

SOUTHERN STATES CORRECTIONAL ASSOCIATION

54th ANNUAL SUMMER CONFERENCE

**INVITATION TO EXHIBIT
AND SPONSOR**



**Mid-Winter Planning Conference:
February 18-20, 2024**

**Summer Conference:
July 14 – 19, 2024**

Hilton Baton Rouge Capitol Center

Baton Rouge, Louisiana

BUSINESS PARTNERSHIP PACKET

ABOUT THE ASSOCIATION

The Southern States Correctional Association (SSCA) is a non-profit regional organization representing professionals in criminal justice agencies from fourteen (14) of the southern states. SSCA was formed in 1969 and is the most active regional organization of its kind in America. SSCA represents the interest of virtually every correctional agency, from professional workers in youth and adult services, prisons, community correction centers, probation and parole, to agency directors.

Each year the Association holds a training conference that provides opportunities to discuss issues and exchange ideas with other correctional professionals, provides training by experienced speakers, and exposes correctional personnel to new and established vendors offering potential to increase their effectiveness.

APPLICATION FOR SPACE

Please make your application for exhibit space by completing the attached Agreement. All space assignments will be made on a first come, first-serve basis. Telephone requests will not be accepted. **Vendor/Exhibitor space is limited!** Vendor set-up begins Tuesday, July 16, 2024 at 8:00 am, and must be completed by 3:00 pm. Vendor take down is Thursday, July 18, 2024 by 12:00pm. Applications for exhibit space and program advertisements are subject to approval by the SSCA Exhibits Committee. The exhibit costs for booths are outlined in this Business Partnership Packet. All ad copies should be in black and white, camera ready, and submitted electronically in either high resolution PDF or JPEG format to be published in the conference program.

REGISTRATION

Vendor/Exhibitor Registration will open on Tuesday, July 16, 2024 from 8:00 am – 3:00 pm. Each exhibiting company receives one complimentary registration packet per booth. Participation in meal functions requires a band for all attendees. Extra tickets/passes may be purchased at the SSCA Registration Desk.

HOUSING/HOTEL

To make hotel reservations, use the following links. Book by the noted deadlines to receive the reduced SSCA conference rate:

1) Mid-Winter Planning Conference: February 18 – 20, 2024:

Hilton Baton Rouge Capital Center

Standard King or Double Queen options - \$106.00+ tax/night

Booking Website:

<https://book.passkey.com/e/50581229>

Book by February 17, 2024 to ensure reduced conference rate at booking.

2) Summer Conference: July 14 – 19, 2024

Hilton Baton Rouge Capital Center

Standard King or Double Queen options - \$106.00+tax/night

Booking Website:

<https://book.passkey.com/e/50645298>

Book by July 13, 2024 to ensure reduced conference rate at booking.

EXHIBITOR SERVICES

Each exhibitor will receive an exhibitor information packet approximately 30-45 days prior to the conference opening.

EVENT SPONSORSHIP/CO-SPONSORSHIP

The Business Partnership Packet includes events for vendors/business partners to sponsor and/or co-sponsor. These include, but are not limited to; the Golf Tournament, Awards Banquet, USS Kidd Night, lunches, breaks, and special additional activities. See “Attachment 1 - Sponsorship Opportunities” section for full listing. The sponsor will receive recognition of their sponsorship at their sponsored event and as noted in the “Sponsorship Recognition” section.

DOOR PRIZES & DONATIONS

Exhibitors, Sponsors, and Friends of SSCA are encouraged to provide door prizes for our random drawings throughout the conference. These drawings will take place during events, training sessions, meals, etc.

In the event that you are unable to attend, but would like to send a donation or door prize, please contact Hester Serrano for mailing options. The donation tax deduction form is attached to this packet.

Hester Serrano

hester.serrano@la.gov

985-665-8354

LIABILITY

Exhibitors agree that SSCA and their respective agents will not be responsible in any way for damages, loss, or destruction of any property of exhibitor, injury of exhibitor, or exhibitor’s representative(s), agency, employee(s), licensee(s), or guest(s). Exhibitor is responsible for maintaining appropriate property and liability insurance.

SPACE CANCELLATIONS

In the event the conference is postponed or cancelled due to any occurrence, not occasioned by the conduct of SSCA, such as an Act of God or uncommon event, the performance of the parties under this agreement will be excused from all debts and obligations. A refund by SSCA will occur, less a pro-rated share of expenses actually incurred by the Association. Should the exhibitor cancel space by May 31, 2024, for the Summer Conference, SSCA shall retain 25% of the exhibit fee. If the exhibitor cancels space after May 31, 2024 for the Summer Conference, SSCA shall retain 100% of the exhibit fee.

Sponsorship Recognition

All sponsors will receive recognition in our SSCA Conference App and on signage at the event. Sponsorship recognition levels are determined by a combination of Conference Sponsorship, Association Sponsorship, and advertising.

