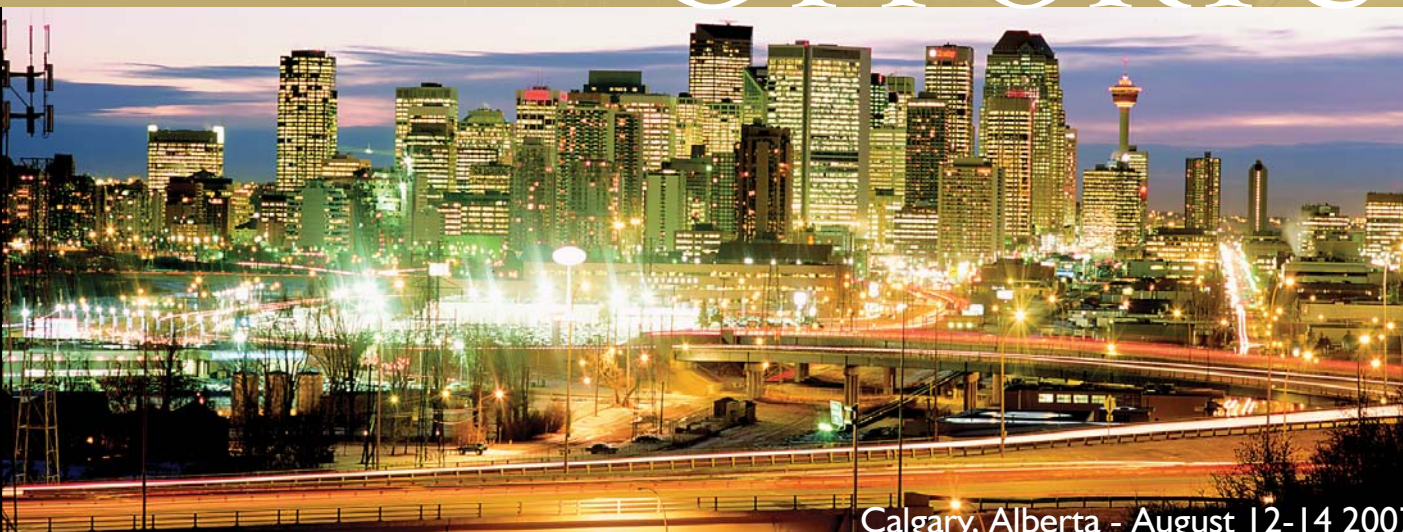


# SPONSORSHIP OPPORTUNITIES



Calgary, Alberta - August 12-14 2007

Bronze

Silver

Gold

Platinum



## CBA Canadian Legal Conference & Expo

Position your brand among these past and present CLC sponsors



# Build Your Brand with Canada's Leading Jurists

## Reaching Canada's Legal Community

The 2007 Canadian Legal Conference and Expo (CLC) is the Canadian Bar Association's (CBA) annual event for lawyers wishing to address the issues that affect the practice of law. The largest conference of its kind in Canada, the CLC offers significant

exposure to Canada's top leaders and up-and-comers in the legal profession.

### 2007: The Heart of the New West

This year's event takes place in Calgary, Alberta, the Heart of the New West, from August 12-14, 2007. Events will be hosted at the TELUS Convention Centre and at surrounding hotels.

## A Variety of Marketing Opportunities

Numerous social events, top notch speakers, over 30 Continuing Legal Education sessions and CBA Council's annual meeting all provide unique opportunities to position your brand in front of a coveted audience. Past speakers include Robert F. Kennedy Jr.,

Patrick J. Fitzgerald, U.S. Attorney for the Northern District of Illinois, Stephen Lewis, UN special envoy for AIDS in Africa, and Dr. Kathy Reichs, forensic anthropologist and author. The 2006 CLC was kicked off by Great Big Sea.

## Who attends the annual Canadian Legal Conference?

Over 900 delegates are expected at the 2007 CLC.

