

# SPONSORSHIP OPPORTUNITIES CBA IMMIGRATION LAW CONFERENCE

MAY 9-11, 2024 | MONTREAL, QC

## CBA Immigration Law Conference

### *Decrypting Immigration and Refugee Law: Technology, Policy, Process*

May 9-11, 2024 | Le Westin Montreal | Montreal, QC

#### Agenda

Position your organization in front of the hundreds of Immigration, refugee, and citizenship legal professionals attending the CBA Immigration Law Conference this year in Montreal. Be part of the must-attend Canadian immigration event, featuring three days of impactful sessions, luminary speakers, and valuable networking opportunities.

Align your brand with the forward-looking theme, "Decrypting Immigration Law: Technology, Policy, Process," and gain exposure to influential lawyers, judges, public sector specialists, and immigration experts debating and discussing crucial topics such as AI in immigration, policy considerations, LMIA's, and the impacts on the 2SLGBTQ+ community.

With sponsorship starting at just \$500, choose from various affordable options to sponsor PD Sessions, collaborative networking events, or other renowned opportunities to ensure your organization's prominence at the CBA's largest in-person conference. Sponsorship slots are available on a first-come, first-served basis. Don't miss this chance to elevate your brand, increase your organization's reputation, and connect with key influencers in the field of immigration law.

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

**\$17,000**

*The center of attention, your organization will receive unsurpassed value as the conference's exclusive Lead Sponsor. This sponsor will appear in the spotlight for the entire three (3) days of the conference, frequently acknowledged throughout, including regular verbal recognition and plenty of branding opportunities. All eyes will also be on your brand when a representative from your organization is invited to take the stage and welcome delegates at the conference Welcome Remarks.*

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

- Two (2) complimentary conference registrations for sponsor representatives to attend the full conference
- 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)
- Recognition of organization as the Lead Sponsor at the start of **all** PD sessions
- Verbal recognition of the sponsor at the Closing Remarks on Day 3
- Corporate logo displayed prominently during the Welcome, and again at the Closing Remarks
- Opportunity to provide a branded gift at each seat at the Welcome & Introduction
- 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 session registrants

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## **GALA COCKTAIL, DINNER, & ENTERTAINMENT SPONSOR (1 SPONSORSHIP) \$14,000**

*Elevate your brand by sponsoring the pinnacle networking event of the Conference – the Gala Cocktail & Dinner. Join both familiar faces and new acquaintances as they connect and socialize in a themed atmosphere. This year's motif is Masquerade, promising a night filled with intrigue and excitement. The event kicks off with a lively Cocktail Reception featuring a signature cocktail/mocktail and masks, creating an engaging atmosphere. The festivities continue with a lavish dinner. As the Gala Dinner Sponsor, you'll enjoy an exceptional return on investment, including the coveted opportunity to provide a delegate toast. Your brand will be prominently featured throughout the entire Gala, spanning Cocktails, Entertainment, and Dinner. This is a unique opportunity to enhance your brand visibility and engage with key professionals. (Please note: Photo Booth sponsorship is sold separately.) Don't miss out on being a central part of this unforgettable evening!*

### **Sponsorship of this evening 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 to attend the complete conference
- Two (2) complimentary tickets to the Gala Dinner, with sponsor representatives seated at a VIP table
- Prominent signage with corporate logo at the Gala 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
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Gala Dinner Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Gala Dinner Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## **OPENING RECEPTION (EXCLUSIVE SPONSORSHIP) \$9,000**

*The Opening Reception will launch the Conference with a memorable social event set in the Fortification Ballroom at the Westin Hotel. Delegates will gather for cocktails and camaraderie, ensuring an evening that will be discussed for months to come. Enhance your return on investment with the unique opportunity to propose a toast to the delegates, providing an extraordinary chance to impart your brand and message to this coveted audience!*

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

- 2–3-minute speaking opportunity to give a toast at the Opening 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 complete conference
- Two (2) complimentary tickets to the Opening Reception
- Prominent signage with corporate logo at the dining room entrance and inside the dinner venue
- Verbal recognition of the sponsor at the end of the dinner
- Opportunity to provide a branded gift to delegates at the Opening Reception
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Opening Reception Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Opening Reception Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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## **SIMULTANEOUS INTERPRETATION (SI) SPONSOR** (EXCLUSIVE SPONSORSHIP) **\$7,500**

*The sponsor of Simultaneous Interpretation (SI), which will be featured at the major 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** applicable PD sessions offering SI
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## **CLOSING RECEPTION SPONSOR** (EXCLUSIVE SPONSORSHIP) **\$7,500**

*A splendid conclusion to the conference, the Closing Reception at the hotel provides registrants with a final opportunity to gather with both the old friends and the new acquaintances they've connected with throughout the event one last time. Speaking of opportunities, this conference finale will invite the exclusive sponsor an opportunity to raise a toast to the registrants bidding farewell. An amazing return on investment and a great way of leaving a lasting impression of your brand.*

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

- Sponsor representative will have the opportunity to have 2-3 minutes to toast the delegates (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
- Prominent signage with corporate logo at the Reception venue
- Two (2) complimentary tickets for sponsor representatives to attend the Reception
- Verbal recognition and branding of the sponsor at the start of the Reception
- Opportunity to provide a branded gift at Reception tables
- Verbal recognition thanking the sponsor at the end of the Reception
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Farewell Reception 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 (2 SPONSORSHIPS)

