

SPONSORSHIP OPPORTUNITIES

CBA INSOLVENCY

LAW CONFERENCE

November 18, 2022

[2022 CBA Insolvency Law Conference](#)

In-Person: Toronto, ON | Virtually Webcasted

November 18, 2022

[Agenda](#) | [Accreditation](#) | [Conference Rates](#) | [Meeting Venue](#) | [Travel](#)

Sponsor the CBA Insolvency Law Conference, in-person November 18th in Toronto, Ontario, and webcast across the country. