



November 1 - 4, 2019

## DEADLINE SHEET

Please note: The deadlines below are firm deadlines. We must receive your information by the following dates. If the requested information is not received by the deadline, we cannot guarantee your information will be in the official Conference Program Book.

### August 26, 2019 / (page to reference for more info)

- Corporate Presentation Title (p. 7) Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- Company Profile for Program Book (p. 9) Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- Program Book Ad (p. 9) Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- High Resolution Company Logo (p. 9) Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)

### September 9, 2019

- Room Drop (p. 11) Sample submitted to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- Registration Bag Insert (p. 10) Sample submitted to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- Pre-Conference Mailer (p. 12) Sample submitted to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- Door Prize Description (p. 13) Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)

### October 4, 2019

- All fees paid in full
- Exhibitor & Guest Names for Badges – (p. 14) Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- Room Drop (p. 11) Materials received in our office at:  
111 Veterans Memorial Boulevard, Suite 1555  
Metairie, LA 70005
- Registration Bag Insert (p. 10)
- Pre-Conference Mailer (p. 12)

### October 28, 2019

- Advance freight deadline – 4:00 p.m. CST. Last day for advance warehouse shipping. Please consult your Decorator Service Kit from Classic Expo Services for additional information.



**GENERAL INFORMATION**

**Show Location:** Hilton New Orleans Riverside  
**Exhibit Hall Location:** Grand Salon, First Floor

**Exhibitor Dates & Times\*:**

|                            |                       |                     |
|----------------------------|-----------------------|---------------------|
| Friday, November 1, 2019   | 2:00 p.m. – 6:00 p.m. | Exhibitor Set Up    |
|                            | 7:15 p.m. – 8:15 p.m. | Welcome Reception   |
| Saturday, November 2, 2019 | 9:30 a.m. – 5:00 p.m. | Exhibit Hall Hours  |
| Sunday, November 3, 2019   | 9:30 a.m. – 5:00 p.m. | Exhibit Hall Hours  |
| Monday, November 4, 2019   | 9:30 a.m. – 5:00 p.m. | Exhibit Hall Hours  |
|                            | 5:00 p.m. – 8:00 p.m. | Exhibitor Tear Down |
|                            | 7:45 p.m. – 9:15 p.m. | Closing Reception   |

\*Times are tentative and are subject to change.

**Booth Equipment:** Each 8’ deep x 10’ wide booth consists of:  
 - 8’ high back drape  
 - 3’ high side drape  
 - 6’ skirted table  
 - Two padded side chairs  
 - One waste basket  
 - One identification sign

Please remove all valuables each evening. The New Orleans Investment Conference is not responsible for items left in your booth.

**Additional furnishings can be ordered through Classic Expo by calling 504-729-4900.**

**Drape Color:** Blue, White & Silver  
**Carpet:** The entire Exhibit Hall is carpeted

**\*\* Advance Warehouse Freight Deadline: October 28, 2019 at 4:00 p.m.**

**\*\*Please refer to your Decorator Service Kit for additional questions concerning your booth and shipping.**

**Shipping address:** NOIC  
**Name of Exhibiting Company & Booth Number**  
 NOIC c/o Classic Expo  
 3761 Louisa Street  
 New Orleans, LA 70126  
 504-729-4900 (Phone)



## GENERAL INFORMATION

### **Exhibitor Set-Up:**

All exhibitors will have access to the Exhibit Hall to set up their booths on Friday, November 1, 2019 between the hours of 2:00 p.m. and 6:00 p.m. All booths must be set up by 6:00 p.m. If you are unable to arrive in time to meet these deadlines, you may arrange with the show decorator to have your booth set up for you. If it is not set up by 6:00 p.m., it will be set up for you and billed to you at the prevailing labor rates.

### **Exhibitor Breakdown:**

Exhibitors may begin to breakdown on Monday, November 4, 2019 between the hours of 5:00 p.m. and 8:00 p.m. Exhibitors will not be allowed to dismantle their booths until the official breakdown of the Exhibit Hall at 5:00 p.m. The Exhibit Hall will then be closed to attendees. You may get your shipping forms from the Classic Expo service booth located on the Exhibit floor. If, due to travel arrangements, you are unable to tear down your exhibit booth during the allotted times, you may arrange with Classic Expo to have this done for you at prevailing labor rates.

### **Exhibit Preparation:**

Only exhibitor personnel wearing Conference badges will be allowed in the exhibit area 30 minutes prior to and after the scheduled exhibit floor hours.

