

SPONSORSHIP OPPORTUNITIES

CBA IMMIGRATION LAW

CONFERENCE

June 1-3, 2023

CBA Immigration Law Conference

Reunite: Canada's Immigration Law Conference 2023

JUNE 1-3, 2023 | THE WESTIN OTTAWA | OTTAWA, ON

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

Sponsor the CBA Immigration Law Conference as it returns in person this spring and get your brand in front of hundreds of immigration, refugee, and citizenship legal professionals. Gain unsurpassed exposure at *the* must-attend Canadian immigration event of the year, featuring three full days of luminary speakers, crucial sessions, and exciting networking opportunities which will finally reunite friends and colleagues from across the country.

With sponsorship starting as low as \$500, it's never been more affordable to gain notoriety and increase your organization's reputation by being associated with this exclusive CBA conference. Sponsorship is first come, first served, so secure your place today!

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$15,000

The center of attention, your organization will receive unsurpassed value as the conference's exclusive Lead Sponsor. This sponsor will appear in the spotlight for the entire three (3) days of the conference, frequently acknowledged throughout, including regular verbal recognition and plenty of branding opportunities. All eyes will also be on your brand when a representative from your organization is invited to take the stage and welcome delegates at the conference Welcome.

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

- Two (2) complimentary conference registrations for sponsor representatives to attend the full conference
- 2–3-minute speaking opportunity to provide a greeting at the Welcome Remarks (must be in line with conference theme and subject to approval by CBA)
- Recognition of organization as the Lead Sponsor at the start of **all** 17 PD sessions
- Verbal recognition of the sponsor at the Closing Remarks on Day 3
- Corporate logo displayed prominently during the Welcome, and again at the Closing Remarks
- Opportunity to provide a branded gift at each seat at the Welcome & Introduction
- 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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GALA DINNER, COCKTAIL, & ENTERTAINMENT SPONSOR (1 SPONSORSHIP) \$13,500

The Gala Dinner is always the networking highlight of this Conference, allowing attendees to connect and converse with old friends and new faces after a full day of learning. This Gala will open with a Cocktail Reception, featuring ongoing Entertainment that includes a Jazz Band and traveling magicians to ensure a lively atmosphere, followed by a lavish dinner. New this year, the Gala Dinner Sponsor will be highlighted with a delegate address – an amazing return on investment! This sponsorship includes the full Gala event: the Cocktails, the Entertainment, and the Dinner. {Photo Booth sponsorship is sold separately.}

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

- 2–3-minute speaking opportunity to give a toast and speak about what the conference means to your organization (must be in line with conference theme and subject to approval by CBA)
- Two (2) complimentary conference registrations for sponsor representatives to attend the complete conference
- Two (2) complimentary tickets to the Gala Dinner, with sponsor representatives seated at a VIP table
- Prominent signage with corporate logo at the Gala Dinner venue
- Verbal recognition of the sponsor at the end of the Dinner
- Opportunity to provide a branded gift at each seat at the Dinner
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Gala Dinner Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Gala Dinner Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

OPENING RECEPTION with SPECIAL GUEST SPONSOR (EXCLUSIVE SPONSORSHIP) \$10,000

The Opening Reception will kick off the Conference on the evening of June 2nd with a social event that will be talked about for months, as delegates meet at an invigorating art gallery for cocktails and an address from a very special guest. We'll be sure to add to your return on investment with the option to a toast to the delegates – an extraordinary opportunity to get your brand, and message, in front of this coveted audience!

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

- 2–3-minute speaking opportunity to give a toast at the Opening Reception (must be in line with conference theme and subject to approval by CBA)
- Two (2) complimentary conference registrations for sponsor representatives to attend the complete conference
- Two (2) complimentary tickets to the Opening Reception
- Prominent signage with corporate logo at the dining room entrance and inside the dinner venue
- Verbal recognition of the sponsor at the end of the dinner
- Opportunity to provide a branded gift to delegates at the Opening Reception
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Opening Reception Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Opening Reception Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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SIMULTANEOUS INTERPRETATION (SI) SPONSOR (EXCLUSIVE SPONSORSHIP)

\$7,500

The sponsor of Simultaneous Interpretation (SI) of the major sessions and panels will ensure fair and equal access for everyone to participate in this conference, offering English and French language interpretation at most of the PD events.

