

# CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

NOVEMBER 4-5, 2022

## [CBA Administrative Law and Labour & Employment Law Conference](#)

*A joint annual conference of the CBA Administrative Law Section and Labour & Employment Law Section*

In-Person: Ottawa, ON | Virtually Webcasted

November 4-5, 2022

[Agenda](#) | [Accreditation](#) | [Conference Rates](#) | [Meeting Venue](#) | [Travel](#)

Sponsor the CBA's annual joint Administrative Law and Labour & Employment Law Conference for double the opportunities, double the attendance, and double the fun! Returning in-person for the first time since 2019, with key components virtually webcasted across Canada, this audience reach is unbelievable.

Get your brand in front of Canadian top legal professionals in the Administrative, Labour and Employment law communities who will attend for the timely PD Sessions, expert Plenaries featuring notable Canadian lawyers, a special judges' insider perspective, and even a Fireside Chat with the Honourable Mahmud Jamal.

Your sponsorship at this event will deliver an unsurpassed return on investment. Starting at just \$500, there are a variety of cost-effective opportunities for everyone's budget that will meaningfully showcase your brand to this coveted group of legal professionals. Sponsorships are limited, book yours today!

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### **LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$10,000**

*The center of attention, your organization will receive unsurpassed value as the Lead Sponsor. This sponsor will be in the spotlight for the entire event, frequently acknowledged throughout, including regular verbal recognition and branding efforts over both conference days. All eyes are on you when you take the stage and conference delegates at the opening.*

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

- 2–3-minute speaking opportunity to give a greeting at the Welcome & Introduction on Day 1 (must be in line with conference theme and subject to approval by CBA)
- Recognition of organization as the Lead Sponsor at the start of **all** PD sessions
- Verbal recognition of the sponsor at the Closing Remarks on Day 2
- Corporate logo displayed prominently during the Welcome gathering message, and again at the Closing Remarks
- Opportunity to provide a branded gift at each seat at the Welcome & Introduction
- Opportunity to include a promotional item on the CBA Swag Table
- Two (2) complimentary conference registrations for sponsor representatives to attend the entire conference
- Top branding on conference registration website with website link, showcasing company as Lead Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda/conference App as the Lead Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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## NETWORKING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$6,000**

*All work and no fun make for a boring event. This after-hours reception will allow conference goers the opportunity to network and connect over some food and beverages, in a relaxed environment. All conference registrants and speakers are invited to attend to make new connections and catch up with familiar faces.*

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

- Two (2) complimentary passes to the Networking, allowing representatives on-hand to mix and mingle, or answer any solicited questions from registrants
- Two (2) complimentary conference registration for sponsor representatives to attend the full conference
- Opportunity to bring two (2) pop-up banner signs to flag the venue entrances (sponsor is responsible for production and shipment of signage)
- Verbal recognition of the sponsor at the Conference proceeding when the delegates are reminded of the event
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$5,000**

*We hope you like hearing and seeing your company name, as your brand will be broadcasted literally everywhere throughout the conference – and even be at everybody's fingertips, as the much sought-after Wi-Fi Sponsor. Everywhere Wi-Fi can be found, in all conference session rooms and common areas, your brand will follow. With star bragging rights as the sponsor enabling delegates the ability to live Tweet, access the Conference App, 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
- Opportunity to select Wi-Fi access code within the parameters of the provider
- Acknowledgment of your sponsorship by the Conference Chair through the event, 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 in the onsite printed agenda/conference App
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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 have to interact 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 two pop-up banners flagging either side of 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 in the onsite printed agenda/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$5,000**

*The Lanyard sponsorship opportunity is akin to a walking billboard, with every conference delegate, VIP, and speaker wearing your company's brand, front-of-mind for everyone to see — all conference long!*

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

- Each registrant will be provided sponsor's branded lanyard upon registration
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda/conference App
- 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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## OPENING PLENARY SESSION (EXCLUSIVE SPONSORSHIP)

**\$3,500**

### “The Year in Review in Administrative Law”

*The Opening Plenary session adds a distinct essence to any event and helps set the tone for the conference. Your participation as the sponsor of the Opening Plenary “The Year in Review in Administrative Law” will prominently showcase your company during this exclusive session. Since the Opening Plenary will be webcasted for virtual registrants, your brand will be broadcasted across Canada, and preserved in the on-demand recordings.*

#### **Sponsorship will provide the sponsoring company with the following:**

- Corporate logo displayed prominently at the beginning of the Opening Plenary, with verbal recognition from the session Moderator
- Prominent signage with corporate logo outside Opening Plenary Room entrance
- Sponsor brand and recognition captured as part of the nationwide webcasting to virtual participants
- Sponsor brand preserved as part of the on-demand recording available for review and resale following the event
- Recognition by the Moderator at the end of the Opening Plenary session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding and link on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## BREAKFAST SPONSOR (2 SPONSORSHIPS AVAILABLE)

