



LOUISIANA LAND TITLE ASSOCIATION

SPONSORSHIP OPPORTUNITIES

2020 VIRTUAL ANNUAL CONFERENCE

DECEMBER 3-4, 2020

# EVENT OVERVIEW

Louisiana Land Title Association will hold its Annual Conference virtually for the first time in our history this year. We will offer opportunities to enjoy continuing education live webinars that directly relate to our industry, network with title 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 December 3-4, 2020, where participants attending will have the opportunity to earn 6 CE/CLE credits, including ethics.

Past conferences have drawn as many as 300+ attendees. We anticipate a much larger turnout in the virtual setting since the participants can register and attend for FREE and save the cost of travel and lodging. Many LLTA members will be able to participate in our Annual Conference for the first time.

This setting will offer our sponsors the opportunity to increase their lead sources while cutting costs. There will be no need to put in sweat-equity assembling booths – as we will set up your booth on the site so we bring leads right to you. Don't miss this great opportunity to grow with us!

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

# AGENDA

## December 3rd

7:30 am – 8:00 am	Breakfast – Networking in Exhibit Hall
8:00 am – 9:00 am	Live Webinar
9:00 am – 9:30 am	Coffee – Networking in Exhibit Hall
9:30 am – 10:30 am	Live Webinar
10:30 am – 11:00 am	Coffee – Networking in Exhibit Hall
11:00 am – 12:00 pm	Keynote Address
12:00 pm – 12:30 pm	Annual Meeting & Award Presentations
12:30 pm – 1:30 pm	Lunch, Networking & Prizes in Exhibit Hall

## December 4th

7:30 am – 8:00 am	Breakfast – Networking in Exhibit Hall
8:00 am – 9:00 am	Live Webinar
9:00 am – 9:30 am	Coffee – Networking in Exhibit Hall
9:30 am – 10:30 am	Live Webinar
10:30 am – 11:00 am	Coffee – Networking in Exhibit Hall
11:00 am – 12:00 pm	Live Webinar
12:00 pm – 1:00 pm	Lunch, Networking & Prizes in Exhibit Hall

# 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 through LLTA generates media exposure through digital, email and social media.
- **Drive Sales** – Packages include the opportunity to showcase products and services and distribute 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.

# LEAD CONFERENCE SPONSOR **SOLD**

## EXCLUSIVE TO ONE COMPANY

*The Lead Sponsorship is the highest level of sponsorship and is limited to one company. The sponsorship includes exclusive recognition as the Lead Sponsor of LLTA's Virtual Conference December 3-4, 2020.*

- Rectangle Banner Ad (300W x 240H Pixels) and logo recognition on eblasts regarding the virtual event
- Social Media Posts both before and during the event
- Two-minute presentation at the beginning of the conference to be recognized as Lead Sponsor
- Event headline name "Sponsored by XX" under the event name
- Banner on Prime side table with an on-click Call to Action (CTA) pop-up or video
- Entire Floor can be reserved for Lead Conference Sponsor plus Two Deluxe Exhibitor Tables in the center of the floor with all exhibitors with their sponsor name. A representative from the sponsor's company at each table can chat with individuals live and invite them to the Prime Side Table on the main floor or their branded floor for additional information and video . Each Table can have as many as 5 representatives registered to participate.
  - a) Opportunity to network through live stream in booth
  - b) Lead reports of attendees entering your booth
- 60-Second Intro Video prior to Keynote Speaker & one additional speaker with a set time on the agenda
- Opportunity to provide 5 pieces for download in conference Resource Center
- List of All Conference Attendees including emails Post Conference
- VIP Post Event - Custom webinar\* (pre-recorded with live Q&A), with moderation provided by LLTA . LLTA will allow you to send invitations to this VIP Post Event so that your attendees can earn an additional hour of CLE/CE credit. One Hour Presentation with lead reports of your VIP Post Event Webinar attendees. This event can be scheduled at 1:30 pm, December 4<sup>th</sup>.

**Total Investment: \$5,000.00**

\* Topic and Speaker must be approved by LLTA prior to filming.

# PREMIER SPONSOR

## EXCLUSIVE TO THREE COMPANIES

- Prominent branding and visibility – Logo on all Pre-Conference Communications
- Banner on one of the four rectangular tables on either side of the exhibit floor with an on-click Call to Action (CTA) or video
- Deluxe Exhibitor table with your company's logo at one of the center tables where a representative from your company can share an ad with attendees seated at your table. Offers private or public chat engagement and invite attendees to your side table to view your video. Table can have four (4) representatives registered to participate.
  - Opportunity to network through Live Stream in booth
  - Lead reports of attendees entering your booth
- 60 Second Intro video and ad played before a speaker begins with a set time on the agenda
- Opportunity to provide 3 pieces for download in conference Resource Center
- List of all conference attendees Post Conference

Total Investment: \$2,500.00

# SILVER SPONSOR

## EXCLUSIVE TO SIX COMPANIES

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

Total Investment: \$1,500.00

# EXHIBIT BOOTH/TABLE

- 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 representatives
- 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: \$750.00

