



Sponsorship,
Exhibitor, and
Advertising
Opportunities

CONNECTICUT
LEGAL
CONFERENCE



SEPT 14
2020

HARTFORD, CT



September 14, 2020
Connecticut Convention Center
Hartford

The Connecticut Legal Conference is the CBA's largest and most successful event, with over **40 top-rate practical programs**, more than **50 exhibitors and sponsors**, compelling luncheon speakers, and more than **1,000 attendees**.

2019 Legal Conference Profile

50 exhibitors and sponsors

Over 140 speakers

More than 1,000 attendees

50% work at solo or small firms

44% are from Hartford County

Top Practice Areas in Attendance were

- Litigation
- Family law
- Personal injury
- Residential real estate

We invite you to participate in the **2020 Connecticut Legal Conference**, on **Monday, September 14, 2020**, as a sponsor, exhibitor, and/or by purchasing an ad. **Please contact us soon as possible as exhibitor opportunities sell out.**



September 14, 2020
Connecticut Convention Center
Hartford

Sponsorship Opportunities

	Bronze	Silver	Gold	Platinum
Logo on conference website, signage, and program	•	•	•	•
Logo on conference promotional mailer	•	•	•	•
Logo in conference e-mails			•	•
Recognition posts on social media		1	2	3
Prominent exhibit space	•	•	•	•
Color ad in conference program		1/4 Page	1/2 Page	Full Page
Opportunity to include a promotional item in attendee bag	•	•	•	•
Tickets to CBA Annual Meeting and Luncheon		2	5	10
Recognition during CBA Annual Meeting and Luncheon	•	•	•	•
Package Pricing	\$1,500	\$3,500	\$5,000	\$7,500

Please Select Your Package Option

Bronze Package Options

- ☐ **Option 1: Headshot Photography Sponsor** - Sponsoring organization provides photographer
- ☐ **Option 2: Education Track Sponsor** - Materials and verbal recognition in track seminar rooms and logo on conference schedule and marketing
- ☐ **Option 3: Break Sponsor** - Logo on all break signage

Silver Package Options

- ☐ **Option 1: Bag Sponsor** - Logo on bags given to attendees
- ☐ **Option 2: Seminar Materials Sponsor** - Logo on digital materials and in e-mail distribution of materials
- ~~☐ **Option 3: Charging Station Sponsor** - Logo on charging station signage~~ **SOLD OUT!**

Gold Package Options

- ☐ **Option 1: Networking Breakfast Sponsor** - Logo on networking breakfast marketing and signage
- ~~☐ **Option 2: President's Reception Sponsor** - Logo on reception marketing and signage~~ **SOLD OUT!**
- ☐ **Option 3: WiFi Sponsor** - Logo on WiFi marketing and signage

Platinum Package Options

- ☐ **Option 1: CBA Annual Meeting and Luncheon Sponsor** - Logo on all luncheon marketing and signage
- ☐ **Option 2: Keynote Speaker Sponsor** - Logo on all keynote speaker marketing and signage
- ☐ **Option 3: On-Demand Product Sponsor** - Logo on all post-conference on-demand products



September 14, 2020
Connecticut Convention Center
Hartford

Exhibitor Opportunities

	Basic	Premium
One 72" x 30" draped and skirted table and up to two chairs	•	•
Listing on event website	Name	Logo
Company name and description in event program	•	•
One ticket to the CBA Annual Meeting and Luncheon		•
Promotional item in attendee bag		•
5-amp outlet		•
Prominent table location		•
Package Pricing	\$1,169	\$1,399

Exhibitor Add-Ons

	Standard Rate
Additional 72" x 30" draped and skirted table and up to two chairs	\$489
5-amp outlet	\$95
Hardwire Internet connection	\$100
Tickets to the CBA Annual Meeting and Luncheon	\$60

Advertising Opportunities

	Standard Rate
Quarter page color ad in event program 2.375"w x 3.875"h	\$225
Half page color ad in event program 5"w x 3.875"h	\$325
Full page color ad in event program 5"w x 8"h	\$600

Advertise in CT Lawyer Magazine

Interested in advertising in the July/August 2020 issue of *CT Lawyer* magazine, featuring a preview of the 2020 Connecticut Legal Conference? Contact Damini Jadav at (860)612-2010 or djadav@ctbar.org for details and discounts.



September 14, 2020
Connecticut Convention Center
Hartford

Please read all of the following information. Signing the Sponsor/Exhibitor/Advertising Agreement Form indicates that you have read and agree to the terms outlined below.

Liability

The Connecticut Bar Association and Connecticut Convention Center will not be responsible for any loss, damage, or injury that may occur to the exhibitor, the exhibitor's employees, or property from any cause whatsoever prior to, during, or subsequent to the period covered by the Sponsor/Exhibitor/Advertising Agreement. Upon signing the Agreement Form, the exhibitor/sponsor/advertiser expressly releases the Connecticut Bar Association and Connecticut Convention Center from, and agrees to indemnify same against, any and all claims for such loss, damage, or injury.

