



THE CANADIAN
BAR ASSOCIATION

SPONSORSHIP OPPORTUNITIES

2019 LAW FIRM LEADERSHIP CONFERENCE



November 7, 2019 – Toronto, ON

At the forefront of leadership

Take the lead by joining us as a sponsor at the CBA's **Law Firm Leadership Conference** taking place November 7th in Toronto, Ontario.

This conference will bring together Canada's most influential legal professionals, guiding law firm leaders, and top industry experts to discuss and learn about excellence in leadership – and how to climb even higher.

Attendees will explore the latest innovations in the profession, keys to empowering self and team, the psychology behind winning behaviour, and how to succeed where others have failed. This really is a how-to on getting ahead.

Are you a leading company or firm ready to be a part of this exclusive event? Do you want to get your brand in front of the top legal decision makers in the country? Review the sponsorship options at the upcoming **Law Firm Leadership Conference** to see how you can be a part of this revolutionary event. With a wide range of offerings across all price ranges and levels of participations, there's no excuse to not be a forerunning sponsor at this event.

CONFERENCE INFORMATION

DATE:

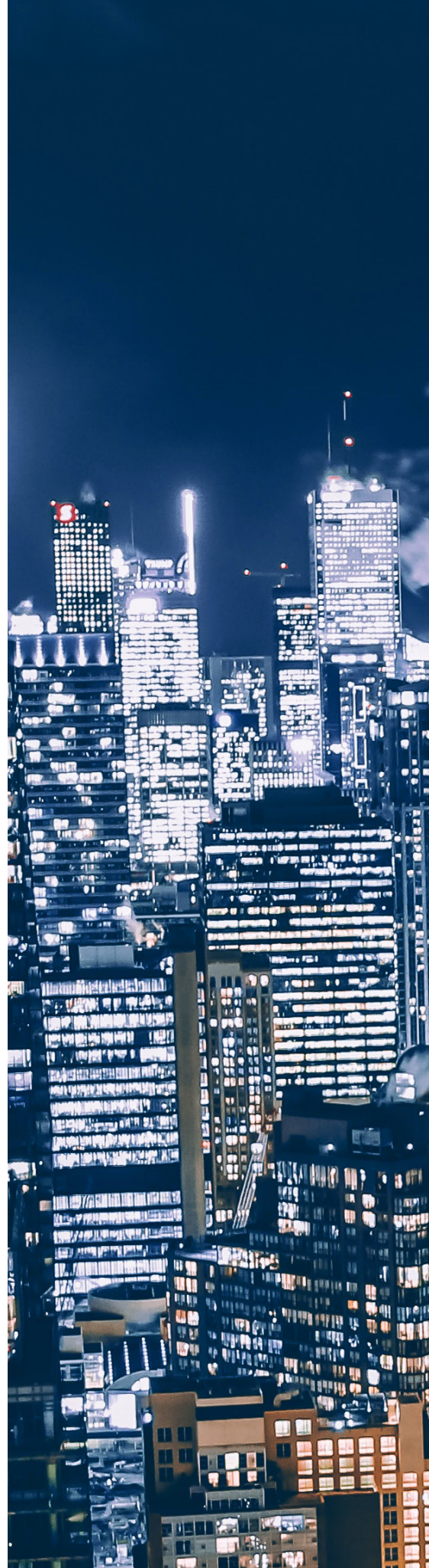
November 7th, 2019

VENUE:

Hart House
7 Hart House Circle
Toronto, ON M5S 3H3

SPONSORSHIP CONTACT:

Dana Platias
CBA Director, Business
Development
danap@cba.org
1-800-267-8860 x 118





Online registration and email confirmation

\$1,000

(Exclusive opportunity)

As the Online Registration sponsor, you will be one of the first sponsors a delegate will see. Coupled with the rights to have your brand included in the confirmation email every delegate will receive, this is a prime opportunity. Highlights of this sponsorship include:

- prominent positioning of your brand on the online registration page as the exclusive sponsor of Registration
- logo and company name included in the registration confirmation emails sent to every delegate
- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda
- onsite signage at the registration area thanking sponsor
- opportunity to provide each delegate with a promotional item at the swag table – a \$500 value (sponsor is responsible for production and shipment cost)

Lanyards

This small, but mighty, sponsorship opportunity is akin to a walking billboard. Every conference delegate will be wearing your company's branded lanyard, front-of-mind for everyone to see – all conference long!

