



CBA IP Day

May 29, 2025 | Ottawa, Ontario

CBA Professional Development

CBA IP Day

Thursday May 29, 2025 | Ottawa, ON

BECOME A SPONSOR AT CANADA'S PREMIER IP LAW EVENT!

Seize the ultimate opportunity to position your brand at the heart of the iconic **CBA IP Day**—Canada's leading conference for intellectual property professionals. This exclusive event unites top legal minds, including judges, regulators, and leading IP lawyers, for thought-provoking discussions, expert-led CPD sessions, and unmatched networking opportunities.

As a valued sponsor, you'll gain **prime visibility** and direct engagement with key decision-makers through the sponsorship of **expert panels, high-profile receptions, and dedicated networking breaks and meals**. Whether you're looking to **enhance brand recognition, forge meaningful connections**, or **support the advancement of IP law**, this is a sponsorship opportunity you won't want to miss!

Secure your spot today and make a lasting impact!

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$10,000

The center of attention, your organization will receive unsurpassed value as the conference's exclusive Lead Sponsor. This sponsor will be in the spotlight for the entire day of the conference, frequently acknowledged throughout, including regular verbal recognition and branding efforts from start to finish. As a special highlight, a representative from your organization will be invited to take the stage, greeting delegates at the end of the sessions, preceding the evening's Cocktail Receptions and Dinner. This unique opportunity allows you to directly engage with the audience, further solidifying your organization's leadership position and creating a memorable impression.

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

- 2–3-minute speaking opportunity to provide some words about what this conference means to your organization (must be in line with the conference theme and subject to approval by CBA)
- Two (2) 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 Start and End of the Conference
- Corporate logo displayed prominently during the beginning and end of the Conference
- Opportunity to provide a branded gift to each delegate
- 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 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)

\$6,000

We hope you like your company broadcasted throughout the conference – and 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
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Opportunity to select Wi-Fi access code within the parameters of the provider
- Acknowledgment of your sponsorship by the Conference Chair, 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 on the agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

~~LANYARD SPONSOR (SOLD OUT)~~

~~**\$6,000**~~

Boost your brand visibility to unprecedented levels with the Lanyard sponsorship opportunity. With your logo prominently showcased, your brand will be the leader leaving a lasting impression that resonates throughout the entire conference. This sponsorship is not just about participating; it's about being a vital and visible element, ensuring your logo becomes a lasting part of each attendee's conference experience. Elevate your brand from mere presence to an unforgettable, integral component of the conference's visual identity.

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

- Each registrant will be provided sponsor's branded lanyard upon registration
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the 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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REGISTRATION DESK SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

The Registration Desk is the first stop for all conference attendees, VIPs, and speakers meaning everyone will be interacting 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 on the agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

LUNCH SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

Become the exclusive Buffet Lunch Sponsor and put your brand front and center while fueling attendees for an unforgettable experience. This high-visibility opportunity ensures your brand is prominently featured in all mentions and signage related to the Buffet Lunch—keeping you top of mind (and stomach!). Don't miss the chance to make a lasting impression—secure your sponsorship today!

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

- Prominent corporate branding at the lunch venue
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- 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 on the agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all registrants



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MENTORING BREAKFAST SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

The Mentoring Breakfast offers a unique opportunity for senior and junior members of the bar to engage in insightful, small-group discussions over breakfast. This intimate setting fosters mentorship, knowledge-sharing, and valuable networking. As the exclusive sponsor, your brand will be prominently featured—making a lasting impression on all participants. Don't miss this exceptional opportunity to showcase your support for professional growth and meaningful connections.

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

- Prominent signage with corporate logo at the Mentoring Breakfast room
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Verbal recognition and branding of the sponsor at the start of the Mentoring Breakfast
- Opportunity to provide a branded gift at each place setting at the Mentoring Breakfast
- Verbal recognition thanking the sponsor at the end of the Mentoring Breakfast
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

NETWORKING BREAKFAST SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

Kickstart connections with the Networking Breakfast Sponsorship, offering delegates their first opportunity to connect, share ideas, and build relationships over a delicious meal. This welcoming event sets the tone for meaningful interactions throughout the day. As the exclusive sponsor, your brand will be in the spotlight, fostering new bonds and leaving a lasting impression on all attendees. Don't miss out on this exceptional opportunity to be part of the event's exciting start.

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

- Prominent signage with corporate logo at the Networking Breakfast
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Verbal recognition and branding of the sponsor at the start of the Networking Breakfast
- Opportunity to provide a branded gift at each place setting at the Networking Breakfast
- Verbal recognition thanking the sponsor at the end of the Networking Breakfast
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the agenda
- Branding on email registration confirmation
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DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

Conferences are all about the swag, and delegates will need a place to carry their goodies - that's where you come in. Your brand will not only be emblazoned on every bag, but also ingrained in the minds and on the shoulders of all attendees. This sponsorship is your ticket to reaching a captive audience, as your logo becomes an integral part of their conference experience, ensuring lasting visibility and positive associations with your brand throughout the event.

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 on the agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

NETWORKING BREAK SPONSOR (2 SPONSORSHIPS AVAILABLE)

\$3,000

Networking breaks serve as a fantastic opportunity for delegates to connect and rejuvenate during the conference. Sponsors associated with offering delegates their coffee and snack fix not only contribute to the positive atmosphere but are also highly favored among attendees.

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

- Recognition of the Networking Break is displayed at the end of the session, ahead of the Break
- Onsite signage at sponsored refreshment 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 on the 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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SESSION SPONSOR (4 SPONSORSHIPS AVAILABLE)

\$2,000

The sessions are the backbone of any conference, and the very essence of delegate attendance. Sponsor one of three Professional Development (PD) sessions, or a special EDI Session, and have your brand recognized by the session moderator and via branding during the session.

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

- Corporate logo displayed prominently at the beginning of your Session
- Verbal recognition from the session Moderator, thanking sponsor
- Prominent signage with corporate logo outside of the 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 on the agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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. Promote your brand with a high-profile digital banner ad in one of our promotional eBlasts.

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 on the agenda
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~~“KNOW BEFORE YOU GO” EMAIL SPONSOR (SOLD OUT)~~

~~\$1,500~~

The “Know Before You Go” email is a much-anticipated roadmap detailing what delegates registered for the conference can expect before arriving onsite. Sent to all registered delegates with detailed information, tips, and scheduled events, your clickable digital banner ad will ensure 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 on the agenda
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POST-CONFERENCE SURVEY EMAIL (EXCLUSIVE OPPORTUNITY)

\$1,000

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 conference registration website acknowledging company
- Corporate logo placement on the agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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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
- Branding on conference registration website acknowledging company
- Corporate logo placement on the agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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

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