**\$3,500**

*Starting the day off right with a hot, healthy breakfast is the key to a successful day of learning. All delegates and presenters are invited to join and chat before the learning begins. This is an EGGstrordinary opportunity for your brand!*

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

- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Prominent signage with corporate logo outside the breakfast room entrance, and inside the breakfast venue
- Two (2) complimentary tickets for sponsor representatives to attend the Breakfast
- Opportunity to provide a branded gift at each breakfast place setting
- Verbal recognition thanking the sponsor at the end of the breakfast
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
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## MORNING PLENARY SESSION (EXCLUSIVE SPONSORSHIP)

**\$3,500**

### *“Vavilov in Real Life”*

*The Morning Plenary will be a conference highlight, as delegates hear experts discuss the application of Vavilov by lower courts across the country. Your participation as the sponsor of the Morning Plenary will prominently showcase your organization during this exclusive session.*

#### **Sponsorship will provide the sponsoring company with the following:**

- Corporate logo displayed prominently at the beginning of the Morning Plenary
- Verbal recognition from the session Moderator, thanking sponsor
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Prominent signage with corporate logo outside of the Morning Plenary room entrance
- Recognition by the Moderator at the end of the Morning Plenary session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding and link on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## AFTERNOON PLENARY SESSION SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$3,500**

### *“Ethics and Professionalism: Truth and Reconciliation - From Words To Action”*

*The Afternoon Plenary Session will look at despite how far we might have come, we still have a long way to go to advance Indigenous rights and Reconciliation, specifically as they relate to administrative, labour, and employment law. Delegates will be empowered with learning their practice and the professional privilege to advance Reconciliation. This will be a compelling session you will want your brand associated with.*

#### **Sponsorship will provide the sponsoring company with the following:**

- Corporate logo displayed prominently at the beginning of the Afternoon Plenary
- Verbal recognition from the session Moderator, thanking sponsor
- Prominent signage with corporate logo outside of the Afternoon Plenary room entrance
- Recognition by the Moderator at the end of the Afternoon Plenary session
- 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 and link on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda/conference App
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## REFRESHMENT BREAK SPONSOR (3 SPONSORSHIPS AVAILABLE)

**\$2,500**

*Refreshment breaks are a wonderful way for delegates to connect, network, and refuel throughout the conference. Sponsors associated with providing delegates their coffee and snack fix also tend to be highly favoured!*

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

- Verbal recognition when the Refreshment Break is announced at the end of the session, ahead of the Break
- Onsite signage at sponsored refreshment break featuring the company's brand
- Sponsor may have two (2) representatives on-hand at the Break to answer any solicited questions from delegates, or meet and greet
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda/conference App
- 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)

## PD SESSION SPONSOR (4 SPONSORSHIPS AVAILABLE)

**\$2,000**

*Professional development sessions are the backbone of the conference and the very essence of delegate attendance. Sponsor one (1) of four (4) innovative sessions, and have your brand recognized by the session moderator and via signage outside of the room. For complete PD Session topics, please see the [Conference Agenda](#).*

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

- Corporate logo displayed prominently at the beginning of the PD Session
- Verbal recognition from the session Moderator, thanking sponsor
- Prominent signage with corporate logo outside of the PD 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 in the onsite printed agenda/conference App
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### DELEGATE BAG SPONSOR

**\$2,000**

*Conferences are all about the swag, and delegates will be needing a place to carry their goodies - that's where you come in. Be on the minds, and shoulders, of all attendees by providing the branded delegate bags. This sponsorship allows you to brand all the bags with your logo and share corporate materials with all attending delegates. Each person will receive a bag at the registration desk as they enter.*

***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 in the onsite printed agenda/conference App
- 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. Let us help promote you, with a digital banner ad included in one of our promotional eBlasts going to all CBA members.*

***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 rules 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 in the onsite printed agenda/conference App
- Branding on email registration confirmation
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## **“KNOW BEFORE YOU GO” EMAIL SPONSOR (EXCLUSIVE SPONSORSHIP) \$1,000**

*The “Know Before You Go” email is a much-anticipated roadmap detailing what delegates registered for the in-person conference can expect before arriving onsite. Sent to all registered delegates with detailed information, tips, and scheduled events, your clickable digital banner ad will help 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 in the onsite printed agenda/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## **SWAG TABLE BRANDED ITEM \$500**

*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



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### **VIRTUAL REGISTRANT REMINDER/ACCESS EMAIL (2 SPONSORSHIPS)**

**\$500**

*A much-anticipated roadmap email delivered right to each virtual registrant's inbox 1-2 business days before each webcast date. This email will serve as an event reminder and include instructions on how registrants can access the programs.*

#### ***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 online symposium website acknowledging company as a sponsor
- 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:**

#### **Dana Platias**

Director, Business Development / Directrice, prospection  
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