**\$6,000**

*The Luncheon offers a prime sponsorship opportunity, featuring a delightful meal and ample networking prospects. All delegates, including speakers and registrants, are cordially invited to partake in this luncheon, ensuring a fulfilling experience and a captivated audience. As an exclusive return on your investment, a representative from your organization will have the privilege to address the audience with a few words during the luncheon.*

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

- Sponsor representative will have the opportunity to have 2-3 minutes to address the delegates (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
- Prominent signage with corporate logo at the luncheon room entrance, and inside the lunch venue
- Two (2) complimentary tickets for sponsor representatives to attend the Luncheon
- Verbal recognition and branding of the sponsor at the start of the Luncheon
- Opportunity to provide a branded gift at each place setting at the Luncheon
- Verbal recognition thanking the sponsor at the end of the Luncheon session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$6,000**

*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:**

- 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
- 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
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## LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$6,000**

*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

## 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:***

- Corporate logo displayed prominently during breakfast on large screen and on buffet tables
- Prominent signage with corporate logo outside the breakfast room entrance, and inside the breakfast venue
- Two (2) complimentary tickets for sponsor representatives to attend the Breakfast
- Opportunity to provide a branded gift at each 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 in the onsite printed agenda
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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 have to interact with your brand. This sponsor will receive prime positioning, with the added opportunity of being authorized to have a representative present to interact with delegates at the Registration area. Make sure you have some water on hand – you'll need it after speaking with all those legal professionals!*

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

- One (1) sponsor representative will have the opportunity to be present at the Registration Desk to greet and answer questions about the sponsor's products and services (must be tactful and registrant initiated)
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Ability for sponsor to have pop-up banners flagging 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 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

## DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$5,000**

*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 shoulders, 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 receive a bag at the registration desk as they enter.*

### **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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## YOUNG LAWYER RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$4,000**

LOCATION: PANGEA

*The late-night networking event is set against the historic backdrop of rue Saint-Paul, the oldest street in Montréal's Old Port, at the renowned Mediterranean Fusion restaurant, Pangea. The Young Lawyer Reception is not just an opportunity for all conference registrants to collaborate and bond over nibbles and cocktails, but also network with the mentors. Regardless of years of practice, all conference registrants are invited to attend, schmooze, and celebrate, fostering connections and camaraderie in a vibrant and historic setting.*

**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 solicited questions from registrants
- Opportunity to bring two (2) pop-up banner signs to flag the venue entrances (sponsor is responsible for production and shipment 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 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 onsite items, such as glow sticks, bracelets, party favours, etc. to increase visibility (sponsor is responsible for production and shipment of these items)

## PHOTO BOOTH SPONSOR AT GALA DINNER (EXCLUSIVE SPONSORSHIP)

**\$4,000**

*The Gala Cocktail and Dinner stand out as the social highlights of this Conference. With this year's theme, Masquerade, delegates will enjoy signature cocktails/mocktails, thematic props, and a delightful dinner. The real fun, however, will take place at the Gala Photo Booth. As attendees pose for their picture, your brand takes center stage in their memories. The memento photo becomes a cherished keepsake featuring the sponsor's logo, ensuring a lasting and impactful branding opportunity. It's not just a moment captured - it's a unique and enduring connection between your brand and the delightful experience of the Conference Gala.*

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

- Prominent signage with corporate logo at the Gala Dinner Photo Booth
- Verbal recognition of the sponsor at the Gala Dinner
- Sponsor logo will be featured on the photos, alongside the CBA logo
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Photo Booth Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Photo Booth Sponsor
- Branding on email registration confirmation
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## 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 three (3) 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 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)

## EXHIBITOR DISPLAY TABLE (LIMITED AVAILABILITY)

**\$2,750**

*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
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## **PLENARY SESSION SPONSOR (4 SPONSORSHIPS AVAILABLE)**

**\$2,500**

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

## **CONCURRENT PD SESSION SPONSOR (MULTIPLE SPONSORSHIPS AVAILABLE)**

**\$2,000**

*Become an essential cornerstone of the conference by sponsoring one of the 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. For a complete list of the 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 onsite printed agenda
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- Branding on post-session survey email sent to all session registrants

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## WELLNESS ACTIVITY SPONSOR (2 SPONSORSHIPS AVAILABLE)

**\$1,500**

*Bring some movement and inner peace to conference delegates as the sponsor of a Wellness Activity Session. Wellness Activities include Yogalates session, as well as a Morning Fun Run. As participants stretch and stay fit, you'll "exercise" some great brand recognition. This is sure to be an OM-azing opportunity!*

### ***Sponsorship of the exclusive yoga sessions will provide the sponsoring company with the following:***

- Verbal recognition from the instructor, thanking the sponsor at the start of the session
- Prominent signage with sponsor logo at the yoga/pilates session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company as the yoga/pilates session 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

## 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 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
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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 in-person conference can expect before arriving onsite. Sent to all registered delegates with detailed information, tips, and scheduled events, your clickable digital banner ad will help 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 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 OPPORTUNITY) \$1,000**

*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 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 online symposium website acknowledging company as a sponsor
- Branding on email 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.). 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

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## **VIRTUAL REGISTRANT REMINDER/ACCESS EMAIL (EXCLUSIVE SPONSORSHIP) \$500**

*A much-anticipated roadmap email delivered right to each virtual registrant's inbox 1-2 business days before each webcast date. This email will serve as an event reminder and include instructions on how registrants can access the programs.*

### ***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

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

**Dana Platias**

*Director, Business Development*

The Canadian Bar Association

(613) 237-2925 ext. 118

[danap@cba.org](mailto:danap@cba.org) | [cba.org](http://cba.org)