



Making the Most
of your

LICA Membership

A Guide to the Benefits and Resources Available to LICA Members

FREE INFORMATION

Knowledge is power, which is why the Long Island Contractors' Association (LICA) provides all our members with these resources to help you stay on top of the latest LICA and industry-related news, events and happenings.

LICA's Latest Electronic Newsletter

We highly encourage all our members to subscribe to our electronic newsletter—"LICA's Latest"—which is distributed via e-mail once, every other Tuesday. This is the best source for the latest news about LICA and important industry-related matters. We encourage all interested parties to subscribe today! To sign up, visit LICA's website or contact Lynn Barker, Director of Marketing at: lbarker@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 the LICA organization, our events and industry news, but when members register for exclusive Member-Only site, they'll also gain access to additional LICA resources including the *Document Room* which houses other important information such as union contracts, holiday pay schedules & wage rates for their use and reference as needed. To register, click on the **Members** tab, scroll down to *New Member Access Registration* and create an account.

Free Admission to LICA Events*

Employees of LICA member firms in good standing are welcome to attend LICA annual member events* free of charge. These events provide valuable networking opportunities and access to engage with other LICA members as well as many local, state, and federal elected officials, key industry partners. Our speakers and programs address industry-relevant issues from a variety of perspectives.

*Note: The annual LICA Golf Outing/Dinner and LICA PAC Events are fundraisers and therefore do not qualify for free admission.

Social Media

For social media users, be sure to stay updated and "Like" LICA on Facebook or follow us on Twitter @LICANewYork for the most current news, updates and industry-related information. Look for us on LinkedIn as well!

FREE RECOGNITION

LICA membership entitles every member firm to many valuable benefits which include several **FREE opportunities** to promote your 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 125-150 words about your company's services, products or other relevant information and we'll publish it as a **Member Spotlight** article in a future edition of our electronic newsletter, LICA's Latest. Be sure to include company logo, contact information and/or the URL 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 on-site to take photos of your project and staff and work with you to create a special Project Profile article.

LICA "Select Member" Listing

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

LICA Annual Resource Guide & Directory

Each year, LICA publishes and distributes this hard copy directory to all members 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. Members also have the opportunity to take paid advertising as well.

Long Island Contractors' Association, Inc.
48 S. Service Road, Suite 401
Melville, NY 11788
Phone: 631.231.LICA (5422)
www.licanys.org

PAID OPPORTUNITIES

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

LICA Event Sponsorship & Journal Ads

Sponsorships and journal ad opportunities, usually ranging from \$250 to \$1,000 are available at most LICA annual member events. Sponsor ads, signage and VIP seating gives your company prime visibility while journal advertisers also enjoy great exposure to fellow LICA members, industry partners and business leaders, as well as many of our elected officials.

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. Guides are now printed annually and distributed early in the year. Ads are solicited and accepted a few months prior to the distribution date.

LICA Annual Golf Outing

This extremely popular annual event is LICA's only fund-raiser of the year and it continues to grow in both popularity and success. Recently, over 275 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!



Get Started Today.

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

HIGH PROFILE = BEST VALUE!

LI Road Warriors Magazine

LICA's newest and most exciting offering is our **Long Island Road Warriors** magazine which debuted in December 2017 to rave reviews. Although technically a trade magazine, Road Warriors' interesting cover stories and informative feature articles capture the attention of business owners, industry leaders, elected officials and stakeholders both within and outside the heavy construction industry. As the official publication of the Long Island Contractors' Association, LI Road Warriors provides captivating stories about the people, politicians, policies, and businesses that impact and influence our industry and local economy to a distribution list of more than 1,000 readers.



This publication helps raise awareness of our members and the heavy highway construction industry as a whole, showcasing the importance of continued infrastructure investment for our region. Each issue also contains helpful articles focused on industry-relevant topics of law, accounting, engineering, finance, insurance, safety, and more. Advertisers may also get the opportunity to serve as featured content providers, at no additional charge, allowing them to serve as the "issue expert" in their particular business sector, giving you even greater exposure.

We highlight the men and women of our labor force and address timely topics. We also, invite local officials to share their thoughts on matters of interest in our "Political Perspectives" article. Published quarterly, each issue of LI Road Warriors is mailed to all LICA members and regional business leaders as well as local, county and state elected officials. Take advantage of this outstanding opportunity to promote your company to our membership base and beyond. LICA members receive a 20% discount on all ads!

For more information including ad rates, ad specs and ad reservation forms, as well as links to view past issues of Road Warriors magazine, please visit: www.licanys.org/road-warriors