

SPONSORSHIP OPPORTUNITIES

CBA COMPETITION LAW

FALL CONFERENCE

OCTOBER 26-27, 2023

CBA Competition Law Fall Conference

Brave New World? Confronting Current Competition and FDI Challenges

October 26-27, 2023 | Ottawa, ON

Sponsor the CBA's celebrated Competition Law Fall Conference and showcase your brand to the competition law community, including thought-leaders from in-house counsel, private practice, government, and industry. With monumental changes to the Canadian competition law landscape that haven't been seen in more than a decade, this event – and your sponsorship - is more relevant than ever.

Conference sponsorship delivers your organization an unsurpassed return on investment via a variety of cost-effective options that meaningfully showcase your brand to this coveted group of competition law experts. While delegates are examining tactics and tools for their practice to thrive and survive in this changing environment, your sponsorship will be front and centre on the value you add to the profession.

Get ahead of *your* competitors, and sponsor the CBA Competition Law Fall Conference before sponsorship sells out!

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$15,000

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 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 provide 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** PD sessions
- Verbal recognition of the sponsor at the Final Remarks on Day 2
- Corporate logo displayed prominently during the Opening and Final Remarks sessions
- Two (2) complimentary conference registrations for sponsor representatives to attend the full conference, including all sessions, meals, and networking events
- Opportunity to provide a branded gift at each seat at the Opening Remarks
- 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 and link on the online agenda as the Lead Sponsor
- Corporate logo and link placement on the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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INTERACTIVE DINNER SPONSOR (EXCLUSIVE SPONSORSHIP)

\$12,000

CANADIAN MUSEUM OF HISTORY

The Conference Dinner is always the networking highlight of this event, allowing attendees to unwind and connect after a full day of learning. This year, we're going to shake things up a bit with a spectacular venue, cool giveaways, yummy food stations, and lots of fun networking opportunities. The Dinner Sponsor will be invited to the podium to give a toast to the delegates, and remain onsite at the museum to dine and mingle – an extraordinary opportunity to get your brand, and message, in front of this coveted audience!

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

- 2–3-minute speaking opportunity to give a toast and speak about what the conference means to your organization (must be in line with conference theme and subject to approval by CBA)
- Two (2) complimentary conference registrations for sponsor representatives to attend the full conference, including all sessions, meals, and networking events
- Prominent signage with corporate logo at the Dinner venue
- Verbal recognition of the sponsor at the end of the Dinner
- Opportunity to provide a branded gift at each seat at the Dinner
- Corporate logo and link placement in the Conference App
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Sponsor
- Prominent positioning of your corporate logo on the online agenda as the Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

NETWORKING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

All work and no fun make for a lackluster event – good thing it's not the case for this conference! The reception, taking place after a short break from the PD sessions and ahead of the Dinner, allows conference-goers the opportunity to network over some appetizers and beverages. All conference registrants, speakers, and guests are invited to attend to make new connections and catch up with familiar faces. The Reception Sponsor will have the opportunity to provide a toast to the delegates and remain onsite to meet and mingle.

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

- 2–3-minute minute toast at the start of 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 full conference, including all sessions, meals, and networking events (including the Networking Reception)
- 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
- Corporate logo and link placement in the Conference App
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Networking Reception sponsor
- Prominent positioning of your corporate logo on the online agenda as the Networking Reception sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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CONFERENCE APP SPONSOR (EXCLUSIVE SPONSORSHIP)

\$8,000

The Conference App is the main place for attendees to access all of the conference information, including details about the venue, sessions, speakers, papers, the full conference agenda, exhibitors - and now you! Gain maximum exposure by being at everyone's fingertips throughout the duration of the 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 full conference, including all sessions, meals, and networking events
- Acknowledgment of your 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

WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

We hope you like hearing and seeing your organization's name everywhere, as your brand will be broadcasted throughout the conference, over both days. As the much sought-after Wi-Fi Sponsor, your brand will be everywhere Wi-Fi instructions can be found, including at the Registration Desk, in all session rooms, common areas, and on conference signage. With star bragging rights as the sponsor enabling delegates the ability to access the App, live Tweet, retrieve conference documents, trade digits, and check their emails, the Wi-Fi sponsor will also 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 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 sessions, meals, 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 on the online agenda
- Corporate logo and link placement in the 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 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)
- One (1) complimentary conference registration for sponsor representative to attend the full conference, including all sessions, meals, and networking events
- Ability for sponsor to have pop-up banners flanking either side of the 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 the conference registration website acknowledging company as the Registration Desk sponsor
- 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

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 day long!

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

- Each registrant will be offered the 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 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
- 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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WOMEN IN COMPETITION LAW LUNCH PLENARY (EXCLUSIVE SPONSORSHIP) \$4,500 **“BREAKING BARRIERS - A DISCUSSION OF EDI WITH COMPETITION LAW LEADERS”**

The highly anticipated Women in Competition Law Plenary continues to break barriers, and the glass ceiling, in providing a forum to discuss the imperative issues facing female lawyers in Competition Law. The sponsor will support the opportunity for this panel of powerful women to discuss EDI issues facing women in Competition Law and enjoy a lively lunch.

