



Niagara
2010 SPONSORSHIP OPPORTUNITIES
Bronze Silver Gold Platinum



THE CANADIAN
BAR ASSOCIATION
L'ASSOCIATION DU
BARREAU CANADIEN

CBA Canadian Legal
Conference & Expo

Niagara, Ontario - August 15 – 17 2010

Position your brand among these past and present CLC sponsors



Build Your Brand with Canada's Leading Jurists

Reaching Canada's Legal Community

The 2010 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.

2010

This year's event takes place in Ontario's Niagara Region, from August 15-17, 2010. Events will be hosted at the Sheraton on the Falls, Hilton Niagara and the Crowne Plaza Niagara Falls Fallsview.

A Variety of Marketing Opportunities

Numerous social events, top notch speakers, over 30 Professional Development sessions and CBA Council's annual meeting all provide unique opportunities to position your brand in front of a coveted audience. Past speakers include Nobel Prize winner Elie Wiesel; Stephen Lewis, UN special envoy for AIDS in Africa; Dr. Kathy Reichs, forensic anthropologist and author; and author and poet Maya Angelou. Past headline entertainers include Great Big Sea, Jann Arden and Gregory Charles.

Who attends the annual Canadian Legal Conference?

Over 900 delegates are expected at the 2010 CLC. Don't miss this opportunity to showcase your brand to a coveted audience. Delegates are mostly CBA members, whose profile is:

- 37,000 members including lawyers, judges, corporate counsel and students
- 50% are female
- 71% are between the ages of 40-59
- All members are university educated
- 70% earn over \$100k annually and 46% earn over \$200k annually

The CBA is the voice and leader of Canada's legal profession in a complex, changing world.

Bronze Level – Value \$5,000

Professional Development (PD) Sessions (approx 30 sessions available)

PD 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 session, and your logo will be featured on session signage.

Coffee and Refreshment Breaks (3 available)

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

Youth Program

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

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.

Additional Opportunities at the Bronze Level

The opportunity to be the exclusive sponsor of a PD session is also available. For \$7,500, the sponsor will be acknowledged as the exclusive sponsor of their chosen PD selection.

Bronze level sponsorship also includes the following benefits:

- Sponsor's logo on the CLC website (website launches end of Feb.). The logo can have a hyperlink to your own website
- Recognition in the CLC's registration brochure and in the onsite program
- Post-CLC acknowledgement in the CBA's magazine, *National* (40k circulation.)
- Onsite signage at the Expo

Maya Angelou (2008)

"Best opening at any conference ever!"

Silver Level – Value \$10,000

Delegate Lunch (Monday August 16)

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

Delegate Breakfasts (2 available: Monday, August 16 and Tuesday, August 17)

High end debates have been added to these breakfasts; previous years' speakers include John Crosbie, Jean Chrétien, Preston Manning and General Rick Hillier. Sponsor signage will be featured during the event.

Expo Reception

Sponsors 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 sponsors 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, two day meeting. The sponsors of these events will have signage recognizing their support.

Silver level sponsorship also includes the following benefits:

- Sponsor's logo on the CLC website (website launches end of Feb.). The logo can have a hyperlink to your own website
- Recognition in the CLC's registration brochure and in the onsite program
- Post-CLC acknowledgement in the CBA's magazine, *National* (40K circulation.)
- Onsite signage at the Expo
- Recognition by way of logo and link on the CLC PD CD-ROM which is included in every delegate registration kit and is also available for purchase post-CLC
- 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 2010

"Outstanding...in every way." 2006 Breakfast

Gold Level – Value \$20,000

Program-At-A-Glance (PAG)

The PAG is a quick overview of the entire CLC program. Sponsors will be acknowledged on the PAG. Delegates have found the PAG to be ‘a great idea!’

CLE CD-ROM

The CD-ROM, placed in all delegate kits, contains CLE program presentations and extra CLC and CBA information. Sponsors will have their logo on the front cover of the CD-ROM as well as a logo and link on the main page. The CD-ROM is also available for purchase post CLC.

Closing Lunch

This event is presented by the CBA’s Young Lawyers. Past presenters at this lunch include Leonard Brody and Rick Mercer. Verbal recognition will be given to the sponsors at the lunch. Two passes to attend this event are included.

President’s Dinner

Approximately 170 guests will be invited to this prestigious, black tie event which is being hosted at one of Niagara’s unique venues. The sponsors of this event will receive verbal recognition at the event and onsite signage. Sponsors will also receive two tickets to the Opening Night Festivities.

Closing Gala

This event includes a reception followed by dinner and dance with a live band. Sponsors of the Gala lunch will receive verbal recognition and two passes to attend the event.

Gold level sponsorship also includes the following benefits:

- Sponsor logo and hyperlink on CLC website. Website launches end of Feb.
- Recognition in the CLC’s registration brochure and onsite program
- Post-CLC acknowledgement in the CBA’s magazine, *National* (40K circulation.)
- Onsite signage at the Expo
- Recognition by way of logo and link on the CLC PD CD-ROM which is included in every delegate registration kit and is also available for purchase post CLC
- 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 2010
- Logo in an overhead presentation at the CBA Council
- Logo on rotating banner in targeted blast emails 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 \$30,000

Opening Plenary

The Chief Justice of Canada and other dignitaries will be guest speakers during the ceremonial portion of the Opening Plenary at the Sheraton on the Falls. This will be followed by a keynote speaker. The sponsors of this event will be recognised through signage and an official thank you at the event. Sponsors will also be 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 includes 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 the Table Rock Center. Sponsors will receive signage at the event, recognition on the event ticket and two tickets to the event. Sponsors will also be 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. Website launches end of Feb.
- Recognition in the CLC's registration brochure and onsite program
- Post-CLC acknowledgement in the CBA's magazine, *National* (40K circulation.)
- Onsite signage at the Expo
- Recognition by way of logo and link on the CLC PD CD-ROM which is included in every delegate registration kit and is also available for purchase post CLC
- 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 2010
- Logo in an overhead presentation at the CBA Council
- Logo on rotating banner on CLC homepage and in targeted blast e-mails to potential delegates (TBC)
- Full page ad in the onsite program
- Ad in registration brochure (distributed Feb. 2010)

Elie Wiesel (2007)

"Entertaining speaker" "Best plenary speaker yet"



Other sponsorship opportunities can be made available including kit inserts, stationery for PD Sessions, contra, and more. For more information on CLC Sponsorship Opportunities, please contact

Dana Platias
1-800-267-8860 ext 118
danap@cba.org

Visit www.cba.org under Events*

** website launches at the end of February*

Don't miss your chance to be part of the CLC Expo.

For more information on the Expo, contact Blair Tryon at cba@intertaskconferences.com or (613) 238-4075.