Don't miss this opportunity to showcase your brand in front of a coveted audience. Delegates are mostly Canadian Bar Association (CBA) members, whose profile is:

- 37,000 members including lawyers, judges, corporate counsel and students
- 40% are female

- 57% are between the ages of 35-54
- All members are university educated
- 70% earn over \$75k annually
- 30% earn over \$150k annually

The CBA is the voice of the legal profession in Canada and provides members with the most current information on the industry.

## Bronze level – Value \$3,000 *(per event)*

Sponsorship at the Bronze level offers your company a choice among the following visibility options:

### **Continuing Legal Education (CLE) sessions (approx 30 sessions available)**

CLE is a key factor in CBA members attending the CLC. Each session is

hosted by a moderator who will thank you for your sponsorship. Your company will be listed as the co-sponsor of the CLE, and your logo will be featured on signage at the event.

### **Transportation**

A vital aspect of the CLC is getting our delegates to and from our major

events. There will be signage at pick-up locations.

### **Coffee and Refreshment Breaks (3 available)**

Opportunities exist to tailor coffee and refreshment breaks to highlight your company's brand.

### **Youth and Children's Centre**

Approximately 50 children ages 6-16 participate in the Youth and Children's program. Sponsors of the Children's Program will be listed in the onsite program and have an opportunity to include material in the children's bags.

### **Bronze level sponsorship also includes the following benefits:**

- Sponsor logo and hyperlink on CLC website
- Recognition in CLC registration brochure and onsite program
- Post CLC acknowledgement in the CBA's magazine, *National* (40K circ.)
- Onsite acknowledgement at the entrance of the Expo

*The opportunity to be the exclusive sponsor of a CLE session is also available. For \$5,000, you will be acknowledged as the exclusive sponsor of your chosen CLE.*

*“The (CLE) Program committee is to be congratulated for one of the best annual conferences ever.” (2005 CLC)*

## Silver level – Value \$7,500 *(per event)*

### Delegate lunch in the Expo (Monday August 13)

Tailor the lunch with your brand. Sponsor signage will be featured during the event.

### Breakfasts (for registrants - 3 available)

A Stampede breakfast will be held outside the Telus centre on Saturday morning. High end debates have been added to the Monday and Tuesday breakfasts; last year's speakers were

John Crosbie, Brian Tobin and General Rick Hillier. Sponsor signage will be featured during the event.

### Expo reception

A sponsor can kick off the CLC Expo in style by sponsoring this event. With food, drinks and entertainment, this event is a must attend for delegates.

### Volunteer Identification

The CLC is supported by approximately 100 local volunteers. The sponsor of

this category will help design the volunteer t-shirts with their company logo.

### Simultaneous Interpretation (SI)

As a bilingual organization, the CBA is pleased to offer SI at several major events. Sponsor signage will be featured at the SI kiosk where delegates pick up and drop off headsets.

### CBA Council and Lunch

The CBA annual meeting of Council is held prior to the kick off of the CLC.

Approximately 200 Council members take part in this high-level, 2 day meeting. The sponsor of these events will have signage recognizing their support.

### Program-At-A-Glance (PAG)

The PAG is a quick overview of the entire CLC program and is included with each program booklet. The sponsor will have their logo on the PAG. Delegates state the PAG is 'a great idea.'

### Silver level sponsorship also includes the following benefits:

- Sponsor logo and hyperlink on CLC website
- Recognition in CLC registration brochure and onsite program
- Post CLC acknowledgement in the CBA's magazine, *National* (40K circ.)
- Onsite acknowledgement at the entrance of the Expo
- Logo and link on the CLC CLE cd-rom (included in every delegate registration kit)
- Insertion of sponsor material with the delegate registration kits
- One-time - 15% discount on ad space in the CBA's *National* magazine. Discount must be used before December 2007

*“Outstanding...in every way.” 2006 Breakfast*

## Gold level – Value \$15,000 *(per event)*

### CLE CD-ROM

The CD-ROM, placed in all delegate bags, contains CLE program presentations and extra CLC and CBA information. The sponsor has their logo on the front cover of the CD-ROM as well as a logo and link on the main page. Sponsor also receives 2 tickets to Opening Night Festivities.