### **Exhibit Personnel:**

Exhibit booth personnel must, at all times, wear the admission badge provided for the Conference. Badges cannot be shared or transferred. A \$125 fee will be charged for all name changes and replacement badges on-site. Exhibit personnel are requested to remain in their own contracted exhibit space during set-up and tear down.

### **Exhibit Booth Identification Sign with Booth Numbers:**

Important: Booth names must be visible at all times. After setting up, if your pop-up booth hides your identification sign hung on the backdrop drapery, please remove it and attach it to the front of your table. Attendees must be able to find you easily.

### **Security:**

The Conference will provide security service whenever the exhibit hall is closed. We recommend that exhibitors take precautionary measures to secure small or easily portable articles of value. Please refer to your exhibit license application for additional information. (Provision of this security shall not be deemed to increase the liability of the Conference or Jefferson Financial.)

### **Sound Devices:**

Sound presentations, slides and videos will be permitted in your booth if the volume is turned to a low conversational level and is not objectionable to exhibiting neighbors.

### **On-Site Problems:**

If you have any questions or problems during set-up, show hours, or breakdown please go to the Exhibitor Registration Desk. Also, Classic Expo will have a service desk in the area of the Exhibit Hall throughout the Conference.



## CONTACT LIST

### NEW ORLEANS INVESTMENT CONFERENCE OFFICE

c/o Jefferson Financial, Inc.  
111 Veterans Memorial Boulevard, Suite 1555  
Metairie, LA 70005

Contact Person: (504) 832-3280  
Adele Thonn, Exhibit Coordinator (504) 837-4885 (Fax)  
E-mail: [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)

### HILTON CATERING

Hilton New Orleans Riverside  
Two Poydras St.  
New Orleans, LA 70130

Contact Person: (504) 556-3729  
Marcela Moresco, Senior Catering & Events (504) 556-3788 (Fax)  
Manager E-mail: [marcela.moresco@hilton.com](mailto:marcela.moresco@hilton.com)

### EXPOSITION SERVICES [DECORATOR AND SHIPPING]

Classic Expo\*\*  
P. O. Box 6185  
Metairie, LA 70009

Decorator/Shipping Contact: (504) 729-4900  
Customer Service (504) 729-5400 (Fax)  
Email: [customerservice@classicexpo.com](mailto:customerservice@classicexpo.com)

*\*\*For shipping address please refer to page 2*



## CODE OF ETHICS

In order to maximize the educational benefits of the New Orleans Investment Conference, the following Code of Ethics has been established for all exhibitors and presenters:

**GENERAL SESSION** presentations are of an educational nature and may not promote a specific product or service.

**WORKSHOPS** provide specific market and investment information by Conference speakers and may not be of a commercial nature.

**CORPORATE PREVIEWS** are 2-minute presentations that are made from the General Session stage to preview and promote the company's upcoming Corporate Presentation.

**CORPORATE PRESENTATIONS, LUNCHEONS, RECEPTIONS & SUNRISE SESSIONS** are commercial programs given by exhibitors and may promote a particular product or service.

**PRESENTATION AREA DISCUSSIONS** may promote a particular product or service and can be given by either a Conference speaker or exhibitor.

**BULLET BRIEFINGS** are 5-minute presentations conducted on stage in front of the General Session audience. This is an opportunity to speak about your company's industry as a whole and to distinguish yourself as an expert in the field. Bullet Briefings must be strictly educational in scope.

### RIGHT TO REVOKE

Jefferson Financial reserves the right, which right it shall not be obligated to exercise, without prior notice, at any time, whether prior to, during, or after the Conference, and without obligation to Exhibitor, to revoke the sublicense granted under paragraph 1 of the Exhibitors License Application, for violation of this Application, unlawful conduct by Exhibitor, or activity or presentation of products, services, or promotional materials by Exhibitor which in Jefferson Financial's sole opinion is not compatible with the character and objectives of the Conference. Complaints from attendees regarding any exhibitor will be taken into consideration for such review.



## TYPES OF PRESENTATIONS

### **CORPORATE PRESENTATIONS, LUNCHEONS & SUNRISE SESSIONS:**

- Presentations conducted before smaller audiences who specifically elect to attend.
- All can be commercial or promote a specific product or service.
- Length of time varies based on type of presentation. Corporate Presentations are 40 minutes. Sunrise Sessions are 30 minutes.
- Platinum and Gold Sponsors have the option to revise their speaking slot from a 40-minute Corporate Presentation to a 60-minute Corporate Luncheon. Lunch is arranged with the hotel and paid for by the hosting company.
- Corporate presenters will have a 2-minute opportunity to address the General Session audience to announce their Corporate Presentation, called a Corporate Preview. (This does not apply to Receptions or Sunrise Sessions.)