SI sponsorship will provide the sponsoring company with the following:

- 2-minute speaking opportunity or pre-recorded video at the end of the Welcoming remarks, announcing SI availability (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- One (1) complimentary conference registration for sponsor representatives to attend the full conference
- Recognition of the sponsor as supporting the SI during introductory platform instructions on **ALL** applicable PD sessions offering SI
- 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

FAREWELL RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$7,000

A wonderful end to the conference, this closing Farewell Reception offers registrants the opportunity to join one final time with old friends and new faces they have connected with over the course of the conference. Taking place at the Westin Hotel, all conference registrants and speakers are invited to toast goodbye at this conference finale.

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

- Sponsor representative will have the opportunity to have 2-3 minutes to address the delegates (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
- Prominent signage with corporate logo at the Reception venue
- Two (2) complimentary tickets for sponsor representatives to attend the Reception
- Verbal recognition and branding of the sponsor at the start of the Reception
- Opportunity to provide a branded gift at Reception tables
- Verbal recognition thanking the sponsor at the end of the Reception
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Farewell Reception 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

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LUNCHEON WITH AWARD CEREMONY AND SPEAKER (EXCLUSIVE SPONSORSHIP) \$6,000

FOUNDER'S AWARD PRESENTATION, FOLLOWED BY LUNCH AND PANEL SESSION "MENTAL HEALTH, WELLNESS & FITNESS FOR THE LEGAL PROFESSION IN A POST-PANDEMIC WORLD" FEATURING DR. GAIL MYHR

This Luncheon has it all: a celebration crowning the winner of the Founder's Award, a wonderful lunch, the opportunity to network with delegates, and an important panel addressing mental health for the profession. All delegates, including speakers and registrants, are invited to attend the Luncheon taking place at the Westin Hotel Ballroom, and are sure to come away nourished in both body - and mind. As a special return on your investment, a representative from your organization will be allowed to say a few words at the Luncheon.

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

- Sponsor representative will have the opportunity to have 2-3 minutes to address the delegates (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
- Prominent signage with corporate logo at the luncheon room entrance, and inside the lunch venue
- Two (2) complimentary tickets for sponsor representatives to attend the Luncheon
- 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

WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP) \$6,000

We hope you like hearing and seeing your company name everywhere, as your brand will be literally broadcasted everywhere throughout the conference – and be at everybody's fingertips. As the much sought-after Wi-Fi Sponsor, you are everywhere Wi-Fi can be found, in all session rooms and common areas. With star bragging rights as the sponsor enabling delegates the ability to live Tweet, access conference documents, 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

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REGISTRATION DESK SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

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 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)
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Ability for sponsor to have pop-up banners flagging either side of the 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

LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

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 3 conference days 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

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KEYNOTE SPEAKER SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

KEYNOTE: TODD HIRSCH – ECONOMIST AND 21ST CENTURY VISIONARY THINKER AND STORYTELLER

The Keynote Session, featuring visionary economist Todd Hirsch, will examine new ways of thinking about our current and future economy. As the Keynote Sponsor, this exclusive opportunity will position you as a leader with the first session of the day, which will also be webcasted for virtual registrants, and available in the on-demand recordings.

Sponsorship will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the Keynote
- Verbal recognition from the session Moderator, thanking sponsor
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Prominent signage with corporate brand at the Keynote Session
- Recognition by the Moderator at the end of the Keynote Session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding and link 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

LUNCHEON WITH SPEAKER SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

LUNCH AND PANEL SESSION ON REFUGEE SETTLEMENT

This Luncheon is a trifecta: a networking opportunity, a must-have refueling meal, and a timely panel discussing refugee settlement. All delegates, including speakers and registrants, are invited to attend this meal taking place in the Westin Hotel Ballroom. To ensure your brand is recognized, a representative from your organization will be allowed to say a few words at the Lunch.