This high-visibly sponsorship includes:

- sponsor's branded lanyard provided to each conference delegate, VIP and speaker with their badge upon registration (sponsor responsible for the lanyard costs)
- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda
- opportunity to provide each delegate with a promotional item at the swag table – a \$500 value (sponsor is responsible for production and shipment cost)

\$1,500

(Exclusive opportunity)



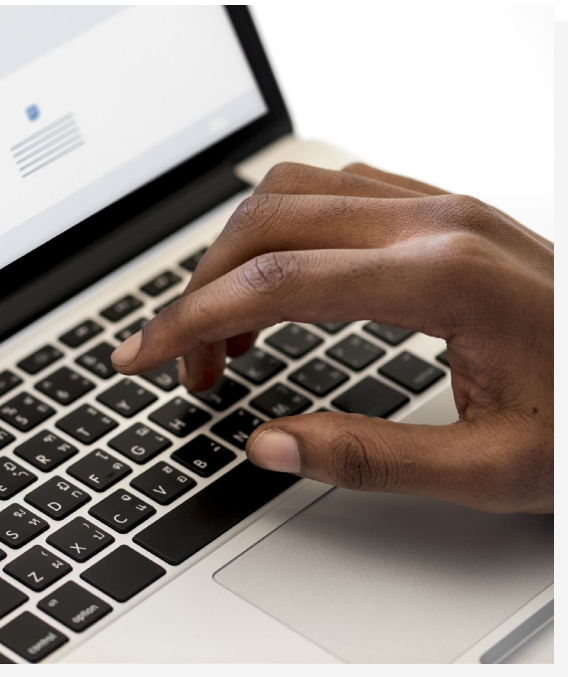
Eblasts

\$500

(2 opportunities available)

Email messaging to the CBA's 36,000 members and other legal professionals in our database is instrumental in the marketing of this event. As an eBlast sponsor of this conference you will receive:

- the opportunity to provide a custom-designed digital banner ad to be included in one email blast of your choice, first come/first serve, to our entire database of CBA members and non-members (CASL respected). 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.
- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda



“Know Before You Go” email

The “Know Before You Go” email is a much-anticipated roadmap detailing what conference goers can expect before arriving and once onsite. Sent to all registered delegates with detailed information, tips and scheduled events, this sponsor of this exclusive eBlast opportunity will showcase their brand with:

- the 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.
- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda

\$500

(Exclusive opportunity)



Full page advertisement in onsite printed agenda

\$250

The onsite agenda, distributed to all conference attendees, acts as the registrant's guide onsite and serves as a prime opportunity to catch their attention. This sponsorship includes:

- a full-page, full-colour ad inserted into the onsite printed conference agenda. Artwork will be supplied by the sponsoring company prior to the conference, and will be subject to CBA approval. Specs and timelines for submission to be provided by the CBA.

Conference Wi-Fi

As the exclusive supplier of the onsite wireless connection, your brand will literally be at everybody's fingertips, providing Wi-Fi in all conference session rooms and common areas. With star bragging rights as the sponsor enabling delegates the ability to live Tweet, message each other and check their emails, your company will also receive the following:

- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda acknowledging sponsor as the exclusive supplier providing free Wi-Fi for delegates
- ability to brand the Wi-Fi password
- recognition on signage though the conference venue, including on bumper slides in all session rooms and common areas
- verbal recognition any time delegates are notified of the free Wi-Fi service provided by sponsor
- opportunity to provide each delegate with a promotional item at the swag table – a \$500 value (sponsor is responsible for production and shipment costs)

\$2,000

(Exclusive opportunity)



Breakfast Sponsor

\$2,500

(Exclusive opportunity)

More than just a sponsorship, this company will be responsible for fueling up conference delegates with the nutrition they need to start their day of leading. With this opportunity also comes the following benefits:

- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda as the exclusive Breakfast sponsor
- onsite signage featuring the sponsoring company, both inside and outside of room notifying delegates of the location
- opportunity to play a short promotion video, or alternatively show a Power Point hold slide, at the start of the breakfast
- opportunity to provide each delegate with a promotional item at the swag table – a \$500 value (sponsor is responsible for production and shipment costs)
- sponsor may also provide branded napkins with company logo to increase visibility (sponsor is responsible for production and shipment of these items).



