

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

CBA Administrative Law, and Labour and Employment Law Conference

Review of Recent Trends and Emerging Issues in Administrative, Labour & Employment Law
November 17-18, 2023 | Ottawa, ON

Sponsor this year's CBA Administrative Law, and Labour and Employment Law Conference for twice the excitement and rewards. Delegates will revel in the annual Administrative Law Year in Review with Professor Paul Daly, along with a dynamic conversation about standard of review with the Honourable Justice Stratas. Let's not forget about the long-established Labour and Employment Cross Canada Update, and a review on the very latest in employment law class actions. With tons of meaningful networking, participants will also be treated to an intimate Fireside Chat with Supreme Court of Canada's the Honorable Justice O'Bonsawin. This conference has the biggest and best in the industry that your organization will want to be associated with. Book your sponsorship today!

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 conference, frequently acknowledged throughout both days, including regular verbal recognition and branding efforts at the Opening and Closing Remarks. All eyes will also be on you when you are invited to take the stage and welcome delegates at the conference opening.

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

- 2–3-minute speaking opportunity to give a greeting at the Opening Remarks 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** networking session (Breakfast, Lunch, Reception)
- Two (2) complimentary conference registrations for sponsor representatives to attend the entire conference, including all meals, sessions, and networking events
- Verbal recognition of the sponsor at the Closing Remarks on Day 2
- Corporate logo displayed prominently during the Opening Remarks message, and again at the Closing Remarks
- Opportunity to provide a branded gift at each seat at the Opening
- Opportunity to include a promotional item on the CBA Swag Table
- Top branding on conference registration website with website link, showcasing company as Lead Sponsor
- Prominent positioning of your corporate logo on the online agenda
- Corporate logo and link placement on the Conference App under the Sponsor section
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

CONFERENCE APP SPONSOR (EXCLUSIVE SPONSORSHIP)

\$7,500

The Conference App is the main place for attendees to access all of the conference information, including venue details, session descriptions, speakers, papers, the full conference agenda, exhibitors - and now you! Gain maximum exposure by being at everyone's fingertips throughout the entire event. Not only will your brand be mentioned wherever and whenever the App is mentioned, but you will also receive the Splash Ad spot that appears every time a new user logs into the App. That's app-mazing exposure!

Sponsorship of this item will provide the sponsoring company with the following:

- Prominent signage with corporate logo wherever the App is advertised
- Conference App "Splash Ad" space and URL that launches your customized ad boldly across the screen each time a new user logs into the App
- Two (2) complimentary conference registrations for sponsor representatives to attend the entire conference, including all meals, sessions, and networking events
- Verbal acknowledgment of your App sponsorship throughout the event, whenever the App 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 App sponsor
- Corporate logo and link placement in the online agenda
- Corporate logo and link placement on the Conference App under the Sponsor section
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

NETWORKING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$7,000

A wonderful way to connect with old friends and network with new faces, this Reception at the Westin Hotel will cap off the first day of conference, and offer all conference registrants and speakers a chance to celebrate another successful conference together.

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

- Two (2) complimentary conference registrations for sponsor representatives to attend the entire conference, including all meals, sessions, and networking events
- Prominent signage with corporate logo at the Reception venue
- Verbal recognition of the sponsor whenever the Cocktail Reception is mentioned, including when 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 online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

SIMULTANEOUS INTERPRETATION (SI) SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

The sponsor of Simultaneous Interpretation (SI) of the major sessions will ensure fair and equal access for everyone to participate in this conference, offering English and French language interpretation at some of the PD Sessions and Keynote.

SI sponsorship will provide the sponsoring company with the following:

- 2-minute speaking opportunity or pre-recorded video at the end of the Opening Remarks, announcing SI availability (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- One (1) complimentary conference registration for sponsor representatives to attend the full conference, including all meals, sessions, and networking events
- Recognition of the sponsor as supporting the SI during introductory platform instructions on **ALL** applicable PD sessions offering SI
- 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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

NETWORKING LUNCHEON (EXCLUSIVE SPONSORSHIP)

\$5,000

This Lunch will serve a dual purpose: a meaningful networking opportunity, over a wonderful meal. All delegates, including speakers and registrants, are invited to this Networking Lunch to connect and exchange. To ensure your brand is recognized, a representative from your organization will be allowed to say a few words at the Lunch.

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

- Sponsor representative will have the opportunity to address the delegates for 2-3 minutes at the Lunch (must be in line with conference theme and subject to approval by CBA)
- One (1) complimentary conference registration for sponsor representative to attend the full conference, including all sessions, networking and meals
- Prominent signage with corporate logo at the luncheon room entrance, and inside the lunch venue
- Verbal recognition and branding of the sponsor at the start of the Luncheon
- Opportunity to provide a branded gift at each place setting at the Luncheon
- Verbal recognition thanking the sponsor at the end of the Luncheon 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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

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
- One (1) complimentary conference registration for sponsor representative to attend the full conference, including all meals, sessions, and networking events
- Acknowledgment of your sponsorship throughout 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 online Agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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, including all meals, sessions, and networking events
- 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 online Agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

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 offered sponsor's branded lanyard with their badge 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 online Agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- The CBA will have final approval of the design of the lanyard. Sponsor will be responsible for the production and shipping costs

BREAKFAST SPONSOR (2 SPONSORSHIPS AVAILABLE)

\$4,000

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 partake, so your brand will be seen by a wide audience. This is an EGGstraordinary opportunity!

