter, Instagram.</td>
<td>Opportunity to place company promotional items in conference swag bag.</td>
</tr>
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</table>
SILVER SPONSOR

$5,500 (SELECT ONE FROM BELOW)

AFTERNOON PLENARY SESSION: KEYNOTE AND AWARD CEREMONY
Thursday, September 27, 2018 3:15 - 4:15 PM
Mike Foster Award Presentation / Faculty and Staff Awards. Gain recognition as a sponsor of this plenary where winners of the awards are announced on-stage at the conference.

BROWSING BREAKFAST SPONSOR (4 available)
Attendees rise and shine to a delicious and nutritious breakfast. They can start their day with your brand in front of them.

CONFERENCE SWAG BAG SPONSOR
Throughout the conference, attendees will take away more than just concepts. We provide a sturdy, reusable bag to hold their handouts, notes and more. Get your company in the hands of over 1200 attendees by sponsoring the bags they use to collect swag during the exhibitor showcase.

ELECTRONIC CHECK-IN KIOSK / REGISTRATION SPONSOR
Sponsor the area where every conference attendee begins their LCTCS Conference experience. Your company's name and logo prominently displayed on signage in the registration area and your promotional material will be at registration counters (1200 promotional items provided by sponsor).

BRANDED WATER BOTTLES SPONSOR (1 available)
Help keep LCTCS Conference attendees hydrated during their stay in New Orleans! Be the exclusive sponsor of the LCTCS Conference reusable water bottle. This highly visible sponsorship will ensure your brand gets in the hands of each of our attendees.

Silver Sponsorship Package Includes:

EXHIBIT BOOTH
1 (10x10) booth.

REGISTRATION
2 complimentary registrations with access to full conference, including all meals, networking events and VIP events.

EXHIBITOR SHOWCASE
Option to participate in the Exhibitor Showcase, which includes a scheduled presentation and production demonstration. Space limited. Ask for details.

LCTCS WEBSITE
Logo on the sponsor section.

BRANDING
Recognition and thank you in General Session.

CONFERENCE MOBILE APP
Company profile.

PROMOTIONAL MATERIALS
Opportunity to place company promotional items in conference swag bag.

SOCIAL MEDIA PROMOTION
Promotion on all of LCTCS’ social media networks: Facebook, LinkedIn, Twitter and Instagram.

SOCIAL WALL PROMOTION
1 custom post on LCTCS’ social wall to display throughout LCTCS 2018 Conference.
**BRONZE SPONSORSHIPS (A LA CARTE)**

Put your brand front and center at the LCTCS 2018 Annual Conference by taking advantage of one of these great marketing promotional opportunities.

**Morning Refreshment Break Sponsor: $3500 (3 available)**
Let attendees see your company name as they gather for a cup of Joe and good conversation.

**Afternoon Refreshment Break Sponsor: $3500 (2 available)**
As attendees stream into the hall to grab an energizing afternoon snack, make an impression on them with this tasty treat.

**Conference Mobile Event App Sponsor: $3500 (2 available)**
Over 90% of attendees will use the event mobile app to create their agendas, receive event alerts and connect to peers, put your company brand in the spotlight of each one.

**Name Badge Sponsor: $3500 (1 available)**
Given to each attendee, the required Conference Name Badge will sport your logo as LCTCS attendees network throughout the conference. Position your company as a thought leader in every networking environment.

**Photo Booth Sponsor: $3000**
Position your company as an industry leader by having your logo on each picture taken at the photo booth and fed to our social media feeds during conference as well as on the big screen. Extend your reach when attendees share their own photos.

**Conference Wi-Fi Sponsor: $3000 (2 available)**
Be the official event-wide Wi-Fi sponsor, your name will be everywhere Wi-Fi is posted including the attendees phones.

**In-App Surveys Sponsor: $1500**
Put your company under the spotlight by branding each survey attendees take including the conference overall survey.

**Awardee Hall of Fame Sponsor: $3000 (1 available)**
Who’s Who at LCTCS? Have your brand associated with the most prestigious award in the field of education. Sponsor logos will remain in place for the duration of the program and will have visibility for the duration of conference and will be prominently featured in high traffic area.

**Conference Lanyards Sponsor: $3000 (1 available)**
Given to each attendee, the official conference lanyard will sport your logo as LCTCS attendees proudly wear them around their neck.

**Conference Pen Sponsor: $3000 (1 available)**
Sponsor the official conference pen given to each attendee. Sport your logo as LCTCS attendees jot down their notes.

**Conference Notepads: $3000 (1 available)**
Given to each attendee, the official conference notebook will sport your logo as LCTCS attendees jot down their notes. Position your company as a thought leader every time attendees go to write their own big ideas.

**Exhibitor Showcase: $1500**
Position your brand as a thought leader in the education industry by hosting your own 30-minute exhibit showcase. Demo your products to a host of attendees by appointment.

**Meeting Room: $1500 (10 available)**
Sponsor a meeting room and get the opportunity to introduce the break-out session presenter, display advertising prior to and between presentations, place promotional materials in the meeting room for participants.

**Exhibitor Only: $995 (35 available)**
2017
TOP SPONSORS
CELEBRATING STUDENT SUCCESS

For more information contact:
Tarie Roberson
tarieroberson@lctcs.edu
225-308-4418