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

- Sponsor representative will have the opportunity to address the delegates for 2-3 minutes at the lunch (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
- Prominent signage with corporate logo at the luncheon room entrance, and inside the lunch venue
- Two (2) complimentary tickets for sponsor representatives to attend the Luncheon
- 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
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OPENING PLENARY SESSION (EXCLUSIVE SPONSORSHIP)

\$4,000

“IMMIGRATION IN A POST-PANDEMIC WORLD: A SUMMARY OF THE THREE GOVERNMENT DEPARTMENT’S CURRENT PRIORITIES, WHAT WE CAN EXPECT FROM EACH DEPARTMENT IN 2023 AND ONWARD”

The Opening Plenary session adds a distinct essence to any event and helps set the tone for the conference. Your participation as the sponsor of the Opening Plenary “IMMIGRATION IN A POST-PANDEMIC WORLD” will prominently showcase your company during this exclusive session. Since the Opening Plenary will be webcasted for virtual registrants, your brand will be broadcasted across Canada, and preserved in the on-demand recordings.

Sponsorship will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the Opening Plenary
- Verbal recognition from the session Moderator, thanking sponsor
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Prominent signage with corporate logo outside of the Opening Plenary room entrance
- Recognition by the Moderator at the end of the Opening Plenary session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding and link 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

MORNING PLENARY SESSION (EXCLUSIVE SPONSORSHIP)

\$4,000

“ARTIFICIAL INTELLIGENCE & RELATED TECHNOLOGY ISSUES”

The Morning Plenary session will be a conference highlight, as all delegates regroup for insights into the current tech and AI implications in Immigration Law. Your participation as the sponsor of the Morning Plenary “Artificial Intelligence & Related Technology Issues” will significantly showcase your company during this exclusive session, including capturing your brand in the webcast for virtual registrants, and preserved in the on-demand recordings.

Sponsorship will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the Morning Plenary, with verbal recognition from the session Moderator
- Prominent signage with corporate logo outside Morning Plenary Room entrance
- Sponsor brand and recognition captured as part of the nationwide webcasting to virtual participants
- Sponsor brand preserved as part of the on-demand recording available for review and resale following the event
- Recognition by the Moderator at the end of the Morning Plenary session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding and link on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
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BREAKFAST SPONSOR (2 SPONSORSHIPS AVAILABLE)

\$4,000

Starting the day off right with a hot, healthy breakfast is the key to 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-strordinary opportunity!

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

- Corporate logo displayed prominently during breakfast on large screen and on buffet tables
- Prominent signage with corporate logo outside the breakfast room entrance, and inside the breakfast venue
- Two (2) complimentary tickets for sponsor representatives to attend the Breakfast
- Opportunity to provide a branded gift at each breakfast place setting
- Verbal recognition thanking the sponsor at the 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

MAGIC MIRROR PHOTO BOOTH SPONSOR AT GALA DINNER (1 SPONSORSHIP) \$4,000

The Gala Cocktail and Dinner are always the social highlights of this Conference. In addition to the evening entertainment that includes a jazz band and magicians, delegates will have a blast making memories at the custom Magic Mirror Photo Booth. Registrants will love the interactive experience posing for their shots, while the sponsor will love that delegates take home their memento photo donning their logo in the backdrop, plus embossed on the printed photos. Guests will hang onto this memory keepsake of their experience, and the sponsor hangs onto a long-lasting branding opportunity.

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

- Prominent signage with corporate logo at the Gala Dinner Photo Booth
- Verbal recognition of the sponsor at the Dinner
- Sponsor logo will appear alongside the CBA logo in the photo mirror backdrop
- Sponsor logo will be included on the printed photos
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Photo Booth Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Photo Booth Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

\$3,500

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

YOUNG LAWYER RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$3,500

JOY ON SUSSEX RESTAURANT

This late-night networking event at the trendy Joy On Sussex serves to connect all conference registrants, while providing a specific networking space for newer practitioners of the profession to collaborate and bond over nibbles and cocktails. Regardless of experience, all conference registrants are invited to attend, schmooze, and celebrate!

