



THE CANADIAN
BAR ASSOCIATION

CBA COMPETITION LAW

FALL CONFERENCE

SPONSORSHIP OPPORTUNITIES

OCTOBER 17 – 18, 2019 | OTTAWA, ON

CBA COMPETITION LAW FALL CONFERENCE

SPONSORSHIP OPPORTUNITIES

DINNER AND ENTERTAINMENT SPONSOR (MAXIMUM 2 SPONSORS) - ONE OPPORTUNITY REMAINING **\$9,000**

The Thursday night dinner will be attended by 120 delegates with entertainment provided by a Keynote Speaker.

Sponsorship of this event will provide the sponsoring company with the following:

- Two (2) sponsor representatives seated at the head table during dinner
- Prominent positioning of your corporate logo on the agenda
- Corporate logo on the conference website with website link
- Prominent signage with corporate logo at the dinner room entrance and inside the dinner room
- Promotional brochure or gift placed at each dinner table*
- Opportunity to include a promotional item on the CBA Display Table*
- One (1) exhibitor display table during the conference
- Complimentary conference registration for one (1) representative
- Acknowledgement of your sponsorship by the Conference Chair

LUNCHEON SPONSOR (MAXIMUM 1 SPONSOR)



\$5,000

Conference luncheons are attended by all participants and presenters with an address by a guest keynote speaker (if available).

Sponsorship of this event will provide the sponsoring company with the following:

- Prominent positioning of your corporate logo on the agenda
- Corporate logo on the conference website with website link
- Prominent signage with corporate logo at the luncheon room entrance
- Promotional brochure or gift placed at each luncheon table*
- Opportunity to include a promotional item on the CBA Display Table*
- One (1) exhibitor display table during the conference
- Complimentary conference registration for one (1) representative
- Acknowledgement of your sponsorship by the Conference Chair

WI-FI SPONSOR (MAXIMUM 1 SPONSOR)



\$4,000

Each delegate requiring internet access on site will have to enter a unique code, selected by the sponsor. Take this opportunity to get your brand out there to our audience while providing them with added value to the conference.

Sponsorship of this product will provide the sponsoring company with the following:

- Prominent positioning of your corporate logo on the agenda
- Corporate logo on the conference website with website link
- Prominent signage with corporate logo at each plenary table
- Opportunity to select Wi-Fi access code within the parameters of the provider
- Opportunity to include a promotional item on the CBA Display Table*
- One (1) exhibitor display table during the conference
- Acknowledgement of your sponsorship by the Conference Chair

* Provided at the expense of the sponsor.

** Specs and timelines will be provided by CBA staff.

*** Digital artwork will be supplied by the sponsoring company and subject to CBA approval

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CONFERENCE LANYARD SPONSOR (MAXIMUM 1 SPONSOR)



\$2,500

Each delegate will receive a branded lanyard with sponsor logo.

Sponsorship of this product will provide the sponsoring company with the following:

- Branded logo on one side of the lanyard
- Prominent positioning of your corporate logo on the agenda
- Corporate logo on the conference website with website link
- Corporate logo included on conference sponsor signage
- Acknowledgement of your sponsorship by the Conference Chair
- Opportunity to include a promotional item on the CBA Display Table*

CONTINENTAL BREAKFAST SPONSOR (MAXIMUM 2 SPONSORS) - *ONE OPPORTUNITY REMAINING*

\$2,500

The continental breakfast is held in the main foyer adjacent to the meeting venue on Thursday and Friday morning. All attendees are welcome.

Sponsorship of this event will provide the sponsoring company with the following:

- Prominent positioning of your corporate logo on the agenda
- Corporate logo on the conference website with website link
- Prominent signage with corporate logo during the breakfast
- Opportunity to include a promotional item on the CBA Display Table*
- Acknowledgement of your sponsorship by the Conference Chair

REFRESHMENT BREAK SPONSOR (MAXIMUM 3 SPONSORS) - *TWO OPPORTUNITIES REMAINING*

\$2,000

Coffee breaks are held daily and are a wonderful meet and greet opportunity. They are held in the main foyer adjacent to the meeting venue and attended by all delegates.

Sponsorship of this event will provide the sponsoring company with the following:

- Prominent positioning of your corporate logo on the agenda
- Corporate logo on the conference website with website link
- Prominent signage with corporate logo during the refreshment break
- Opportunity to include a promotional item on the CBA Display Table*

YOUNG LAWYERS FRIDAY BREAKFAST SPONSOR (MAXIMUM 1 SPONSOR)



\$2,000

This breakfast is separate from conference delegates and aims at connecting young lawyers with experienced professionals in the industry. Very well attended event year after year.

