

CBA CRIMINAL JUSTICE CONFERENCE

APRIL 6, 2024 | VANCOUVER, BC

2024 CBA CRIMINAL LAW CONFERENCE

Prosecuting, Defending and Adjudicating Sexual Offences

Saturday, April 6, 2024 | Vancouver, BC | Fairmont Hotel Vancouver

Elevate your brand and make a meaningful impact by sponsoring the highly anticipated 9th Annual CBA Criminal Justice Conference. Join us on April 6th at the prestigious Fairmont Hotel Vancouver in beautiful British Columbia for a day of learning, networking, and empowerment.

This year's conference will delve deep into the intricate and dynamic legal landscape surrounding the prosecution, defense, and adjudication of sexual assault offenses. As a sponsor, your organization will play a crucial role in contributing to the rich professional development programming that explores critical aspects of substantive criminal law. But it's not just about learning, as this conference offers an unparalleled opportunity for networking and building valuable connections within the legal community that can propel your organization forward.

We understand that budget considerations are essential these days, which is why our sponsorship packages start as low as \$500. This affordable investment allows your organization to be associated with this stellar event and showcase your commitment to advancing the field of criminal justice.

Act fast - sponsorship opportunities are limited. Explore this Sponsorship Brochure to see how we can help achieve your organization's goals and objectives. Together, we can make a lasting impact on the criminal justice community!

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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 Opening 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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CLOSING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$7,000

The Closing Reception at the beautiful Fairmont Hotel Vancouver promises to be a. It provides a valuable networking opportunity with attendees, guests, and speakers. As they bid farewell and reflect on a day of enriching learning, you can make a lasting impression by delivering a delegate toast during this exclusive event – an excellent return on investment! Make the most of this exclusive platform to share your insights, connect with the audience, and leave a lasting impression during this dynamic gathering.

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

WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

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

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LUNCHEON SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

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

- 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

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DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

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

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

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HEALTH BREAK SPONSOR (2 SPONSORSHIPS AVAILABLE)

\$3,000

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 Health 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)

PD SESSION SPONSOR (11 SPONSORSHIPS AVAILABLE)

\$2,000

Become an essential cornerstone of the conference by sponsoring one of the eleven cutting-edge Professional Development (PD) Sessions – the very heartbeat of delegate participation. Solidify your role as a key contributor to the educational core of the event, guaranteeing your company's prominence among actively engaged professionals. Your brand will be prominently acknowledged by the session 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.

Sponsorship of a Joint PD Session 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
- 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
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EXHIBITOR DISPLAY TABLE (5 EXPO TABLES AVAILABLE)

\$2,000

Consider this your temporary office space, only instead of a waiting room full of potential clients to speak with, you'll have a conference center full of them! Table-top Expo displays are a cost-effective way opportunity to meet and educate participants one-on-one about your products and services during the conference.

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
- 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

PROMOTIONAL EMAIL BLAST (2 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:

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