The 24th LavaCon Conference on Content Strategy and User Experience

LavaCon started in Hawaii (hence our name) to help organizations reduce costs and generate revenue using state-of-the-art publishing technologies.

However, LavaCon is more than just a conference. It's a gathering place where content professionals share best practices and lessons learned, network with peers, and build professional relationships that will last for years to come.

> Wow! LavaCon was AMAZING! I thoroughly enjoyed everything about the conference: I learned a ton, and I met some really smart and fun people. The featured talks were really fantastic—I liked that they covered diverse topics that gave clear takeaways. I would sign up next year just to hear the same people give the same talks!
>
> Also the evening storytelling, drums, and trivia were a lot of fun and helped to create that sense of community.
>
> I'm looking forward to next year!
>
> *SG, Director, Medical Excellence & Strategic*
> *Sanofi Pasteur, US*

Attendee Motivation

Surveys show that attendees come to LavaCon to:

- Keep up with the latest advancements in content technology
- Network with peers—a chance to meet/see industry friends and colleagues
- To find consultants, authoring tools, translation, and other vendors who can help them do just that

Core Audience

LavaCon's core audience is a *senior* content professional with budget and purchasing authority. Our 2025 attendance grew 15% over last year, and that's despite trade wars, mass deportations in the US, and more.

We are expecting similar growth in 2026: 400+ in-person attendees in Charlotte with an additional 200+ virtual attendees.

LavaCon 2026

The next LavaCon is scheduled for 25–28 October 2026 in Charlotte, NC (a hub for American Airlines). Our 2026 program theme:

Beyond Proof of Concept: How Companies Are Actually Using AI to Reduce Costs and Generate Revenue—Without Laying Off Their Content Teams

STC Audience

With the Society for Technical Communication (STC) declaring bankruptcy and cancelling their annual summit, we see a need for senior technical writers to have a new conference to call home. In response, we're adding a Technical Communication track to the program to help attract that audience. A quote from this year's attendees:

> Jack and Kevin,
>
> I want to let you know how much I enjoyed LavaCon this year. It was just wonderful. You and your team are amazing.
>
> I didn't know how much I missed my techcom peeps until I was there reconnecting with everyone. I'm so appreciative of the fact that you have kept this going for so long, especially since STC went belly up.
>
> I'm looking forward to seeing you in Charlotte next year. Thank you for your commitment to the profession!
>
> *Judy G-S, PhD*

Social Audience

Sponsoring at LavaCon gives you more than three days of conference—you also get access to the LavaCon social audience *for a full calendar year.*

In addition to our newsletter, LavaCon owns the Enterprise Content Strategy group on LinkedIn, which currently has over ***49,000*** members worldwide. We would post your announcements, interview your key players in webinars, etc.

Exhibit Area

We are doing a full exhibit hall with 10x8' exhibit spaces (pipe-and-drape).

Sapphire level sponsors get a double-wide (20x8'), and first choice of location spaces.

Booth selection is based on a tier level priority that is solidified upon payment and not by order of registration.

LavaCon

Sponsor Levels

All levels come with two booth staff passes.

Additional staff passes are $650 each to offset the cost of food and internet.

Level	Benefits
Diamond	REQUIRES SOW INVOICE PAID IN FULL BY 1 MARCH
Sapphire Before 7 Jan $7,000 After 7 Jan $8,000	• Choice of single or double exhibit location (with 4 booth staff) • Opportunity to speak (based on slot availability and content) • Opportunity to sponsor an evening social event of **your own** in an unused breakout room **(F&B must be purchased from hotel)** • Pre-conference attendee list (includes email addresses of attendees who have opted in) • Post-conference attendee list (includes email addresses of attendees who have opted in) • Inclusion of your company information in conference bag • Logo on conference website and program • Opportunity to send one email through LavaCon to registered attendees • Four conference attendee passes for customers (not for staff) • Full-page spread Sponsor Booklet that is emailed to all attendees before the conference
Platinum Before 7 Jan $6,000 After 7 Jan $7,000	• Choice of single exhibit location (with 2 booth staff) • Pre-conference attendee list (includes email addresses of attendees who have opted in) • Post-conference attendee list (includes email addresses of attendees who have opted in) • Inclusion of your company information in the conference bag • Logo on conference website and program • Three conference passes for customers (not for staff) • Full-page spread Sponsor Booklet that is emailed to all attendees before the conference

Gold Before 7 Jan $5,000 After 7 Jan $6,000	• Choice of single exhibit location (with 2 booth staff) • Pre-conference attendee list (names, companies, and titles only) • Post-conference attendee list (names, companies, and titles only) • Inclusion of your company information in the conference bag • Logo on conference website and program • Two conference passes for customers (not for staff) • Half-page spread Sponsor Booklet that is emailed to all attendees before the conference
Silver $5,000	• Single exhibit location (with 2 booth staff) • Post-conference attendee list (does not include email addresses) • Logo on conference website and program • One conference pass for customers (not for staff) • Quarter-page spread Sponsor Booklet that is emailed to all attendees before the conference

Also available to sponsors (contact Jack@LavaCon.org more info and payment options).

Other Branding Options	**Cost**
❒ **Water Bottles** (in conference bags)	VENDOR PROVIDES
❒ **Storytelling Night**	$2,000
❒ **Karaoke Night**	$2,000
❒ **Featured sponsor of the conference app:**	$2,000
❒ **Other, specify:**	

Other Notes

Register here

Questions? Want to sponsor something else? Contact me at 1+ 562-726-1800 x201 or jack@lavacon.org

See you in Charlotte!

Jack Molisani
Executive Director
The LavaCon Conference