



The World's Greatest Investment Event

November 1 - 4, 2023

WWW.NEWORLEANSCONFERENCE.COM

## 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.

### September 6, 2023 / (page to reference for more info)

- **Link to 3-minute "Elevator Pitch" (Optional)** Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- **Presentation Title (p. 8)** Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- **Company Profile for Program Book (p. 10)** Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)  
(Limit 50 words or less)
- **Program Book Ad (Optional, p. 10)** Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- **High Resolution Company Logo (p. 10)** Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)

### September 25, 2023

- **Registration Bag Insert (p. 11)** Sample submitted to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)

### October 2, 2023

- **All fees paid in full**
- **Exhibitor/Guest Names Due for Badges (p. 13)** Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- **Conference Prize Description, optional (p. 12)** Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- **"Digging for Gold" Q&A Game (p. 12)** Emailed to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com)
- **Registration Bag Insert (p. 11)** Materials received in our office at:  
713 Focis Street  
Metairie, LA 70005

### October 4, 2023

- **Deadline for ordering furniture, labor, etc. for exhibit booth** – Please consult your Decorator Service Kit from Freeman Expositions for additional information.

### October 11, 2023

- **Badge Scanner Information to ATS (p. 12)**

### October 24, 2023

- **Advance freight deadline** – Last day for advance warehouse shipping.  
\* Please consult your Decorator Service Kit from Freeman for additional info \*



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**GENERAL INFORMATION**

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

**Exhibitor Dates & Times\*:**

Wednesday, November 1, 2023	2:00 p.m. – 6:00 p.m.	Exhibitor Set Up
	7:15 p.m. – 8:15 p.m.	Welcome Reception in Exhibit Hall
Thursday, November 2, 2023	9:30 a.m. – 4:30 p.m.	Exhibit Hall Hours
Friday, November 3, 2023	9:30 a.m. – 4:30 p.m.	Exhibit Hall Hours
Saturday, November 4, 2023	9:30 a.m. – 12:30 p.m.	Exhibit Hall Hours
	12:30 p.m. – 3:30 p.m.	Exhibitor Tear Down
	7:00 p.m. – 8:30 p.m.	Closing Event in Grand Ballroom (Attendance Optional)

**\*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 online through your Decorator Service Kit or by calling Freeman Exhibitor Support 888-508-5054.**

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

**\*\* Advance Warehouse Freight Deadline: October 24, 2023**

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

**Shipping address:** **Name of Exhibiting Company & Booth Number**  
 Freeman / New Orleans Investment Conference  
 (Company Name and Booth Number)  
 905 Sams Avenue  
 New Orleans, LA 70123  
 800-995-3579 (Phone: Freeman Transportation)  
[Exhibit.Transportation@freeman.com](mailto:Exhibit.Transportation@freeman.com) (Email: Freeman Transportation)



## GENERAL INFORMATION — EXHIBIT HALL

### Exhibitor Set-Up:

All exhibitors will have access to the Exhibit Hall to set up their booths on Wednesday, November 1, 2023 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 Saturday, November 4, 2023 between the hours of 12:30 p.m. and 3:30 p.m. **Exhibitors will not be allowed to dismantle their booths until the official breakdown of the Exhibit Hall at 12:30 p.m.** The Exhibit Hall will then be closed to attendees. You may get your shipping forms from the Freeman Expositions 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 Freeman Expositions 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, Freeman Expositions will have a service desk in the Exhibit Hall on the following dates and times:

- Wednesday, November 1, 2023: 2:00 p.m. – 7:00 p.m.
- Saturday, November 4, 2023: 9:30 a.m. – 3:30 p.m.