### Closing Lunch

This event is presented by the CBA's Young Lawyers. Past presenters at this lunch include Ian Hanomansing and Rick Mercer. Verbal recognition will be given to the sponsor at the lunch and you will be offered two passes to attend.

### Closing Gala

This year's Closing Gala is being hosted as a Casino Night at the Calgary Stampede Round-Up Centre and will include a reception followed by dinner and dance. Sponsor of this event will receive verbal recognition as well as recognition on the event ticket. Sponsor will receive 2 tickets to the event.

### President's Dinner

Approximately 170 guests will be invited to this prestigious, black tie event at the Calgary Golf & Country Club. The sponsor of this event will receive verbal recognition at the event and onsite signage. The sponsor will receive 2 tickets to the Opening Night Festivities.

### Gold level sponsorship also includes the following benefits:

- Sponsor logo and hyperlink on CLC website
- Recognition in CLC registration brochure and onsite program
- Post CLC acknowledgement in the CBA's magazine, *National* (40K circ.)
- Onsite acknowledgement at the entrance of the Expo
- Logo and link on the CLC CLE cd-rom (included in every delegate registration kit)
- Insertion of sponsor material with the delegate registration kits
- One-time - 15% discount on ad space in the CBA's National magazine. Discount must be used before December 2007
- Logo in an overhead presentation at the CBA Council
- Logo on rotating banner in targeted blast e-mails to potential delegates (TBC)
- Full page ad in the onsite program

*“What a sensation (Rick Mercer). Kudos to the New Lawyers for arranging the best speaker in the conference.”*

## Platinum level – Value \$25,000 *(per event)*

### Opening Plenary

The Chief Justice of Canada and other dignitaries will be guest speakers during the ceremonial portion of the Opening Plenary. This will be followed by a keynote speaker. The sponsor of this event will be recognised through signage and an official thank-you at

the event. Platinum level sponsors are also provided with an opt-in mailing list of delegates prior to the CLC in order to communicate directly with the audience.

### Opening Night Festivities

The Opening Night Festivities include a dinner and reception which is attended by most delegates as tickets are included in the CLC registration fee. This year's event is taking place at Heritage Park. Sponsor will receive signage at the event as well as recognition

on the event ticket. Sponsor will receive 2 tickets to the event. Platinum level sponsors are also provided with an opt-in mailing list of delegates prior to the CLC in order to communicate directly with the audience.

### Platinum level sponsorship also includes the following benefits:

- Sponsor logo and hyperlink on CLC website
- Recognition in CLC registration brochure and onsite program
- Post CLC acknowledgement in the CBA's magazine, *National* (40K circ.)
- Onsite acknowledgement at the entrance of the Expo
- Logo and link on the CLC CLE cd-rom (included in every delegate registration kit)
- Insertion of sponsor material with the delegate registration kits
- Two-time - 15% discount on ad space in the CBA's National magazine. Discount must be used before December 2007
- Logo in an overhead presentation at the CBA Council
- Logo on rotating banner in targeted blast e-mails to potential delegates (TBC)
- Full page ad in the onsite program
- Ad in registration brochure (distributed Feb. 2007)

*Patrick Fitzgerald (2006)*

*“Entertaining speaker” “Interesting and very current”*



**For more information on CLC Sponsorship Opportunities, please contact**

**Mark Schwilden, 1-800-267-8860 ext 143  
marksc@cba.org**

**Michelle Simpson, 1-800-267-8860 ext 118  
michelles@cba.org**

**Or visit [www.cba.org](http://www.cba.org) under Events**

**Don't miss your chance to be part of the CLC Expo. Booth space is 8 X 10 and the early registration fee is \$1,975.  
For more information on the Expo, contact Blair Tryon at [cba@intertaskconferences.com](mailto:cba@intertaskconferences.com) or (613) 238-4075.**