# SPONSORSHIP-AT-A-GLANCE

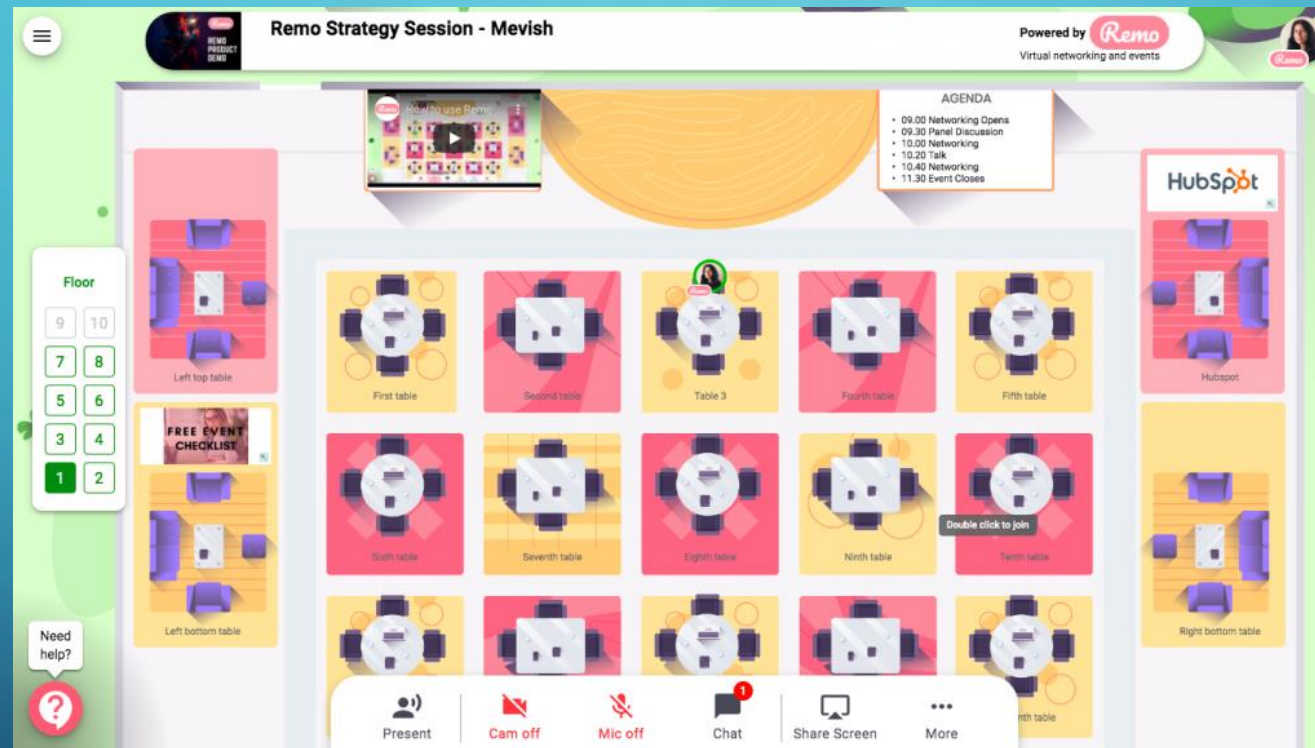
	<b>Lead</b>	<b>Premier</b>	<b>Silver</b>	<b>Exhibit Booth/Table</b>
<b>Total Sponsorships Available</b>	<b>1</b>	<b>3</b>	<b>6</b>	
<b>Investment</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>	<b>\$750</b>
Pre-Conference Email Promotions	Banner Ad & Logo	Logo	Logo	
Social Media Posts	√	√		
Conference Website Logo Scroll	√	√	√	√
Event Headline name "Sponsored by XX" under the event name	√			
Two-minute Recognition at beginning of Conference as Lead Sponsor	√			
Banner on Prime Side Table with CTA	√	√	√	
Exhibitor Table on Main Floor	2	1	1	1
Booth Representatives per Exhibit Table	5	4	3	2
60-Second Intro Video prior to Keynote Speaker	√			
60-Second Intro Video prior to a Speaker	√	√	√	
Resource Center	5 Pieces	3 Pieces	2 Pieces	1 Piece
Attendee List with Emails	All Attendees	All Attendees	All Attendees	All Attendees
Thank You Slide	√	√	√	√
VIP Post Event	√			



# OTHER SPONSORSHIP OPPORTUNITIES

- Breakfast or Break Sponsor - \$750 each  
LLTA will send list of attendees' mailing addresses and emails prior to the event to allow you to send breakfast items, granola bars, fruit snacks, etc. with your company brand, including other branded material inside the box.
- Sponsor an entire Floor on the Conference Platform- \$2,000 each (3 Available)  
Sponsor would be able to use the stage on their branded floor for live interaction with the participants as well as a breakout room to feature your branding.
- Banner on Rectangular side table with an on-click Call to Action (CTA) pop-up or video - \$1,500  
Sponsor can add background/framework images around this table with video or slide deck or you can have staff available at the table to answer questions.

# FLOOR SETUP





# LOUISIANA LAND TITLE ASSOCIATION

POST OFFICE BOX 14806, BATON ROUGE, LA 70898 | 225-291-2806

[WWW.LLTA.ORG](http://WWW.LLTA.ORG)

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT  
LINDA ALWOOD AT 225-291-2806 OR [LINDA@RIVERMGT.COM](mailto:LINDA@RIVERMGT.COM).