

SPONSORSHIP & VENDOR LISTING OPPORTUNITIES



The Connecticut Bar Association will hold the Connecticut Legal Conference, the largest gathering of legal professionals in the state, virtually on June 15 - 17, 2021. The event will feature 40+ top-rate practical concurrent sessions and engaging morning, lunch, and evening plenaries on the latest developments in the law and best practices.

About the Conference

The 2021 Connecticut Legal Conference will be held virtually and this year we will utilize RD Mobile's Eventsential technology. Attendees will have the opportunity to attend by desktop or through a mobile app.

Prior to the conference, attendees will receive emails about conference sessions and calls to register. During the conference, push notifications will be utilized to direct attendees to view the vendor listings and participate in the conference sessions.

Learn more in this packet about the available sponsorship and vendor listing opportunities so you can educate Connecticut lawyers on your products and services.



CONNECTICUT LEGAL CONFERENCE

JUNE 15 - 17, 2021 | VIRTUAL



Sponsorship Opportunities

	Session Sponsor - \$1,000	Plenaries Sponsor - \$3,500
Logo on conference website	Session specific	•
Vendor Listing	•	•
Recognition on social media	1	3
Logo on conference marketing emails	Session specific	All
Push notifications during the conference	All session registrations	All conference attendees
Banner ad on conference website		•

Session Sponsor

Select one of our 1- or 2-hour concurrent sessions to sponsor

(A listing of concurrent sessions will be available at ctlegalconference.com.)

Your logo will be featured on the session page of the conference website, included in emails and push notifications regarding the session, and on a thank you slide before the beginning of the session.

Additional sessions can be sponsored for \$500 each.

Plenaries Sponsor

Sponsor the Tuesday, Wednesday, and Thursday Morning Plenaries, Wednesday Lunchtime Keynote Plenary, and Wednesday and Thursday Evening Plenaries

Your logo will be featured on the five plenary pages of the conference website, the home page of the conference website, included in emails and push notifications to all conference attendees, and on a thank you slide before the beginning of the plenary.

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Vendor Listing Opportunities

Join Our Vendor Listing

Get connected with conference attendees with a vendor listing on the virtual conference website. Your listing can include your logo; company description; contact information; and links to videos, downloadable resources, and social media channels. We suggest you take advantage of the low cost of advertising by offering prize(s) to encourage conference attendees to visit your vendor listing.

\$300

Add-Ons

To enhance your vendor listing at the Connecticut Legal Conference, consider the options below.

\$200 Push Notifications - Conference attendees will receive prompts to visit your listing (1 per day)

\$150 Banner Ad - Direct conference attendees to visit your listing with a banner ad (1200 px x 200 px) on the homepage/ home screen

Pre-Conference Demo Day

Have a software or other service demo you want members to see?

Join us on Monday, June 14 from 12 p.m. to 4:00 p.m. ET for our pre-conference demo day.

Pre-conference demo day option must accompany a vendor listing or sponsorship purchase.

\$100 for a half-hour demo

Connecticut Legal Conference | June 15 - 17, 2021 | Virtual

Sponsor and Vendor Listing Agreement



Please read all of the following information. Signing the Sponsor and Vendor Listing Commitment Form indicates that you have read and agree to the terms outlined below.

Sponsorship Exclusivity

Sponsorship opportunities are not exclusive and the CBA has the right to sell an opportunity to more than one organization. If you are interested in an exclusive opportunity, please email advertise@ctbar.org.

Technology

The Connecticut Legal Conference will be held virtually through RD Mobile's Eventsential technology. The CBA will make every effort to assist you with any technology challenges you, your organization, and our attendees may experience before, during, and after the conference.

Attendee Privacy

The CBA will not provide a contact list of all of the conference attendees or a contact list of the conference attendees who attended a sponsored concurrent session or plenary. The CBA will provide a list of attendees who visit your vendor listing or participate in a pre-conference demo.

Advertising and Graphics Information

Your sponsorship or vendor listing includes use of your organization's logo on our website, event site, and marketing materials. Please provide a high-resolution vector file, if possible. Alternatively, we will accept .png files.

Vendor Listing Success

The CBA's sponsorship coordinator will work with you to build your conference vendor listing. To make the most of your sponsorship or vendor listing opportunity, we encourage you to submit a vendor listing that includes your logo, organization description, and website link. We suggest you take advantage of the low cost of participating by offering exciting prize(s) to encourage conference attendees to visit your vendor listing and/or purchase push notifications or advertising add-ons to drive attendees to visit your listing.

Refunds

Refunds will not be provided after Friday, May 14, 2021.

Important Deadlines

Sponsorship, Vendor Listing, Pre-Conference Demo Day Commitment Deadline	April 30, 2021
Prize Information Due	May 21, 2021
Vendor Listing Review Due Date	May 28, 2021

The above timeline of dates may be revised based upon the development of the conference platform. We recommend securing your sponsorship and vendor listing commitment as soon as possible to increase visibility of your participation and maximize your reach with our attendees.

Please contact Damini Jadav at (860)612-2010 or advertise@ctbar.org with questions.

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Sponsor and Vendor Listing Commitment Form



Contact Information

Company Representative _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

After the commitment form is received, the company representative will be contacted to provide a company description, website URLs, social media handles, logos, etc.

Authorized Signature I have read and agree to comply with all terms of my Sponsor and Vendor Listing Agreement.

Signature _____ Date _____

Sponsorship Opportunities

☐ **\$1,000 Session Sponsor**

Session Sponsor - Requested Session _____

☐ \$500 Additional Session - Requested Session _____

☐ **\$3,500 Plenaries Sponsor**

Vendor Listing Opportunities

☐ **\$300 Vendor Listing**

☐ \$200 Push Notification Add-On

☐ \$150 Banner Ad Add-On

☐ \$100 Pre-Conference Demo Day Add-On

Requested Time _____

Prize Giveaway

☐ We will offer an opportunity for conference attendees who visit our vendor listing to win a prize. **Information due 5/21**

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 _____