Sponsorship of this event will provide the sponsoring company with the following:

- Prominent positioning of your corporate logo on the agenda
- Corporate logo on the conference website with website link
- Prominent signage with corporate logo at the breakfast
- Promotional brochure placed on tables at the breakfast*
- Opportunity to include a promotional item on the CBA Display Table*

* Provided at the expense of the sponsor.

** Specs and timelines will be provided by CBA staff.

*** Digital artwork will be supplied by the sponsoring company and subject to CBA approval

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SPONSORSHIP OPPORTUNITIES

CANADIAN WOMEN IN COMPETITION LAW NETWORKING LUNCH ON FRIDAY (MAXIMUM 1 SPONSOR) **\$2,000**

This lunch is separate from conference delegates and aims at connecting professional women in the legal industry.

Sponsorship of this event will provide the sponsoring company with the following:

- Prominent positioning of your corporate logo on the agenda
- Corporate logo on the conference website with website link
- Prominent signage with corporate logo at the lunch entrance
- Promotional brochure/gifts placed on tables at the lunch*
- Opportunity to include a promotional item on the CBA Display Table*

POWER PACKAGE SPONSOR (MAXIMUM 1 SPONSOR) **\$1,500**

Power will be setup throughout the plenary room to assist attendees in staying connected.

Sponsorship of this event will provide the sponsoring company with the following:

- Prominent positioning of your corporate logo on the agenda
- Corporate logo on the conference website with website link
- Prominent signage with corporate logo at each plenary table
- Opportunity to include a promotional item on the CBA Display Table*

“KNOW BEFORE YOU GO” EMAIL SPONSOR (MAXIMUM 1 SPONSOR) **\$1,500**

The “Know Before You Go” email is a much-anticipated roadmap detailing what delegates can expect before arriving and once onsite at the conference.

Sponsorship of this event will provide the sponsoring company with the following:

- A custom-designed digital banner advertisement to be included in the final delegate email. Digital artwork will be supplied by the sponsoring company and subject to CBA approval. **
- Corporate logo on the conference website with website link
- Prominent positioning of your corporate logo on the agenda
- Opportunity to include a promotional item on the CBA Display Table*

PROMOTIONAL EMAIL BLAST (MAXIMUM 3 SPONSORS) **\$1,500**

Email messaging to the CBA members and legal professionals in our database is instrumental in the marketing of this event.

Sponsorship of this event will provide the sponsoring company with the following:

- A custom-designed digital banner advertisement to be included in one email blast of your choice, on a first come, first-served basis, which will be sent out to the CBA members and legal professionals in our database (CASL law respected). ** ***
- Corporate logo on the conference website with website link
- Prominent positioning of your corporate logo on the agenda
- Opportunity to include a promotional item on the CBA Display Table*

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FULL PAGE ADVERTISEMENT IN ONSITE PRINTED AGENDA

\$1,000

The onsite printed agenda will serve as every delegate's roadmap for the conference.

Sponsorship of this event will provide the sponsoring company with the following:

- A full-page, full-colour advertisement inserted into the onsite printed conference agenda. Artwork will be supplied by the sponsoring company and will be subject to CBA approval. **
- Corporate logo on the conference website with website link
- Opportunity to include a promotional item on the CBA Display Table*

EXHIBITOR DISPLAY TABLE

\$750 + TAXES

Table displays are a cost-effective way opportunity to meet and educate participants during the conference (one skirted eight-foot table and two chairs will be provided).

PROMOTIONAL ITEM FOR THE DISPLAY TABLE

\$500 + TAXES

Inserts are an opportunity to provide information about your business, products and/or services to conference participants and speakers. Sponsors wishing to participate in the conference in a limited, cost-effective manner may wish to consider this option. Pamphlet format in 8.5x11 dimensions are suitable, as well as a branded item (e.g. pens, mints, mugs, charging devices, etc.). We welcome the opportunity to discuss having more prestigious items as a give-away.

| CONFERENCE VENUE: | FOR ADDITIONAL DETAILS ON WAYS TO PARTNER WITH THE CBA, PLEASE CONTACT: |
|--|---|
| <p>Shaw Centre 55 Colonel By Drive Ottawa, ON K1N 9J2</p> | <p>Alisha Emond Event Planner, Professional Development & Events Canadian Bar Association 60 Slater St, Suite 1200 Ottawa, ON K1P 5H1 613-237-2925 ext. 189 alishae@cba.org</p> |

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