Platinum Sponsors - \$15,000+

- Double exhibit space in the special recognition area, if requested
- Special Recognition at the Annual Conference Opening Ceremony and Awards Banquet with 6 reserved seats.
- Full-page color ad in the Annual Conference Program – Note: Program advertisement must be submitted via email to hester.serrano@la.gov Program advertisements must be camera ready in a high resolution PDF or JPG format.
- Supporting Patron Membership in SSCA
- Article in four editions of the “Southern Concourse” recognizing contribution
- **Six (6) conference registration packets with event tickets upon request**

Diamond Sponsors - \$10,000 - \$14,999

- Exhibit space in special recognition area
- Half-page color ad in the Annual Conference Program – Note: Program advertisement must be submitted via email to hester.serrano@la.gov Program advertisements must be camera ready in a high resolution PDF or JPG format.
- Special recognition at the Annual Conference Awards Banquet with four (4) reserved seats
- Supporting Patron Membership in SSCA
- Article in the “Southern Concourse” recognizing contribution
- Four (4) Conference Registration Packets with event tickets, upon request.

Gold Sponsors - \$5,000 - \$9,999

- One-fourth page ad in the Annual Conference Program
- Special recognition at the Annual Conference Awards Banquet with two (2) reserved seats.
- Supporting Patron Membership in SSCA
- Article in the “Southern Concourse” recognizing contribution
- Two (2) Conference Registration Packets with event tickets, upon request

Silver Sponsors - \$3,000 - \$4,999

- Recognition in the Annual Conference App
- Special recognition at the Annual Conference Awards Banquet
- Two (2) Conference Registration Packets with event tickets, upon request

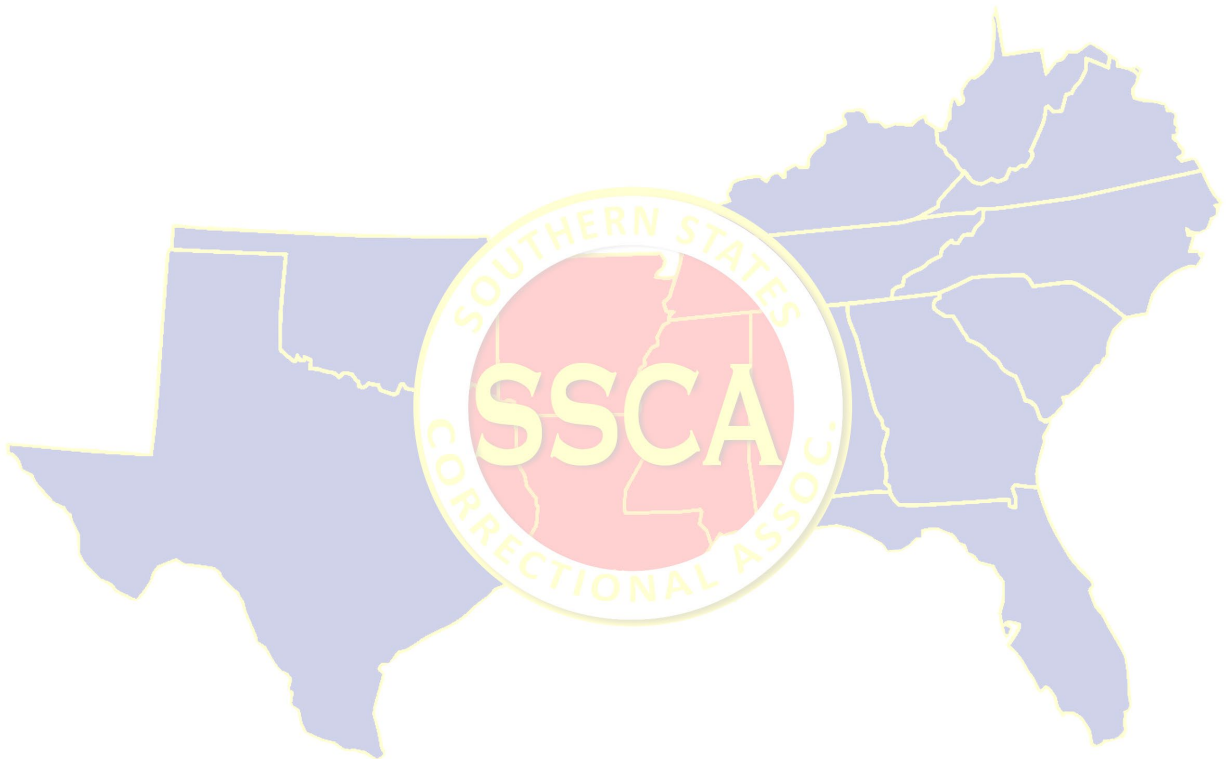
Bronze Sponsors - \$1,000 - \$2,999

- Recognition in the Annual Conference App
- Two (2) Conference Registration Packets with event tickets, upon request

See Attachment 1 – Sponsorship Opportunities for sponsorship details and opportunities for both the Mid-Winter Planning Conference and 2024 Summer Training Conference.

See Attachment 2 – Exhibit Information for exhibit information for the 2024 Summer Training Conference.

See Attachment 3 – Business Partnership Agreement and Payment Info.