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

- Prominent signage with corporate logo at the Lunch venue
- Two (2) complimentary tickets for sponsor representatives to attend the Lunch and Plenary
- Verbal recognition and branding of the sponsor at the start of the Lunch
- Opportunity to provide a branded gift at each place setting at the Lunch
- Verbal recognition thanking the sponsor at the end of the Lunch
- 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) \$4,000 **“ARE WE THERE YET? ASSESSING THE EFFICACY OF OUR NEW TOOLBOX”**

The Opening Plenary session adds a distinct essence to this event and helps set the tone for the conference. This year’s Opening Plenary, titled “Are We There Yet? Assessing the Efficacy of our New Toolbox,” will showcase a panel of experts discussing the adequacy and efficiency of recent prevailing and proposed amendments to the Competition Act, as well as debating potential changes that would ideally lead to improvements. The Plenary Sponsor is prominently showcased as all attend this exclusive session.

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 at the Opening Plenary session
- 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 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

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CLOSING PLENARY SESSION (EXCLUSIVE SPONSORSHIP)

\$4,000

“MENTORS & MENTEES – FIRM VS. FIRM”

The Closing Plenary all-attendee session ends the conference with battle of the brains, as the session speakers are broken into teams to face off against each other in a showdown debate of some of Competition Laws hottest topics. Who will come out on top? You, of course, as the exclusive Closing Plenary Sponsor!

Sponsorship will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the Closing Plenary, with verbal recognition from the session Moderator
- Prominent signage with corporate logo at the Closing Plenary session
- Recognition by the Moderator at the end of the Closing Plenary session
- 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

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 as they enter, or throughout the conference.

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
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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 the Breakfast on large screen and on buffet tables
- Prominent signage with corporate logo outside the breakfast room entrance
- 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
- 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

REFRESHMENT BREAK SPONSOR (3 SPONSORSHIPS AVAILABLE)

\$3,000

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:

- 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 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
- 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)

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YOUNG LAWYER NETWORKING EVENT SPONSOR (EXCLUSIVE SPONSORSHIP) \$2,500

The post-dinner networking opportunity serves to informally gather lawyers newer to the practice with the more seasoned professionals in the industry. Regardless of experience, all conference registrants are invited to attend, mingle, and celebrate!

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

- Two (2) complimentary passes to the Networking event, allowing representatives on hand to mix and mingle, or answer any questions from registrants
- Opportunity to bring two (2) pop-up banner signs to the Networking venue (sponsor is responsible for production, shipment, set up and take down 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 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
- Sponsor may also provide branded items onsite to increase visibility, such as glow sticks, bracelets, party favours, cocktail napkins, etc. (sponsor is responsible for production and shipment of these items)

EXHIBITOR DISPLAY TABLE (LIMITED AVAILABILITY) \$2,500-\$3,500

Consider this your temporary office space, only instead of a waiting room full of potential clients to talk to, you'll have a conference center full of them! Table-top Expo displays are a cost-effective opportunity to meet and educate participants one-on-one about your products and services during the conference. For \$2,500, Exhibitors will receive an in-person table-top Expo space. For an additional \$1,000, Exhibitors can upgrade to also receive access to a Virtual Expo Booth available in the Conference App, which includes customizable features, full company details, representative information, video and document uploads, a website link, and chat and email capabilities.

\$2,500 - Onsite Expo Display Table - Exhibitors will receive the following:

- One skirted, eight-foot table, and two chairs. The onus for any extras, including signage, is up to the exhibitor. Exhibitors will also receive two complimentary boxed lunches.
- 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

+\$1,000 Virtual Exhibit Upgrade in Conference App – For an additional \$1,000, upgrade to be a part of the Virtual Expo to drive further traffic to your booth onsite, plus engage with virtual delegates:

- Customized virtual booth (from a portfolio of booth designs), including choice of colours and branding options
- Virtual booth signage, with option to have the banner linked to your website
- Upload company description, videos, documents, contact information, and exhibitor reps with images
- Contact and "Book a Meeting" feature to allow delegates the ability to schedule live meetings with vendors
- Each booth will also have a public chat room where attendees can also ask questions

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PD SESSION SPONSOR (8 SPONSORSHIPS AVAILABLE)

\$2,000

Professional development sessions are the backbone of the conference and the very essence of delegate attendance. Sponsor one (1) of eight (8) innovative sessions, and have your brand recognized by the session moderator and via room signage.

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 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

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 can 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

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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 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 website acknowledging company as a sponsor
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
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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 live webcast date. 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
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TO SECURE YOUR SPONSORSHIP OR FOR MORE INFORMATION, PLEASE CONTACT:

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