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

- Corporate logo displayed prominently during breakfast on large screen and on buffet tables
- 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 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
- Corporate logo placement in the online Agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

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 in the hands, 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 have the option to take a bag at the Swag Table and fill it with goodies throughout the day.

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 on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

OPENING PLENARY SESSION (EXCLUSIVE SPONSORSHIP)

\$3,500

"A YEAR IN REVIEW" featuring Professor Paul Daly

The Opening Plenary session adds a distinct essence to an event and helps set the tone for the conference. Your participation as the sponsor of the Opening Plenary "A YEAR IN REVIEW" will prominently showcase your company during this exclusive session. Featuring the award-winning Paul Daly, University Research Chair in Administrative Law & Governance at the University of Ottawa, delegates will be caught up on the latest Admin and Labour Cases in Canada this year.

Sponsorship will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the Opening Plenary
- Verbal recognition from the session Moderator, thanking sponsor
- Prominent signage with corporate logo outside of the Opening Plenary room entrance
- 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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

AFTERNOON PLENARY SESSION (EXCLUSIVE SPONSORSHIP)

\$3,500

The Afternoon Plenary will feature a panel of experts from Labour and Administrative Law debating the impact of Non-Disclosure Agreements and important implications to consider. As the exclusive sponsor of the Afternoon Plenary, all eyes will be on your brand at this lively session.

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
- 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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

REFRESHMENT BREAK SPONSOR (3 SPONSORSHIPS AVAILABLE)

\$3,000

Refreshment breaks are a wonderful way for delegates to connect, network, and refuel throughout the conference. These won't be just any old coffee and pastry break either. Fancy yourself a smoothie? Maybe you need your matcha latte fix? You'll have the delegates caffeinated and covered!

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

- Recognition of the Refreshment Break is displayed 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 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 online Agenda
- Corporate logo and link placement in the 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)

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

PD SESSION SPONSOR (3 SPONSORSHIPS)

\$2,000

Professional development opportunities are the backbone of the conference and the very essence of delegate attendance. Sponsor one of the innovative sessions and have your brand recognized by the session moderator and extensive branding surrounding the session.

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 online Agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CONFERENCE APP ROTATING BANNER AD (2 SPONSORSHIPS AVAILABLE)

\$2,000

Conference App Banner Ads are a popular and low-cost opportunity to be a part of the resource every attendee will be referencing all event long. The Conference App features the complete Agenda, all Sessions with descriptions, Networking Events, Exhibitor information, and so much more. The rotating banner ads that roll across the screen as delegates navigate the app are sure to command everyone's attention and give you an AD-vantage.

Sponsorship of this item will provide the sponsoring company with the following:

- A custom-designed digital banner advertisement with URL link to highlight your company. 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.
- Your banner ad will appear in rotation with the Lead sponsor, one CBA banner, and no more than one other sponsor banner.
- Banner ad may be submitted anytime ahead of the Conference, and will be uploaded upon receipt so it is visible before the Conference, as well as throughout the event.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference website acknowledging company
- Corporate logo and link placement on the Conference App under the Sponsor Section
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

PROMOTIONAL EMAIL BLAST (2 SPONSORSHIPS AVAILABLE)

\$1,500

Email messaging promoting the Conference and its content to potential delegates is instrumental in the marketing of this event. Promote your brand with a high-profile digital banner ad in one of our promotional eBlasts.

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 law 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 website acknowledging company as a sponsor
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

“KNOW BEFORE YOU GO” EMAIL SPONSOR (EXCLUSIVE SPONSORSHIP)

\$1,500

The “Know Before You Go” email is a much-anticipated roadmap detailing what delegates registered for the conference can expect before arriving onsite. Sent to all registered delegates with detailed information, tips, and scheduled events, your clickable digital banner ad will ensure your brand stands 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 website acknowledging company as a sponsor
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

POST-CONFERENCE SURVEY EMAIL (EXCLUSIVE OPPORTUNITY)

\$1,000

The CBA wants to ensure we are always doing our best, and learn what we can do to become better. As such, the CBA sends a post-conference survey to each registrant's inbox following the conference. This email will have the perfect banner advertising space for you to showcase your brand.

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 conference website acknowledging company as a sponsor
- Branding on delegate registration confirmation
- Corporate logo and link placement in the Conference App
- 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.)
- sponsor is responsible for the production and shipment costs of items, and must adhere to timelines set out by the CBA to be included
- Branding on conference registration website acknowledging company as a sponsor
- Corporate logo and link placement in the Conference App

VIRTUAL REGISTRANT REMINDER/ACCESS EMAIL (EXCLUSIVE SPONSORSHIP)

\$500

Virtual registrants will need instructions on how to access the conference online. This access email, which will also serve as a reminder of the event, will be delivered to each virtual registrant's inbox 1-2 business days before the conference.

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 conference website acknowledging company as a sponsor
- Branding on email registration confirmation
- Corporate logo and link placement in the Conference App
- Branding on post-session survey email sent to all session registrants

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

**TO SECURE YOUR SPONSORSHIP OR FOR MORE INFORMATION, PLEASE
CONTACT:**

Alice An

Sales Coordinator, Sponsorship & Partnerships

The Canadian Bar Association

(613) 237-2925 ext. 121

alicea@cba.org | cba.org