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**CONTACT LIST**

<p><b>NEW ORLEANS INVESTMENT CONFERENCE OFFICE</b> c/o Jefferson Financial, Inc. 713 Focis Street Metairie, LA 70005</p> <p>Contact Person: Adele Thonn, Exhibit Coordinator</p>	<p>(504) 832-3280 (Office) E-mail: <a href="mailto:exhibit@jeffersoncompanies.com">exhibit@jeffersoncompanies.com</a></p>
<p><b>HILTON CATERING (SUNRISE SESSIONS)</b> Hilton New Orleans Riverside</p> <p>Contact Person: Marcela Moresco, Senior Event Manager</p>	<p>(504) 556-3729 (Office) (504) 270-4178 (Mobile) E-mail: <a href="mailto:marcela.moresco@hilton.com">marcela.moresco@hilton.com</a></p>
<p><b>HILTON CATERING (CORPORATE LUNCHEONS)</b> Hilton New Orleans Riverside</p> <p>Contact Person: Donna Hamburg, Assistant Director of Events</p>	<p>(504) 556-3780 (Office) (504) 628-6203 (Mobile) E-mail: <a href="mailto:donna.hamburg@hilton.com">donna.hamburg@hilton.com</a></p>
<p><b>EXPOSITION SERVICES</b> <b>[DECORATOR AND SHIPPING]</b></p> <p>Freeman Exposition Services, LLC 905 Sams Avenue New Orleans, LA 70123</p>	<p>Exhibitor Support: (888) 508-5054 <a href="mailto:exhibitorsupport@freemanco.com">exhibitorsupport@freemanco.com</a></p> <p>Transportation: (800) 995-3579 Email: <a href="mailto:exhibit.transportation@freemanco.com">exhibit.transportation@freemanco.com</a></p>
<p><b>BADGE SCANNING SERVICES</b> American Tradeshow Services</p> <p>Contact Person: Amanda Tresch, Director of Exhibit Sales</p>	<p>(985) 237-3635 (Office) Email: <a href="mailto:amanda.tresch@american-tradeshow.com">amanda.tresch@american-tradeshow.com</a></p>



## 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, PRESENTATION AREA DISCUSSIONS & SUNRISE SESSIONS** are commercial programs given by exhibitors and may promote a particular product or service.

**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.

**PLATINUM SPONSOR ADS** are pre-recorded 30-second commercials and may promote a particular product or service.

### 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.



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## **TYPES OF PRESENTATIONS**

(PAGE 1)

### **CORPORATE PRESENTATIONS AND CORPORATE LUNCHEONS:**

- 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.
- Platinum and Gold Sponsors have the option to revise their speaking slot from a 40-minute Corporate Presentation to a 60-minute Corporate Luncheon, based on availability. Lunch is arranged with the hotel and paid for by the hosting company.
- Four or more Corporate Presentations or Luncheons may be conducted simultaneously.
- Corporate Presentations and Luncheons will be broadcast via the Conference's online meeting platform.
- 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 Presentation Area Discussions, Sunrise Sessions or Platinum Sponsor Reception.)

### **CORPORATE PREVIEWS:**

- 2-minute presentation on the main stage in front of the General Session audience. This is an opportunity to speak about your company's upcoming Corporate Presentation and to invite investors to attend.
- Corporate Previews can be commercial or promote a specific product or service.
- Four or more Corporate Previews may be conducted one-after-another within a 10-minute time block.

### **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, distinguish yourself as an expert in the field and offer investors valuable information to assist in their investment decisions.
- Bullet Briefings must be strictly educational (non-commercial) in scope.

### **PLATINUM SPONSOR ADS:**

- 30-second video advertisement on the main stage, played between presentations, in front of the General Session audience.
- Pre-recorded ads can be commercial or promote a specific product or service.

### **PLATINUM SPONSOR RECEPTION:**

- 90-minute reception, shared with other Platinum Sponsors, for attendees who specifically elect to attend.
- A brief presentation of approximately 3 minutes can be conducted. Presentation can be commercial or promote a specific product or service.
- Food and beverage ordered by New Orleans Investment Conference with costs shared by participating Platinum Sponsors, not to exceed \$6,000, which will be billed to each company.



## **TYPES OF PRESENTATIONS**

(PAGE 2)

### **PRESENTATION AREA DISCUSSIONS AND SUNRISE SESSIONS:**

- 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.
- Silver Sponsors have the option to revise their speaking slot from a 20-minute Presentation Area Discussion to a 30-minute Sunrise Session, based on availability. Breakfast is arranged with the hotel and paid for by the hosting company.
- Presentation Area Discussions can be commercial or promote a specific product or service.
- Presentation Area Discussions and Sunrise Sessions will be broadcast via the Conference's online meeting platform.
- Two or more "PA" discussions and four or more Sunrise Sessions may be conducted simultaneously.



## PRESENTATION GUIDELINES AND PROCEDURES (PAGE 1)

### PRESENTATION TITLE

Your presentation title should be 10 words or less. Please make sure that the spelling of your title is as you would like it listed.

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 note that missed deadlines could result in your company's exclusion from the program book.

**DEADLINE: SEPTEMBER 6, 2023**

### 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, cables and electrical hook-up
- Screen
- LCD projector for use during Power Point presentations
- Wireless Slide Advancer & Laser Pointer
- Laptop computer

**Presenters should bring their presentation on a thumb drive.**

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

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





**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. 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.



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## ADVERTISING AND LOGO

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

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

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

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

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

**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. Sponsors will also have their logos displayed at the entrance to the Exhibit Hall and on miscellaneous signage.