### **BULLET BRIEFINGS:**

- 5-minute presentation conducted on stage in front of the General Session audience. This is an opportunity to speak about your company's industry as a whole and to distinguish yourself as an expert in the field.
- Bullet Briefings must be strictly educational (non-commercial) in scope.

### **PRESENTATION AREA DISCUSSIONS:**

- 20-minute presentations conducted in an Exhibit Hall Presentation Area, before audiences who specifically elect to attend, and open to anyone on the exhibit floor.
- Presentation Area Discussions can be commercial or promote a specific product or service.
- Two or more "PA" discussions can be conducted simultaneously, and during scheduled refreshment breaks in the exhibit hall at a designated podium area.

### **CORPORATE RECEPTION:**

- 90-minute reception for attendees who specifically elect to attend.
- Corporate receptions can be commercial or promote a specific product or service.
- A brief presentation of approximately 20 to 30 minutes can be conducted; although the main focus of the reception should be one-on-one networking.



## PRESENTATION GUIDELINES AND PROCEDURES (PAGE 1)

### TITLE

Please provide us with a title (10 words or less) for the official Conference Program Book.

In order for us to meet our printing deadlines, we ask that you provide a thematic or generalized title that can be adapted and particularized at the time of the New Orleans Investment Conference.

When emailing your title to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com), please make sure that the spelling of your title is as you would like it printed. Please include your company name in the subject line. Missed deadlines could result in your company's exclusion from the program book.

### PRESENTATION

As the Conference draws closer, you will be contacted about your presentation time and room assignment. Please be aware that presentation assignments are subject to change at any time. Each presentation area will be pre-set with:

- Podium
- Podium Microphone
- Lavalier Microphone
- Computer cable and electrical hook-up - Please bring your own Mac adapter if you need one.
- Screen
- LCD projector for use during Power Point presentations
- Wireless Slide Advancer & Laser Pointer

**Presenters must provide their own computers  
for PowerPoint Presentations.**

Additional audio/video equipment can be provided at the expense of the presenter.

If you will be using a Mac computer for your presentation, it is recommended that you bring the adapter that came with your computer.

**NOTE:** No audio or video recording of a corporate presentation is allowed by either the exhibitors or members of the audience.

**DEADLINE: AUGUST 26, 2019**



## PRESENTATION GUIDELINES AND PROCEDURES (PAGE 2)

### PRESENTATION CHECK-IN ACTIVITIES:

- Presenters should check their assigned breakout rooms well before their scheduled presentation, *WHEN NO ONE IS USING THE ROOM*. Verify that pre-ordered audio/visual equipment has been delivered and is operational. You must provide your own computer. Last minute additions cannot be provided. Please plan accordingly.
- Presenters should arrive at their assigned areas 10 minutes prior to their scheduled presentation time. This will allow for a smoother transfer of room occupancy.
- Due to the informality of these sessions, we ask each presenter to make his/her own introduction, and *BEGIN AND END ON TIME*.
- Corporate presentations, workshops and Sunrise Sessions are often booked consecutively. Please be courteous to the next presenter and *END YOUR REMARKS ON TIME*.
- A *3-MINUTE WARNING BELL WILL BE RUNG* to alert the presenter that the end of his presentation is nearing.
- Remove your belongings quickly and exit the room.
- Often, attendees will want to continue the discussion. In fairness to the person following you, please carry on those discussions well away from the room so that there will not be any interference with another presentation.





## PROGRAM ADVERTISING AND LOGO

**ADS:** There are three types of advertisements that appear in the official conference program book.

Platinum Sponsors receive a full page color ad, Gold Sponsors receive a full page black and white ad, and Silver Sponsors can purchase a half page ad at 50% off for a cost of \$500.

Platinum Sponsors – Full Page Color Ad: 8-1/4" x 10-3/4"

Gold Sponsors – Full Page Black and White Ad: 8-1/4" x 10-3/4"

Silver Sponsors – Half Page Black and White Ad: 8-1/4" x 5-1/4" (Half page ads are horizontal.)

**LOGOS AND COMPANY DESCRIPTIONS:** All exhibiting companies will have a 50-word or less company profile listed in the Conference Program Book. All Sponsors will have their logo and company description featured on the Conference website and will be promoted within the Conference Program Book. Sponsors will also have their logos displayed at the entrance to the Exhibit Hall.