Exhibitor Information

- The Connecticut Bar Association will assign all exhibit spaces.
- Each exhibit space will include a 72" x 30" draped and skirted table and up to two chairs. Exhibits requiring more than two chairs will require the purchase of an additional table.
- Exhibit set up must be completed by 7:30 a.m. on September 14. Please note: breakfast with exhibitors will begin promptly at 7:30 a.m., and this is prime time for attendees to mingle with vendors.
- Exhibitors must stay until 3:00 p.m., when exhibit breakdown begins. Exhibit breakdown must be completed by 4:00 p.m. on September 14 to allow Convention Center staff to prepare for evening activities.
- Connecticut Convention Center personnel are not permitted to assist in the setting up or dismantling of exhibits. The exhibitor must make arrangements for both.
- If your exhibit requires additional electrical service of any kind, you must indicate on the Agreement. Only 110v will be available. The Connecticut Convention Center engineer may refuse connections when wiring is not in accordance with Connecticut safety codes.
- [See the Connecticut Convention Center's Exhibitor Rules and Regulations for venue restrictions.](#)
- [See options for shipping your exhibit materials to the Connecticut Convention Center.](#)

Advertising and Graphics Information

Please provide all advertisements as high-resolution .pdf files. If your sponsorship or exhibitor package includes use of your organization's logo on our website and marketing materials, please provide a high-resolution vector file, if possible. Alternatively, we will accept .png files.

Promotional Items in Attendee Bag Information

Any sponsor or premium exhibitor who wishes to have a promotional item included in the attendee conference bag must mail 1,000 promotional items to: Damini Jadav, 30 Bank Street, New Britain, CT 06051. The item must be received by August 28, 2020. No paper promotional collateral or large bulk items (water bottles, coffee mugs, etc.) may be submitted. Please contact Damini Jadav at (860)612-2010 or djadav@ctbar.org with questions.

Important Dates

Advertising Deadline

Wednesday, August 26, 2020

Promotional Items Must Be Received

Friday, August 28, 2020

There will be additional deadlines for sponsorship acknowledgment to be included on the conference's marketing materials. Please contact Damini Jadav at (860)612-2010 or djadav@ctbar.org with questions.



September 14, 2020
Connecticut Convention Center
Hartford

Sponsor/Exhibitor/Advertising Agreement Form

Company Profile Information This information will appear in the sponsor and/or exhibitor profile sections of event materials.

Company Representative: _____

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **E-mail:** _____

Website: _____

Company Description: Please e-mail a 50-word description to djadav@ctbar.org by August 26, 2020 to include in the event program. (It is not necessary to submit a description if you are only purchasing an advertisement.)

Authorized Signature I have read and agree to comply with all terms of my sponsorship/exhibiting/advertising agreement.

Signature: _____ **Date:** _____

Sponsorship, Exhibitor, Advertising Opportunities (Please indicate your selection below.)

Sponsorship:

- | | | | | |
|---------|----------|--|---|--|
| \$1,500 | Bronze | <input type="checkbox"/> Headshot Photography | <input type="checkbox"/> Education Track | <input type="checkbox"/> Break |
| \$3,500 | Silver | <input type="checkbox"/> Bag | <input type="checkbox"/> Seminar Materials | <input checked="" type="checkbox"/> Charging Station |
| \$5,000 | Gold | <input type="checkbox"/> Networking | <input checked="" type="checkbox"/> President's Reception | <input type="checkbox"/> WiFi |
| \$7,500 | Platinum | <input type="checkbox"/> CBA Annual Meeting and Luncheon | <input type="checkbox"/> Keynote Speaker | <input type="checkbox"/> On-Demand Product |

Exhibitor: ☐ \$950/\$1,169 Basic Exhibitor ☐ \$1,145/\$1,399 Premium Exhibitor

Exhibitor Add-Ons:

<input type="checkbox"/> Additional 72" x 30" exhibitor table and two chairs	# of tables ____ x \$389/\$489= _____
<input type="checkbox"/> 5-amp outlet	# of outlets ____ x \$95 = _____
<input type="checkbox"/> Hardwire Internet connection	# of connection(s) ____ x \$100 = _____
<input type="checkbox"/> Ticket(s) to the luncheon (not already included in your package)	# of ticket(s) ____ x \$50/\$60 = _____

Advertising:

<input type="checkbox"/> \$225 Quarter page ad 2.375" wide x 3.875" high	<input type="checkbox"/> \$325 Half page ad 5" wide x 3.875" high	<input type="checkbox"/> \$600 Full page ad 5" wide x 8" high
---	--	--

Total: \$ _____

Prize Contribution

- ☐ Yes, I will provide a giveaway or prize at the 2020 Connecticut Legal Conference.
I will contact djadav@ctbar.org or (860)612-2010 to finalize prize and entry information by **August 26, 2020**.

Method of Payment

☐ Check (payable to Connecticut Bar Association) ☐ AMEX ☐ Mastercard ☐ Visa

Credit Card #: _____ **CVV:** _____ **Exp. Date:** _____

Name on Card: _____ **Billing Zip Code:** _____

Signature: _____ **Date:** _____