Opening Plenary: *Do We Need Practice Groups*

Your company will make the best first impression as the first session sponsor of the day. Open to all delegates, you are kicking off their leadership adventure as they question the merit of practice groups and how they derive value. This sponsor will receive:

- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda as the exclusive Morning Plenary sponsor
- onsite signage featuring the sponsoring company, both inside and outside of room
- sponsor will receive verbal acknowledgement from the moderator, as well as the opportunity to have a PPT hold slide while delegates enter the room
- opportunity to provide each delegate with a promotional item at the swag table – a \$500 value (sponsor is responsible for production and shipment costs)

\$2,500

(Exclusive opportunity)



Second Plenary: *Why Practice Groups Fail*

\$2,000

(Exclusive opportunity)

Sponsoring the afternoon plenary will position your company as a leader when the conference delegates take their seats to hear from top legal recruiters, managing partners and coaches on what makes a good leader, and how to spot, leverage and support them better. This sponsor will receive:

- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda as the exclusive Second Plenary sponsor
- onsite signage featuring the sponsoring company, both inside and outside of the plenary room
- sponsor will receive verbal acknowledgement from the moderator, as well as the opportunity to have a PPT hold slide while delegates enter the room
- opportunity to provide each delegate with a promotional item at the swag table – a \$500 value (sponsor is responsible for production and shipment costs)

Third Plenary: *Making the Most of Your Practice Groups*

Set yourself apart from your competitors as delegates discover how to set themselves apart from theirs at the third plenary of the day. Attendees will discover the steps to leveraging their practice groups for greater success and increased ROI. This plenary sponsor receives:

\$2,000

(Exclusive opportunity)

- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda as the exclusive Third Plenary sponsor
- onsite signage featuring the sponsoring company, both inside and outside of the plenary room
- sponsor will receive verbal acknowledgement from the moderator, as well as the opportunity to have a PPT hold slide while delegates enter the room
- opportunity to provide each delegate with a promotional item at the swag table – a \$500 value (sponsor is responsible for production and shipment costs)



Closing Plenary: *Organizational Behaviour & Innovation for Law Firm Managers And Practice Group Leaders*

\$2,000

(Exclusive opportunity)

Get your brand inside people's heads, as the final plenary of the day deals with the psychology and neuroscience behind improving performance and new ways of engaging top talent. This plenary sponsor receives:

- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda as the exclusive Closing Plenary sponsor
- onsite signage featuring the sponsoring company, both inside and outside of the plenary room
- sponsor will receive verbal acknowledgement from the moderator, as well as the opportunity to have a PPT hold slide while delegates enter the room
- opportunity to provide each delegate with a promotional item at the swag table – a \$500 value (sponsor is responsible for production and shipment costs)



REFRESHMENT BREAK

Be the sponsor reviving and recharging delegates with their coffee and refreshment fix amidst those thought-provoking sessions. As one of the refreshment sponsors, you will receive::

- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda
- onsite signage at sponsored refreshment break featuring the company's brand
- opportunity to provide each delegate with a promotional item at the swag table (sponsor is responsible for production and shipment costs)
- 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)

\$2,000

(2 opportunities available)



Lunch with Keynote: *Lessons Learned From Practice Groups Abroad*

\$4,000

(Exclusive opportunity)

The conference lunch and keynote session is the perfect time for delegates to refuel, recharge and get reacquainted. Your exclusive opportunity to showcase your brand to an attentive audience includes:

- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda as the exclusive Lunch sponsor
- opportunity for a company representative to speak briefly (2-4 minutes) prior to the keynote speaker
- opportunity to distribute promotional piece during the luncheon
- company recognition on onsite signage displayed at the luncheon
- opportunity to provide each delegate with a promotional item at the swag table (sponsor is responsible for production and shipment costs)
- sponsor may also provide branded napkins with company logo to increase visibility (sponsor is responsible for production and shipment of these items)



Cocktail Reception

Save the best for last! As the conference draws to an end, the cocktail reception sponsor will be celebrated as the provider of good times and good nibbles, as delegates unplug from their day to network and reconnect with their colleagues. This exclusive opportunity to showcase your brand includes:

\$6,000

(Exclusive opportunity)

- company logo and link displayed on the conference webpage prior to the event
- recognition in the onsite printed agenda as the exclusive Cocktail Reception sponsor
- opportunity for a company representative to speak at the start of the reception for a brief 5-7-minute presentation
- opportunity to distribute promotional piece at the reception (sponsor is responsible for production and shipment of items).
- company recognition on onsite signage displayed at the event
- opportunity to provide each delegate with a promotional item at the swag table (a \$500 value. Sponsor is responsible for production and shipment costs)
- sponsor may also provide branded napkins with company logo to increase visibility (sponsor is responsible for production and shipment of these items)
- special opportunity exists to add entertainment to the reception (at sponsor's cost)