**LOGOS MUST BE SENT SEPARATELY FROM YOUR AD.** Not all logos can be cropped from your ad; some are imbedded, so please send your logo separately. Please send a high-resolution logo that can be used in large-format printing. Advertisements and logos pulled from your website will not satisfy the printing requirements of a high-resolution image. No website images.

**\*Note: We highly recommend that you do not print your scheduled speaking times as those are subject to change.**

**AD AND LOGO SPECIFICATIONS:** All graphics, ads, logos, etc. must be 300 dpi at 100% of the final size (example: a ½ page ad should be 5.5" x 8.5" at 300dpi). JPEG, TIFF, EPS and PDF files are acceptable formats.

**NOTE:** Ads that do not meet the requirements will be rejected or adjusted at an additional cost of \$100 per hour. Please proof all ads carefully. We are not responsible for misspelled words or inaccurate information. Missed deadlines could result in your company's exclusion from the program book.

**Stated deadlines are not flexible due to printing requirements!**

Please email your ad, company description and logo to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)

**DEADLINE: August 26, 2019**



## REGISTRATION BAG INSERT

COMPANY: \_\_\_\_\_

Registration bag inserts are flyers, or any kind of approved advertisement that is inserted in all attendees' registration bags. An insert can be multiple pages, as long as they are bound in some way.

**\*Note: We highly recommend that you do not print your scheduled speaking times as those are subject to change.**

RESTRICTION: Any relatively flat objects, such as pens, coasters or collapsible huggies are acceptable. Anything bulky, such as mugs or stress balls, cannot be stuffed in the bags ahead of time because of storage problems. Therefore they will not be approved.

At this time, please allow for approximately 700 inserts. Before final printing, contact us for a current number of inserts to send. Missed deadlines could result in your company's exclusion.

Please send a sample via email for us to approve to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com) no later than **September 9, 2019**.

Actual printed inserts must be received in our office by **October 4, 2019**. Please send to:

New Orleans Investment Conference  
c/o Jefferson Financial, Inc.  
Attn: Adele Thonn  
111 Veterans Memorial Boulevard, Suite 1555  
Metairie, LA 70005

Please boldly mark the outside of the box:

Registration Bag Inserts  
Your company name  
Number of boxes (Ex: 1 of 2, 2 of 2)

If you have your printer ship directly to us, kindly ask them to put your company name and number of boxes on the outside of the box (Ex: 1 of 2, 2 of 2).

**DEADLINE For Sample of Insert: September 9, 2019**  
**DEADLINE For Sending Actual Inserts: October 4, 2019**

**IF MAILING IN A SAMPLE, PLEASE ATTACH THIS FORM WITH YOUR COMPANY'S NAME.**



## ROOM DROP

COMPANY: \_\_\_\_\_

The Room Drop will be done at the **end of the first or second full day of the conference**. Room drop material can be a flyer, or any kind of approved advertisement that is put in the hotel room of all the attendees staying at our host hotel, the Hilton New Orleans Riverside. It must be limited to one page only, printed front and back.

**\*Note: We highly recommend that you do not print your scheduled speaking times as those are subject to change. In the event that two drops are necessary, the second drop will be distributed at the end of the third day of the conference. Room drops will be distributed on a first-come, first-served basis.**

RESTRICTION: The material must be flat and no larger than 8-1/2" x 11".

At this time, please allow for approximately 500 flyers. Before sending, contact us for a current number of inserts to send. Missed deadlines could result in your company's exclusion.

Please send a sample via email for us to approve to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com) no later than **September 9, 2019**.

Actual printed inserts must be received in our office by **October 4, 2019**. Please send to:

New Orleans Investment Conference  
c/o Jefferson Financial, Inc.  
Attn: Adele Thonn  
111 Veterans Memorial Boulevard, Suite 1555  
Metairie, LA 70005

**Please boldly mark the outside of the box:**

|   |
|---|
| <b>Room Drop Material</b>                   |
| <b>Your company name</b>                    |
| <b>Number of boxes (Ex: 1 of 2, 2 of 2)</b> |

**If you have your printer ship directly to us, kindly ask them to put your company name on the outside of the box and number boxes (Ex: 1 of 2, 2 of 2).**

**DEADLINE For Sample of Insert: September 9, 2019**  
**DEADLINE For Sending Actual Inserts: October 4, 2019**



## PRE (OR POST) CONFERENCE MAILING

COMPANY: \_\_\_\_\_

**Platinum Sponsors have the opportunity to do both a pre and post-conference mailing.**

**Gold Sponsors have the option to do a pre-conference mailing.**

We must first approve a Pre-Conference Mailing, so please submit a sample via email for approval to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com) no later than **September 9, 2019**. Your mailing must be letter size or smaller, with a return address label printed or attached and in a sealed envelope if it's not a postcard. Please no restrictions on deleting certain states, or other areas for delivery. It will be sent to all of our attendees, including those outside of the United States. We will invoice you for the actual postage of your mailing.