ATTACHMENT 1 - SPONSORSHIP OPPORTUNITIES

Take this opportunity to put your company in the spotlight by becoming a Conference Event Sponsor. All sponsors will receive recognition in our conference program and on signage at the events. You will receive positive media attention from your association with the SSCA.

EVENT	QUANTITY NEEDED	QUANTITY SPONSORED	(x)	Sponsorship Amount	
Awards Banquet (Thursday Night)	1			\$30,000	
Lunch for Conference Participants	2			\$7,500	
Louisiana Night Festivities – Wednesday	1			\$5,000	
First Annual Challenge Coin Exchange Event Includes Sponsor’s logo on the back of the 2024 SSCA Challenge Coin	1			\$5,000	
President’s Reception (Tuesday Night)	1			\$4,000	
Breakfast for Conference Participants (Or all 4 for \$12,000)	4			\$4,000	
SSCA Leadership Celebration (Includes Past Presidents, Executive Board, and State Representatives)	1			\$3,000	
Hospitality and Networking Events Sponsor all four nights for \$10,000	4			\$3,000	
Evening Networking Entertainment	3			\$2,500	
Annual Training Conference Speakers	10			\$750	
Refreshment Breaks	6			\$750	
<u>MID-WINTER SPONSORSHIP OPPORTUNITIES</u>					
Mid-Winter President’s Day Celebration at the USS KIDD (Monday Night)	1			\$7000	
Mid-Winter Dinner	1			\$5,000	
Mid-Winter Lunch	2			\$3,500	
Mid-Winter Breakfast	2			\$2,000	
Hospitality and Networking Events	2			\$2,000	

*** If you would like to customize a sponsorship or event, plan to co-sponsor, or have questions please contact Hester Serrano at 985-665-8354 or hester.serrano@la.gov

2024 Apparel and Extras Sponsorship Opportunities:

	Sponsorship Amount	(X)	Total
Summer Conference Shirts (for all conference participants with Sponsor's name)	\$5000		
Host Committee Shirts	\$2000		
**Add Koozie Sponsorship to my above partnership commitment (Not sold separately)	\$500		

2024 SSCA Golf Tournament Sponsorship Opportunities

	Quantity Needed	Quantity Sponsored	(X)	Sponsorship Amount	
Golf Tournament Event Sponsor (includes logo on golf shirt sleeve)	1			\$5,000	
Golf Shirt Sponsor	1			\$2,500	
Beverage Station Sponsor	2			\$2,000	
Elite Golf Hole Sponsor	16			\$1,000	
Sponsor a Golf Team	-			\$400	
Closest to the Hole Sponsor	-			\$200	
Longest Drive Sponsor	-			\$200	

Total Amount Sponsored above: _____

Put this amount on Attachment 3
under *Total Amount Sponsored*

ATTACHMENT 2 – EXHIBIT INFORMATION (SUMMER CONFERENCE ONLY)

Booth Dimensions	Amount	(X)	Total
10'x 8' Exhibit Space	\$900		
10' x 8' Exhibit Space with Acknowledgement in Conference App	\$925		
10'x8' Exhibit Space with Half-Page Ad (full color) in the Conference Program	\$1500		
20'x8' Exhibit Space with Acknowledgement in Conference App	\$1800		
20'x8' Exhibit Space with Full-Page Ad (full color) in the Conference Program, plus Conference App	\$2800		

NOTE: Acknowledgements will be listed in alphabetical order.

Program Advertisement & Sponsorship

Advertising Opportunity (All Ads will be printed in full color)	Amount	(X)	Total Amount
Full-Page Ad in Conference Program	\$1500		
Half-Page Ad in Conference Program	\$1000		
Quarter-Page Ad in Conference Program	\$700		

***NOTE: Program Advertisements must be camera ready in high resolution PDF or JPG and submitted to via email to Darryl.campbell@la.gov by June 14, 2024**

EXHIBITOR PARTICIPATION

Company Name <small>(As it should appear on booth sign)</small>	
Address <small>(To send booth information)</small>	
City/State/Zip Code	
Contact Name	
Email Address	
Contact Phone Number	
Exhibitor Representative(s)	
Product(s)/Service(s)	

Attachment 3 – Business Partnership Packet Payment Info

Total amount sponsored <small>(Attachment 1)</small>	
Total amount Exhibitor Space <small>(From Attachment 2)</small>	
Total in Advertisement Opportunities <small>(From Attachment 2)</small>	
Donations toward door prizes	
Total Enclosed	

Name of Company _____

Signature of Authorized Agent for Company Date

Print or Type Name of Authorized Agent Email

If you have questions or concerns contact:

Hester Z. Serrano
 985-665-8354

Submit electronic copy of completed Attachments 1, 2, & 3 to:
hester.serrano@la.gov

Make CHECKS payable to:
SSCA/LA

Submit all payments and Attachments 1, 2, & 3 with original signatures to:

LA DPS&C
 Attn: Rhonda Babel
 PO Box 94304
 Baton Rouge, LA 70804