

# SPONSORSHIP OPPORTUNITIES

# CBA COMPETITION LAW

# SPRING CONFERENCE

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MAY 2, 2024 | MONTREAL, QC

## 2024 CBA COMPETITION LAW SPRING CONFERENCE

**OLD PORT – NEW TECH**

**EXPLORING THE FUTURE AT THE 2024 CBA SPRING CONFERENCE**

May 1-2, 2024 | Montreal, Quebec | Hotel Nelligan, Montreal's Old Port

With its immense popularity leading to biannual occurrences, the Spring Edition of the CBA Competition Law Conference is set to grace historic Old Montreal – a global epicenter of cutting-edge technology and innovation. Hosted at the iconic Hotel Nelligan, this conference will bring together legal luminaries, business leaders, and competition lawyers from across Canada for a deep dive into the hottest topics shaping competition law today.

We invite you to sponsor this trailblazing conference, an exploration of the intersection between competition law, technology, and innovation, to showcase your organization's commitment to competition law and its innovation. Set against the backdrop of historic Old Montreal, this event promises abundant networking opportunities and discussions on pertinent topics such as acquisitions of emerging tech companies and businesses of strategic importance to Canada, as well as how AI is poised to trigger a surge in competition litigation with the impending changes to Canada's competition laws – an event you won't want to miss out on.

Recognizing the importance of budget considerations, our sponsorship packages start as low as \$500. This affordable investment allows your organization to be associated with this stellar event. Don't miss out on this chance to showcase your innovation and secure your sponsorship, as opportunities are limited. Join us in making the Spring edition of the CBA Competition Law Conference an unparalleled success!

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

**\$10,000**

*Position your organization at the forefront of the Conference as the Lead Sponsor, commanding unparalleled attention and value. Your brand will take centerstage throughout the entire conference, enjoying continuous verbal and visual recognition. To further elevate your presence, a representative from your organization is invited to the stage to welcome the delegates, ensuring all eyes are on your brand during the conference's kickoff.*

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

- 2–3-minute speaking opportunity to provide a greeting at the Welcome Remarks (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
- Recognition 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, and again at the Closing Remarks
- 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 on the onsite printed agenda as the Lead Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all registrants

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## WELCOME RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$7,000**

*The upcoming Welcome Reception at the historic yet modern Hotel Nelligan is poised to become the highlight of the CBA Competition Law Conference. With the enticing theme, "Death by Chocolate," delegates are sure to be "dying" to take part in a fun evening filled with delectable desserts and delightful drinks. This event offers a unique and valuable networking opportunity, bringing together attendees, guests, and speakers for a memorable experience. We are thrilled to extend an exclusive opportunity for your organization to make a lasting impression during this sought-after event by delivering a delegate toast. As participants gather to network before a full day of learning, your insights, connection with the audience, and lasting impression will set the tone for the entire conference.*

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

- 2–3-minute speaking opportunity to give a toast about what the conference means to your organization (must be in line with conference theme and subject to approval by CBA)
- One (1) complimentary conference registration for sponsor representatives to attend the conference
- Two (2) complimentary tickets to the Networking Reception
- Prominent signage with corporate logo at the Reception venue
- Verbal recognition of the sponsor at the end of the Reception
- 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 corporate logo on the onsite printed agenda as the Networking Reception Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all registrants

## SIMULTANEOUS INTERPRETATION (SI) SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$6,000**

*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 the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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## **WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$5,000**

*Immerse your brand in the spotlight as the exclusive Wi-Fi Sponsor, ensuring your company name is not just seen throughout the entire conference – but also felt at everyone’s fingertips as your brand seamlessly connects every delegate. With the unique privilege of crafting a personalized Wi-Fi password, you’ll not only provide a valuable service for attendees but also establish a memorable and engaging presence. Capitalize on this opportunity to extend your brand’s reach to all registrants while enhancing their overall conference experience.*

### **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 (if confirmed by March 1)
- 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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## **LUNCH SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$5,000**

*Seize a prime opportunity to elevate your brand! As the Luncheon Sponsor, you gain exclusive access to not only nourish attendees, but also position your brand at the forefront of their minds. Your brand will take center stage whenever the Lunch is mentioned, as well as on all lunch signage, providing you’re an invaluable exposure. Enjoy a unique chance to network with attendees in this relaxed setting. Don’t let this exceptional sponsorship opportunity pass you by – make a lasting impression and forge meaningful connections.*

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

- Prominent corporate branding at 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
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## 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:**

- 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
- 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

## DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$4,000**

*Conferences are all about the swag, and delegates will need a place to carry their goodies - that's where you come in. Your brand will not only be emblazoned on every bag, but also ingrained in the minds and on the shoulders of all attendees. This sponsorship is your ticket to reaching a captive audience, as your logo becomes an integral part of their conference experience, ensuring lasting visibility and positive associations with your brand throughout the event.*

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

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## REGISTRATION DESK SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$4,000**

*Picture your brand at the forefront, making a lasting impression as attendees, VIPs, and speakers check in and collect their materials. This sponsorship ensures that your company's name and presence are etched into the memory of every participant, 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 of 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 onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## PLENARY OR PANEL SESSION SPONSOR (4 SPONSORSHIPS AVAILABLE)

**\$3,000**

*Become an essential cornerstone of the conference by sponsoring a cutting-edge Panel Discussion Session, the Opening Plenary, or the Closing Plenary Session – the very core of conference attendance. Solidify your role as a key contributor to the educational staples of the event, guaranteeing your company's prominence among actively engaged professionals. Your brand will be prominently acknowledged by the panel moderator, accompanied by prominent branding during the session. Don't miss the chance to be a pivotal force in shaping the educational landscape of the conference. Session choice include the following:*

- Opening Plenary: Private Access – A New Frontier in Canadian Competition Law?
- Morning Panel: Building, funding, and growing companies in Canada. Does competition law power or hinder innovation?
- Afternoon Panel: Abuse of Dominance v. Unfair Competition – What's the Difference and What does it have to do with Groceries?
- Closing Plenary: A Fireside Chat with Canada's AI Leader

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

- Corporate logo displayed prominently at the beginning of the 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 onsite printed agenda
- Branding on email registration confirmation
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## **NETWORKING BREAK SPONSOR (2 SPONSORSHIPS AVAILABLE)**

**\$2,000**

*Seize the opportunity to connect, network, and recharge with delegates during the networking breaks. Sponsors providing attendees with their much-needed caffeine and snack break not only keep energy levels elevated, but also tend to enjoy an elevated reputation. It's not just about offering refreshments, it's about becoming a memorable part of the networking experience and ensuring your brand is associated with the positive energy that fuels engaging conversations during the break.*

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

- Recognition of the Networking Break sponsor at the end of the session, ahead of the Break
- Onsite signage at sponsored Break featuring the company's brand
- 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
- 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)

## **PROMOTIONAL EMAIL BLAST (3 SPONSORSHIPS AVAILABLE)**

**\$1,000**

*Email messaging promoting the Forum to potential delegates is instrumental in the marketing of this event. Leverage the extensive reach of our email messaging to showcase your sponsorship prominently and leave a lasting impression on the legal community. Elevate your brand with this targeted promotion and position yourself as a key player in the upcoming Forum, reaching a wide and influential audience of 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 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 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



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

**\$750**

*Take this opportunity to stand out before the conference even begins! Feature your brand prominently in the much-anticipated "Know Before You Go" email – a comprehensive roadmap for the onsite event sent to all registered delegates. Your clickable digital banner ad will not only enhance brand visibility, but also provide a direct link to your offerings. Capture the attention of delegates as they prepare for the event, ensuring that your brand becomes an integral part of their pre-conference anticipation and planning. This is your chance to make a lasting impression before delegates even set foot onsite.*

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

## **POST-CONFERENCE EMAIL (EXCLUSIVE SPONSORSHIP)**

**\$500**

*The CBA wants to ensure we are doing our best, and how to become better, from our registrant's perspective. As such, we send a post-conference survey to each registrant's inbox following the live Forum. This email will have the perfect banner advertising space to not only reinforces your brand presence, but also demonstrates your support for the CBA's dedication to delivering an exceptional conference experience.*

### **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

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## SWAG TABLE BRANDED ITEM

**\$500**

*Make your brand an essential part of the conference experience by contributing a branded gift or promotional item to the swag table. More than just a giveaway, this is an opportunity to engage delegates with a creative, interactive, and fun expression of your brand. Ensure your logo is not only seen, but touched and remembered! By providing a standout item, you not only enhance your brand visibility, but also create a positive and lasting association with the conference. Be the talk of the event with a memorable addition to the conference swag for delegates to remember long after the event ends.*

### ***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

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

***Alice An***

***Sales Coordinator, Sponsorship & Partnerships/ Coordonnateur des Ventes, Commandites***

The Canadian Bar Association / L'Association du Barreau Canadien

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