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

- Two (2) complimentary passes to the Networking event, allowing representatives on-hand to mix and mingle, or answer any solicited questions from registrants
- Opportunity to bring two (2) pop-up banner signs to flag the venue entrances (sponsor is responsible for production and shipment of signage)
- Verbal recognition of the sponsor at the Conference proceeding when the delegates are reminded of the event
- 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 onsite items, such as glow sticks, bracelets, party favours, etc. to increase visibility (sponsor is responsible for production and shipment of these items)

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REFRESHMENT BREAK SPONSOR (3 SPONSORSHIPS AVAILABLE)

\$3,000

Refreshment breaks are a wonderful way for delegates to connect, network, and refuel throughout the conference. Sponsors associated with providing delegates 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 Refreshment Break is displayed at the end of the session, ahead of the Break
- Onsite signage at sponsored refreshment break featuring the company's brand
- Sponsor may have two (2) representatives on-hand at the Break to answer any solicited questions from delegates, or meet and greet
- 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)

VOLUNTEER RECOGNITION AWARD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$2,500

This year's 2023 Volunteer Award reception in the Westin Hotel Ballroom will be announced at the Award Ceremony following the sessions on June 3rd. As the Award sponsor, you will get to mix and mingle with this group at the ceremony, along with receiving attentive eyes on your brand.

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

- Prominent signage with corporate logo at the Award venue
- Two (2) complimentary tickets for sponsor representatives to attend the Awards
- Verbal recognition and branding of the sponsor at the start of the Award ceremony
- Verbal recognition thanking the sponsor at the end of the Award
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
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PD SESSION SPONSOR (17 SPONSORSHIPS AVAILABLE)

\$2,000

Professional development sessions are the backbone of the conference and the very essence of delegate attendance. Sponsor one (1) of seventeen (17) innovative concurrent sessions, and have your brand recognized by the session moderator and via branding during the session. For complete PD Session topics, please see the [Conference Agenda](#).

Sponsorship of one of these sessions 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
- Prominent signage with corporate logo outside of the PD Session room entrance
- 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

EXHIBITOR DISPLAY TABLE (LIMITED AVAILABILITY)

\$2,000

Consider this your temporary office space, only instead of a waiting room full of potential clients to speak with, you'll have a conference center full of them! Table-top Expo displays are a cost-effective way opportunity to meet and educate participants one-on-one about your products and services during the conference.

Expo Display Table exhibitors will receive the following:

- One skirted, eight-foot table and two chairs. The onus for any extras, including signage, is up to the exhibitor
- 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

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MORNING YOGA/PILATES SESSION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$1,500

Bring some inner peace to conference delegates as the sponsor of the early morning Yoga/Pilates session. While participants breathe and stretch, you'll "exercise" some great brand recognition as the exclusive morning Yoga and Pilates session sponsor, held at the Westin Hotel ahead of the Conference Registration and Breakfast. This is sure to be an OM-azing opportunity!

Sponsorship of the exclusive yoga sessions will provide the sponsoring company with the following:

- Verbal recognition from the instructor, thanking the sponsor at the start of the session
- Prominent signage with sponsor logo at the Yoga/Pilates session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Yoga/Pilates session 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

MORNING SCENIC RUN/WALK SPONSOR (EXCLUSIVE SPONSORSHIP)

\$1,500

Delegates will be reflecting on the exclusive sponsor of the early morning run or walk as they lace up their sneakers and get the blood flowing on either a 5K walk or 30-minute run ahead of the Conference start. All delegates are encouraged to meet up in the Westin Hotel lobby before the conference registration and breakfast opens to complete this lovely scenic loop of downtown Ottawa. One thing is for sure, your brand will be off to a running start!

Sponsorship of the exclusive run/walk sessions will provide the sponsoring company with the following:

- Verbal recognition from the running host, thanking the sponsor at the start and end of the session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company as the run/walk sponsor
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
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PROMOTIONAL EMAIL BLAST (3 SPONSORSHIPS AVAILABLE)

\$1,500

Email messaging promoting the Conference and its content 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 eBlasts 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)

\$1,500

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
- 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

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VIRTUAL REGISTRANT REMINDER/ACCESS EMAIL (2 SPONSORSHIPS)

\$500

A much-anticipated roadmap email delivered right to each virtual registrant's inbox 1-2 business days before each webcast date. This email will serve as an event reminder and include instructions on how registrants can access the programs.

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

POST-CONFERENCE EMAIL (EXCLUSIVE OPPORTUNITY)

\$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 webcast date. 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
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TO SECURE YOUR SPONSORSHIP OR FOR MORE INFORMATION, PLEASE CONTACT:

Nizar Ghalbane

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