

Making the Most of your LICA Membership



A Guide to the Benefits and Resources Available to LICA Members

FREE RECOGNITION

As part of LICA membership, members at every level are entitled to valuable benefits including many **free opportunities** to promote their business. We urge all our members to take advantage of the offerings made available to them.

LICA Member Spotlight

This is your opportunity to shine! Simply provide LICA with approximately 150 words about your company (services, capabilities or other relevant information) and we'll publish it as a Member Spotlight article in a future edition of LICA's Latest electronic newsletter. Include your company logo or related photo as well, plus contact information and/or a URL to link to your company's website.

LICA Project Profile

Is your company working on a unique, interesting or important infrastructure project on Long Island? Let LICA highlight your work and promote your capabilities with a Project Profile piece for LICA's Latest e-newsletter. At no cost to you, LICA will send a photographer to take on-site photos of your project or your staff and we'll work with you to create a special Project Profile article.

LICA "Select Member" Listing

Located behind the *Select Members* link on the home page of LICA's website, we encourage all members to provide LICA with a brief 100 word company bio or summary of services which can be searched and seen by anyone visiting LICA's website. Be sure to include a link to your website or an email address as contact information.

LICA Annual Resource Guide & Directory

Each year, LICA publishes and distributes this hard copy directory which includes a free listing of all LICA members and industry/business/labor partners. It also provides contact information for all local, state and federal officials.

FREE INFORMATION

Knowledge is power, which is why LICA provides all our members with these additional resources to help them stay on top of the latest industry-related and LICA-related news, happenings and events.

"LICA's Latest" E-Newsletter

We highly encourage all our members to subscribe to our association's electronic newsletter – "LICA's Latest" – which is distributed via e-mail every other Tuesday. Any employee of a member in good standing can receive the news so encourage all interested parties to subscribe today! Sign up at: www.licanys.org.

Members-Only Access to www.licanys.org

LICA's website (www.licanys.org) is the first place to visit to learn more about LICA. But when our members register for exclusive "Member Only" access, they'll gain access to additional LICA resources including the "Document Room" which houses other important documents such as union contracts, holiday schedules & wage rates for their use and reference as needed.

LICA Events Admission

Employees of LICA member organizations in good standing are welcome to attend LICA annual events* free of charge. These events provide valuable networking opportunities and access to engage with many local, state, and federal elected officials plus industry leaders in a casual business setting. Our programs and guest speakers address important and relevant issues from a variety of perspectives.

*Note: The Annual LICA Golf Outing & Dinner is a fundraiser and therefore does not include free admission.

Social Media

If you "do" social media, then be sure to "LIKE" LICA on Facebook and follow LICA on Twitter @LICANYS for the most current news, updates & industry-related information.



WELL WORTH THE COST!

In addition to the free benefits we provide, LICA also offers **fee-based opportunities** for members to promote their businesses, while supporting LICA and their ongoing advocacy efforts on behalf of our members and the heavy construction industry.

LICA Event Sponsorship & Journal Ads

At annual LICA events, we offer paid sponsorship and journal ad opportunities ranging from \$250 to \$1,000. Sponsorship ads, signage and VIP seating gives your company prime visibility while journal advertisers also get great exposure to fellow LICA members and industry partners, as well as all industry leaders and elected officials in attendance.

LICA Directory & Resource Guide Ads

LICA's information-filled member directory and resource guide offers a great advertising opportunity that will last all year long and be seen by everyone who utilizes this helpful resource. Ads are normally accepted between March and July each year, before the guides are printed and distributed in September.

LICA Annual Golf Outing

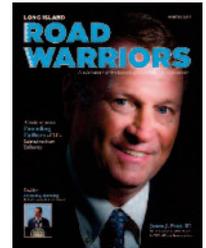
This extremely popular annual event is LICA's only fundraiser of the year and it continues to grow in both popularity and success. Recently, over 250 golfers filled two beautiful courses for a day of golf and networking, combined with fun and friendly competition. Later in the day, nearly 350 guests enjoyed the evening's festivities including cocktail hour and elegant buffet dinner, complete with entertainment, hand-rolled cigars and more. This first-class event offers numerous high-profile advertising opportunities from tee-signs and cart sponsors to breakfast and golf ball sponsors, just to name a few. Sponsorships begin as low as \$250. Check LICA's Latest e-grams and our website for more information as it approaches each May. But reserve your space and sponsorships early as this event sells out quickly. We do hope you will join us!

HIGH PROFILE VALUE!

NEW!

LI Road Warriors Magazine

As our newest and most exciting offering to date, LICA is pleased to present our new publication, Long Island Road Warriors magazine, which debuted in December 2017. Although technically a trade magazine, Road Warriors' interesting and informative articles are sure to capture the attention business leaders, elected officials and stakeholders beyond the heavy construction industry. As the official publication of the Long Island Contractors' Association, Road Warriors provides captivating stories about the people, politicians and businesses that impact and influence our industry.



This publication aims to raise the awareness of our industry and the importance of sufficient infrastructure investment. Road Warriors features useful and informative industry-related articles on matters of law, accounting, finance, surety, safety and more. We highlight the men and women of our labor force and other relevant topics. We also invite a different elected official to share their thoughts on matters of interest in our "Political Perspectives" piece in each issue. Published quarterly, each issue is mailed to local and state elected officials, all LICA members plus a wide range of business leaders and industry supporters. Take advantage of this outstanding opportunity to widely promote your company. LICA members receive a 20% discount on all advertising rates! For more information including ad rates, visit: www.licanys.org/road-warriors.

Get Started Today.

For more information or to take advantage of these opportunities and benefits, contact LICA Marketing Manager, Lynn Barker at: lbarker@licanys.org or call us at: 631-231-5422.

