



THE CANADIAN
BAR ASSOCIATION

L'ASSOCIATION DU
BARREAU CANADIEN

Dublin 2009 Exhibiting Sponsor Opportunities



2009
Canadian
Legal Conference

For 3 days in August, Dublin will be
the centre of Canada's legal world.

Dublin, Ireland

August 16-18, 2009

2009 Canadian Legal Conference Dublin, Ireland, August 16-18



National Concert Hall



Dublin Castle



Blackhall Place



Guinness Storehouse

The Canadian Bar Association (CBA) is offering an exclusive opportunity to be an exhibiting sponsor of the 2009 Canadian Legal Conference (CLC) in Dublin, Ireland this coming August 16 - 18.

The CBA is the leader and voice of Canada's legal profession. With over 37,000 CBA members from all corners of the country and representing all areas of practice, the annual CLC is a unique opportunity to showcase your brand and build your business case in front of the leaders of Canada's legal community.

Reaching Canada's Legal Community

The Canadian Legal Conference is the leading annual event that attracts private practitioners, in-house/corporate counsel, the judiciary, scholars, practice management specialists and other legal experts. This year, the CBA is taking its celebrated conference on the road - to Dublin, Ireland. Exhibiting sponsors can expect increased participation of Partners, Managing Partners, and senior corporate counsel from Canada and a host of practitioners from across Europe and the UK. The 2009 CLC will also offer a unique opportunity to network with legal minds and business leaders from both sides of the Atlantic.

A Variety of Marketing Opportunities

The 2009 CLC can help position your brand in front of a coveted audience through a number of business, networking and social events, including:

- Welcome reception at **Mansion House**, the home of the Lord Mayor of Dublin;
- Opening Ceremony and Plenary delivered by former Irish President, Mary Robinson, at the **National Concert Hall**;
- Ten highly targeted Continuing Legal Education Session and panels by lawyers, in-house counsel and judges;
- An exclusive performance of **Riverdance** at the Gaiety Theatre;
- Dinner event at the celebrated **Dublin Castle**;
- And an evening of stout and fare at **The Guinness Storehouse & Museum**, the acclaimed brewer's original brewery.

Be a part of this experience as an exclusive Exhibiting Sponsor. Due to space restrictions, opportunities are limited and are being offered on a first-come, first-served basis only.

Sponsorship Packages – Value \$12,000

Due to the nature of the 2009 event and restrictions on space at the Conference venues, promotional options are limited to joint Exhibit and Sponsorship opportunities. This format allows our partners more visibility, additional access to events, and increased interaction with CLC delegates throughout the business and social events.

Choose ONE:

Sponsored Events*

- CLE (9)
- Closing Keynote Address (1 LEFT)
- Closing Night at the Guinness Storehouse (2 LEFT)
- Council Meeting (1)
- Council Awards Lunch (2)
- Dublin Castle Evening (2 LEFT)
- Grab & Go Lunch (1)
- Internet Café (0) - SOLD OUT
- Morning Coffee Break (2)
- Opening Ceremonies & Plenary (1 LEFT)
- Program At A Glance (2)
- Refreshment Break (1)
- President's Dinner (1 LEFT)
- Simultaneous Interpretation (1)
- Transportation (1 LEFT)
- Young Lawyers Bash (1)
- Child & Youth Program (2)

PLUS receive:

Exhibitor Table-Top Booth

- 6 foot (wide) Draped Table-Top Booth
- 220-volts of electricity with lighting (converter required for North American electrical appliances)

AND:

Sponsorship also includes the following benefits

- Half-page ad in the CLC onsite program.
- General recognition in CLC onsite program.
- Logo and hyperlink on CLC website.
- Onsite acknowledgement at event & venue.
- Name on ticket to sponsored event (if applicable)
- One-time, 15% discount on ad space in *National* magazine. Discount must be used before December 31, 2009.
- Logo on rotating banner on CLC homepage.
- Insert in delegate registration bag.
- Post-CLC acknowledgement in the CBA's magazine, *National* (40K circulation).
- Access to CLC database of delegates (those opting in for release of information to third party).
- Two tickets to each of the following social events: Welcome Reception, at Mansion House, Riverdance performance and Closing Night at Guinness Storehouse.

**For more information on CLC Sponsorship Opportunities, please contact Dana Platias
613-237-2925 ext 118
danap@cba.org**

Or visit www.cba.org/CBA/dublin2009/main/

Additional enhanced visibility options can be developed upon request.

**Each Exhibiting Sponsor receives one of the following. This is based upon a first-come, first-serve policy.*