

CBA-FLSC ETHICS FORUM

MARCH 31ST, 2023

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March 31st, 2023 | Toronto, ON

[Agenda](#) | [Meeting Venue](#)

Sponsor *the* Canadian legal ethics event of the year, as the Canadian Bar Association (CBA) and the Federation of Law Societies of Canada (FLSC) partner to deliver this essential one-day conference. As legal academics, regulators, and law professionals engage, debate, and refresh their perspective on legal ethics and professional responsibility, sponsors will enjoy top branding in being associated with this must-attend event. Sponsorship is limited, and starting at just \$500, it is sure to sell out quickly. Book now to avoid disappointment!

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

The center of attention, your organization will receive unsurpassed value as the Lead Sponsor. This sponsor will be in the spotlight for the entire conference, frequently acknowledged throughout, including regular verbal recognition and branding efforts from the opening to closing. All eyes will also be on you when a representative from your organization is invited to take the stage and welcome delegates at the conference opening.

Lead Conference Sponsorship will provide the sponsoring company with the following:

- 2–3-minute speaking opportunity to provide a greeting at the Opening Remarks (must be in line with conference theme and subject to approval by CBA)
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Recognition of organization as the Lead Sponsor at the start of **all** PD sessions
- Verbal recognition of the sponsor at the Closing Remarks
- Corporate logo displayed prominently during the Opening message, and again at the Closing Remarks
- Opportunity to provide a branded gift at each seat at the Opening Remarks
- Opportunity to include a promotional item on the CBA Swag Table
- Top branding on conference registration website with website link, showcasing company as Lead Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Lead Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

\$3,000

We hope you like hearing and seeing your company name, as your brand will be broadcasted literally everywhere throughout the conference – and even be at everybody’s fingertips, as the much sought-after Wi-Fi Sponsor. Everywhere Wi-Fi can be found, in all conference session rooms and common areas, your brand will follow. With star bragging rights as the sponsor enabling delegates the ability to live Tweet, trade digits, and check their emails, the Wi-Fi sponsor will even have the privilege of choosing a Wi-Fi password unique to their brand. Take this opportunity to get your name out to registrants, while providing them with a valued service.

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

- Prominent signage with corporate logo throughout the entire conference venue, wherever Wi-Fi password is advertised
- Opportunity to select Wi-Fi access code within the parameters of the provider
- Acknowledgment of your sponsorship by the Conference Chair through the event, whenever Wi-Fi access is mentioned
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on conference registration website acknowledging company as the Wi-Fi sponsor
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

REGISTRATION DESK SPONSOR (EXCLUSIVE SPONSORSHIP)

\$3,000

The Registration Desk is the first stop for all conference attendees, VIPs, and speakers meaning everyone will have to interact with your brand. This sponsor will receive prime positioning, with the added opportunity of being authorized to have a representative present to interact with delegates at the Registration area. Make sure you have some water on hand – you’ll need it after speaking with all of those legal professionals!

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

- One (1) sponsor representative will have the opportunity to be present at the Registration Desk to greet and answer questions about the sponsor’s products and services (must be tactful and registrant initiated)
- Ability for sponsor to have two pop-up banners flagging either side of Registration area (sponsor to provide all signage, abide by timelines, and pay for shipping expenses)
- Opportunity to provide a branded item to each registrant as they register
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on conference registration website acknowledging company as the Registration Desk sponsor
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

MARCH 31ST, 2023**LUNCHEON SPONSOR WITH KEYNOTE SPEAKER (EXCLUSIVE SPONSORSHIP)****\$3,000***Artificial Intelligence and the Practice of Law**Speaker: Katrina Ingram, Founder, Ethically Aligned AI*

A key networking and nutrition break in a full day of learning, conference luncheons are attended by all participants and presenters. They will be sure to know you are the reason for their delicious meal, as they come face-to-face with your brand while they refuel.

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

- Prominent corporate branding at the lunch venue
- Verbal recognition and branding of the sponsor at the start of the Luncheon
- Opportunity to provide a branded gift at each place setting at the Luncheon
- Verbal recognition thanking the sponsor at the end of the Luncheon session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

BREAKFAST SPONSOR (EXCLUSIVE OPPORTUNITY)**\$2,500**

They say breakfast is the most important meal of the day, and this gives you the opportunity to be the most important sponsor - key to fueling up delegates ahead of a successful day of learning. All delegates and presenters are invited to partake, so your brand will be seen by a wide audience. This is an EGG-straordinary opportunity!