**LOGOS MUST BE SENT SEPARATELY FROM YOUR AD.** Please send a high-resolution logo that can be used in large-format printing.

**LOGO AND AD SPECIFICATIONS:** Your company logo should be forwarded to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com) shortly after participation in the Conference is confirmed. Accepted file types are a vector file (AI or PDF) or a high-res image (JPG or PNG). Please submit logo in color. Taglines and URLs, if desired, must be integrated within the image.

All ads 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!**  
**DEADLINE: September 6, 2023**

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



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## 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 within the item, 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. Please contact the Conference's Exhibit Coordinator for approval.

At this time, please allow for approximately 500 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 25, 2023**.

Actual printed inserts must be received in our office by **October 2, 2023**. Please send to:

New Orleans Investment Conference  
c/o Jefferson Financial, Inc.  
Attn: Adele Thonn  
713 Focis Street  
Metairie, LA 70005-2911

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 25, 2023**  
**DEADLINE For Sending Actual Inserts: October 2, 2023**

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



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## **ADDITIONAL EXHIBITOR PROMOTION**

### **CONFERENCE PRIZES**

Exhibiting companies are welcomed to offer giveaways and raffle prizes from their booth(s). The companies offering prizes will be responsible for transporting and securing the item(s). You will also be responsible for collecting names and contact information of entrants, as well as notifying prize winners once a winner has been chosen. Winners should claim all prizes at the booth of the donating exhibitor. If your prize has not been claimed by the end of the show, please ensure it is delivered promptly to the winning attendee. New Orleans Conference staff cannot be responsible for delivery and/or return of unclaimed items.

A list of door prizes will be announced in pre-Conference correspondence with attendees and in the official Conference Program Book. If you would like to offer a giveaway or raffle prize to New Orleans Conference attendees, please email [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com) with a title and description of your prize.

### **“DIGGING FOR GOLD” QUESTION AND ANSWER GAME**

This game is designed to encourage booth visitation during our conference. Each company must create a question and answer to provide to attendees so that they may enter into drawings for lucrative prizes.

Examples of questions could be:

- What product is our company actively marketing at this time?
- What is the location of our company's current main drilling project?
- Our company mainly explores for what key metals/minerals?

Please email your customized question and answer to [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com) to ensure that it will be included in the printed game sheets for attendees.

**DEADLINE: October 2, 2023**

### **LEAD RETRIEVAL / BADGE SCANNERS**

The New Orleans Investment Conference has partnered with American Tradeshow Services to provide lead retrieval devices to exhibiting Sponsors. These devices instantly capture attendee contact information by scanning the QR Code found on each attendee's name badge. Scanners are provided on a complimentary basis per your designated sponsorship package (Platinum Sponsors: 2, Gold Sponsors: 1, and Silver Sponsors: 1). Additional scanners may be rented through ATS and are also available for rent by Standard Exhibitors.

Refer to the hyperlink to American Tradeshow Services information found in your service kit landing page or by [clicking here](#).

**DEADLINE: October 11, 2023**



## EXHIBITOR AND GUEST BADGES

### EXHIBITOR BADGES

Please provide the first names, last names and email addresses 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 prior to the start of the New Orleans Investment Conference. Please make sure that the spelling is as you would like it printed on the badge.

Platinum Sponsors receive 10 exhibitor registrations; Gold Sponsors receive 5 exhibitor registrations; Silver Sponsors receive 3 exhibitor registrations and Standard Exhibitors receive 2 exhibitor registrations

NAME BADGES WILL NOT BE RELEASED AT THE EVENT WITHOUT PAYMENT.

If you would like additional badges or online registrations, they are available for purchase at the discounted rate of \$395 per badge. Contact [exhibit@jeffersoncompanies.com](mailto:exhibit@jeffersoncompanies.com) for more information.

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

### GUEST ATTENDEE BADGES

If your sponsorship level allows for guest badges, please submit the first names, last names, email and mailing addresses 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.

Platinum Sponsors receive 15 guest attendee registrations; Gold Sponsors receive 10 guest attendee registrations; Silver Sponsors receive 5 guest attendee registrations.

If you would like additional badges, they are available for purchase at the rate of \$395 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. Guest badges allow entry into the Exhibit Hall during open hours only and are intended for guests, not booth employees.

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 2, 2023**