**Your mailing MUST be in its own sealed envelope if not a postcard. We will charge for any additional labor and materials needed to make it ready for postage.**

At this time, please allow for approximately 500 mailings. Before printing, contact us for a current number of mailings to print and send to us. Missed deadlines could result in your company's exclusion.

After approval, please send your sealed mailing no later than **October 4, 2019**. This will allow for preparation and first class delivery in a timely fashion to all registrants.

A Post-Conference Mailing will have the same requirements as the Pre-Conference Mailing, but with different deadlines as stated below. Contact us in advance if you have questions about postage costs. The letters must be sealed in your own envelope with a return address and delivered to:

New Orleans Investment Conference  
c/o Jefferson Financial, Inc.  
Attn: Adele Thonn  
111 Veterans Memorial Boulevard, Suite 1555  
Metairie, LA 70005

**DEADLINE For Sample of Pre-Conference mailing: September 9, 2019**  
**DEADLINE For Sending Actual Pre-Conference mailing: October 4, 2019**

**DEADLINE For Sample of Post-Conference mailing: October 11, 2019**  
**DEADLINE For Sending Actual Post-Conference mailing: November 8, 2019**

**\* IF MAILING IN A SAMPLE, PLEASE ATTACH THIS FORM WITH YOUR COMPANY'S NAME.**



## DOOR PRIZES

A list of door prizes will be announced in pre-Conference correspondence with attendees, the official Conference Program Book, in the Exhibit Hall, and from the General Session stage. Announcements during General Sessions will be limited to one announcement per Sponsor only, as too many announcements tend to cause scheduling delays.

Please be sure to send your Door Prize description to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com) by **September 9, 2019**. We will announce your prize winner from the main stage in a General Session. Announcing your winner from the General Session stage creates great exposure for your company as well as brings attention to your booth location within the Exhibit Hall.

Names will be drawn by Conference staff from our collection boxes in the Exhibit Hall. Let us know by **September 9, 2019** if you would like to contribute to this very popular Conference program.

Winners will be asked to claim all prizes at the booth of the donating exhibitor. If your door prize has not been claimed by the end of the show, please turn it into the Exhibits Coordinator so that we can make sure it is delivered promptly to the winning attendee.

\* Please note that potential winners will only be chosen from the official Conference collection boxes by Conference staff. The location of collection boxes will be noted on the official Exhibit Hall floorplan. *Names collected by booth personnel may not be submitted as prize winners.*

**DEADLINE: September 9, 2019**



## EXHIBITOR AND GUEST BADGES

### EXHIBITOR BADGES

Please provide the first and last name of all company representatives attending the Conference to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com). This ensures that your company representatives will be fully registered upon their arrival at the New Orleans Investment Conference. Please make sure that the spelling is as you would like it printed on the badge.

BADGES WILL NOT BE RELEASED WITHOUT PAYMENT.

If you would like additional badges, they are available for purchase at the discounted rate of \$350 per badge. Contact [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com) to purchase additional badges.

\*Note: Badges admit the wearer to all Conference functions and must be worn at all times.

A \$125.00 FEE WILL BE CHARGED FOR ALL ON-SITE NAME CHANGES AND REPLACEMENT BADGES.

### GUEST ATTENDEE BADGES

If your sponsorship level allows for guest badges, please submit the first and last name as well as the mailing and email address of your guests to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com). Please make sure that the spelling is as you would like it printed on the badge. Guest badges allow entry into the Exhibit Hall during open hours only and are intended for guests, not booth employees.

Platinum Sponsors receive 20 guest attendee registrations and Gold Sponsors receive 10 attendee registrations.

If you would like additional badges, they are available for purchase at the rate of \$350 per badge. Contact [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com) to purchase additional badges.

\*Note: Badges admit the wearer to all Conference attendee functions and must be worn at all times.

A \$125.00 FEE WILL BE CHARGED FOR ALL ON-SITE NAME CHANGES AND REPLACEMENT BADGES.

\*Note: Badge information must be submitted by the due date. If your information is not received on time, the processing of your company's and guest badges onsite may be delayed and/or forfeited.

**DEADLINE: October 4, 2019**