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

- Corporate logo displayed prominently during the Breakfast
- Opportunity to provide a branded gift at each place setting
- Verbal recognition thanking the sponsor at the start and end of the Breakfast
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

MARCH 31ST, 2023**LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)****\$2,500**

The Lanyard sponsorship opportunity is akin to a walking billboard, with every conference delegate, VIP, and speaker wearing your company's brand, front-of-mind for everyone to see — all conference long!

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

- Each registrant will be provided sponsor's branded lanyard upon registration
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- Sponsor will work with the CBA on developing the design of the lanyard, and will be responsible for the production and shipping costs

DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)**\$2,000**

Conferences are all about the swag, and delegates will be needing a place to carry their goodies - that's where you come in. Be on the minds, and shoulders, of all attendees by providing the branded delegate bags. This sponsorship allows you to brand all the bags with your logo and share corporate materials with all attending delegates. Each person will receive a bag at the registration desk as they enter.

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

- Opportunity to provide one (1) branded bag with company logo for each delegate and speaker. Design is subject to CBA approval. Sponsor is responsible for the production and shipment of bags.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

HEALTH BREAK SPONSOR (2 SPONSORSHIPS AVAILABLE)**\$2,000**

Health breaks are a wonderful way for delegates to connect, network, and caffeinate throughout the conference. Sponsors associated with providing delegates with their coffee and snack fix also tend to be highly favoured!

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

- Recognition of the Health Break sponsor at the end of the session, ahead of the Break
- Onsite signage at sponsored Break featuring the company's brand
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- Sponsor may also provide branded napkins, drink cups, coffee sleeves, etc. with company logo to increase visibility (sponsor is responsible for production and shipment of these items)

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PD SESSION SPONSOR (3 SPONSORSHIPS AVAILABLE)

\$1,500

Professional development sessions are the backbone of the conference and the very essence of delegate attendance. Sponsor one of the 3 innovative sessions, and have your brand recognized by the session moderator, along with prominent branding. For complete PD Session topics, please see the [Conference Agenda](#).

Sponsorship of a Session will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the PD Session
- Verbal recognition from the session Moderator, thanking sponsor
- Recognition by the Moderator at the end of the session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

PROMOTIONAL EMAIL BLAST (2 SPONSORSHIPS AVAILABLE)

\$1,000

Email messaging promoting the Forum to potential delegates is instrumental in the marketing of this event. Let us help promote you with a digital banner ad included in one of our promotional emails going to all CBA members.

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

- A custom-designed digital banner advertisement to be included in one email blast, which will be sent to the CBA members and legal professionals in our database (CASL law respected). Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission are to be provided by the CBA.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

“KNOW BEFORE YOU GO” EMAIL SPONSOR (EXCLUSIVE SPONSORSHIP)

\$750

The “Know Before You Go” email is a much-anticipated roadmap detailing what delegates registered for the in-person conference can expect before arriving onsite. Sent to all registered delegates with detailed information, tips, and scheduled events, your clickable digital banner ad will help your brand stand out.

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

- Opportunity to provide a custom-designed, digital banner ad to be placed in this final delegate email. Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission to be provided by the CBA
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
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POST-CONFERENCE EMAIL (EXCLUSIVE SPONSORSHIP)

\$500

The CBA wants to ensure we are doing our best, and how to become better, from our registrant's perspective. As such, we send a post-conference survey to each registrant's inbox following the live Forum. This email will have the perfect banner advertising space for you to showcase your brand.

Sponsorship of one of these emails will provide the sponsoring company with the following:

- Full colour digital banner advertisement inserted into the email, with the option to include a trackable URL. Digital artwork size for sponsor to supply is 600x125 pixels, in high-res PNG or JPEG file. All banners are subject to CBA approval.
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

SWAG TABLE BRANDED ITEM

\$500

A conference just wouldn't be a conference without the swag! Get your brand (literally) into the hands of conference delegates by providing a branded gift or promotional item for the conference swag table. The more creative, interactive, or fun the better!

Sponsorship will provide the company with the following:

- Opportunity for company to provide delegates with one (1) promotional item each at the conference swag table (could be a way of providing delegates with information about your business or services or branded items such as pens, mints, mugs, charging devices, etc.). We welcome the opportunity to discuss having more prestigious items as a giveaway.
- Sponsor is responsible for the production and shipment costs of items, and must adhere to timelines set out by the CBA to be included

TO SECURE YOUR SPONSORSHIP OR FOR MORE INFORMATION, PLEASE CONTACT:

Alice An

Sales Coordinator, Sponsorship & Partnerships/ Coordonnateur des Ventes, Commandites

The Canadian Bar Association / L'Association du Barreau Canadien

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