

CBA ADMINISTRATIVE LAW, LABOUR AND EMPLOYMENT LAW CONFERENCE

SPONSORSHIP OPPORTUNITIES

CBA Administrative Law, and Labour & Employment Law Conference

Review of Recent Trends and Emerging Issues in Administrative, Labour & Employment Law
November 29-30, 2024 | Ottawa, ON

Join us November 29 and 30 at the historic Fairmont Château Laurier for the annual joint conference of the CBA Administrative Law, and CBA Labour & Employment Law Sections. Sponsor this prestigious event for double the excitement and return on investment.

Enhance your visibility by sponsoring a popular Plenary or Concurrent Session, such as the acclaimed Administrative Law Year in Review, the engaging Employment and Labour Cross Canada Roundup, or the dynamic Hot Topics Session. Networking opportunities abound with Meals, Refreshment Breaks, and the Networking Reception available for sponsorship, providing you with unparalleled access to mingle with legal leaders and decision-makers. Participants will also enjoy an exclusive Fireside Chat with the Supreme Court of Canada's Honorable Justice Moreau.

Align your organization with the biggest and best in Administrative AND Labour and Employment Law. Secure your sponsorship today and be part of this prestigious event!

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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 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 address the delegates (must be in line with conference theme and subject to approval by CBA)
- Two (2) complimentary conference registrations for sponsor representatives to attend the entire conference—names of representatives to be provided upon confirmation to secure registrations in the event of a sell out
- Two (2) complimentary tickets for sponsor representatives to attend the Closing Reception- please provide names of representatives upon confirming sponsorship
- Branding of organization as the Lead Sponsor at the start of **all** PD sessions
- Verbal recognition of the sponsor at the Closing Remarks
- 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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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SPONSORSHIP OPPORTUNITIES

NETWORKING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$7,500

A wonderful way to connect with old friends and network with new faces, this Reception hosted at the beautiful Fairmont Château Laurier will cap off the first day of the conference. It offers all conference registrants and guests a chance to network and celebrate another successful event together. Sponsor this Reception to mingle with influential delegates, and get your brand recognized by industry leaders!

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

- 2–3-minute speaking opportunity to give a toast at the Networking Reception (must be in line with conference theme and subject to approval by CBA)
- Two (2) complimentary conference registrations for sponsor representatives to attend the entire conference—names of representatives to be provided upon confirmation to secure registrations in the event of a sell out
- Two (2) complimentary tickets for sponsor representatives to attend the Reception - please provide names of representatives upon confirming sponsorship to secure tickets
- Prominent signage with corporate logo at the Reception
- Verbal recognition of the sponsor at the end of the Reception
- Opportunity to provide a branded gift to delegates at the Reception
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Reception Sponsor
- Prominent positioning of your corporate logo on the Agendas the Reception Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

SIMULTANEOUS INTERPRETATION (SI) SPONSOR (EXCLUSIVE SPONSORSHIP)

\$7,000

The sponsor of Simultaneous Interpretation (SI), which will be featured at all sessions, holds a key role in fostering an inclusive conference environment. By generously supporting this service, the sponsor ensures fair and equal access for all participants, enabling them to actively engage in the conference's diverse discussions. The provision of English and French language interpretation services not only facilitates comprehension but also enriches the overall experience, making the event accessible and welcoming to a broader audience.

SI sponsorship will provide the sponsoring company with the following:

- 2-minute speaking opportunity or pre-recorded video at the end of the Welcoming 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
- Recognition of the sponsor as supporting the SI during introductory platform instructions on **ALL** 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 agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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SPONSORSHIP OPPORTUNITIES

NETWORKING LUNCHEON (EXCLUSIVE SPONSORSHIP)

\$6,000

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

BREAKFAST SPONSOR (2 SPONSORSHIPS AVAILABLE)

\$5,000

They say breakfast is the most important meal of the day, and this gives you the opportunity to be the most important sponsor - key to fueling up delegates ahead of 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 EGGstrordinary opportunity!

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

- One (1) complimentary conference registration for sponsor representatives to attend the full conference— name of representative to be provided upon confirmation to secure registration in the event of a sell out
- Two (2) complimentary tickets for sponsor representatives to attend the Breakfast – names to be provided upon sponsorship confirmation to secure spots
- Corporate logo displayed prominently during the breakfast
- Prominent signage with corporate logo outside the breakfast room entrance, and inside the breakfast venue
- 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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- Branding on post-session survey email sent to all session registrants

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SPONSORSHIP OPPORTUNITIES

WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

We hope you like hearing and seeing your company name everywhere, as your brand will be literally broadcasted throughout the conference – and at everybody’s fingertips. As the much sought-after Wi-Fi Sponsor, you are everywhere Wi-Fi can be found, in all session rooms and common areas. With star bragging rights as the sponsor enabling delegates the ability to live Tweet, text, and check their emails, the Wi-Fi sponsor will even have the privilege of choosing a Wi-Fi password unique to their brand. Seize this golden opportunity to promote your name to registrants while providing them with a valued service that enhances their overall conference experience.

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

- One (1) complimentary conference registration for sponsor representatives to attend the full conference— name of representative to be provided upon confirmation to secure registration in the event of a sell out
- Prominent signage with corporate logo throughout the entire conference venue, wherever Wi-Fi password is advertised
- 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 Agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

Boost your brand visibility to unprecedented levels with the Lanyard sponsorship opportunity – transforming every conference delegate, VIP, and speaker into a walking billboard for your company. With your logo prominently showcased, your brand will be the leader leaving a lasting impression that resonates throughout the entire conference. This sponsorship is not just about participating; it's about being a vital and visible element, ensuring your logo becomes a lasting part of each attendee's conference experience. Elevate your brand from mere presence to an unforgettable, integral component of the conference's visual identity.

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

- One (1) complimentary conference registration for sponsor representatives to attend the full conference— name of representative to be provided upon confirmation to secure registration in the event of a sell out
- 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
- 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

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SPONSORSHIP OPPORTUNITIES

REGISTRATION DESK SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

The Registration Desk is the first stop for all conference attendees, VIPs, and speakers meaning everyone will be interacting 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)
- 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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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

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SPONSORSHIP OPPORTUNITIES

REFRESHMENT BREAK SPONSOR (3 SPONSORSHIPS AVAILABLE)

\$3,000

Refreshment breaks are a wonderful way for delegates to relax, 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:

- 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 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 online Agenda
- 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)

PLENARY SESSION SPONSOR (3 SPONSORSHIP OPPORTUNITIES)

\$2,750

"ADMINISTRATIVE LAW YEAR IN REVIEW"

"SELF- GOVERNANCE VS SELF-ADMINISTRATION, THE CROSSOVER FOR ADMINISTRATIVE LAW, EMPLOYMENT LAW WITH TRUTH & RECONCILIATION"

"THE LIMITS OF FREEDOM OF EXPRESSION FOR EMPLOYEES AND PROFESSIONALS- IMPLICATIONS FOR EMPLOYMENT LAW AND PROFESSIONAL REGULATION "

Elevate your brand to a pivotal role in the heart of the conference by sponsoring one of our dynamic Plenary Sessions, which gather all delegates in attendance. This opportunity allows you to play a central role in the event's educational core, positioning your company as a key contributor. Enjoy heightened visibility as your brand receives acknowledgment from the session moderator, coupled with prominent branding throughout the session. Secure your position and be a vital part of the conference's mainstay, leaving a lasting impression on engaged professionals.

Sponsorship of a Plenary Session will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the Plenary Session
- Verbal recognition from the session Moderator, thanking sponsor
- 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 Agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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SPONSORSHIP OPPORTUNITIES

CONCURRENT PD SESSION SPONSOR (4 SPONSORSHIPS AVAILABLE)

\$2,000

Take center stage at the conference by sponsoring one of our cutting-edge Concurrent Professional Development (PD) Sessions, the primary draw for delegate participation. Concurrent Sessions allow delegates to choose the path of their educational pursuits, while the sponsor will enjoy high visibility among actively engaged lawyers seeking to gain timely tips for their practice. Your brand will be prominently acknowledged by the session moderator and showcased throughout the concurrent session. Seize this opportunity to be a pivotal force in shaping the educational landscape of the conference. For a complete list of Concurrent PD Sessions, please consult the [Agenda](#).

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

- Corporate logo displayed prominently at the beginning of the Concurrent PD Session
- Verbal recognition from the session Moderator, thanking sponsor
- Prominent signage with corporate logo outside of your 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 Agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

PROMOTIONAL EMAIL BLAST (3 SPONSORSHIPS AVAILABLE)

\$1,500

Elevate your promotional strategy for the Conference by leveraging email messaging targeted at potential delegates. Benefit from our support in showcasing your brand by including a digital banner ad in one of our promotional eBlasts reaching all CBA members. Let us help amplify your presence and drive engagement with our extensive network!

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 size for sponsor to supply is 600x125 pixels, in high-res PNG or JPEG file. All banners are subject to CBA approval.
- 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 Agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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“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:

- 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.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

POST-CONFERENCE SURVEY EMAIL (EXCLUSIVE SPONSORSHIP)

\$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
- 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

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SPONSORSHIP OPPORTUNITIES

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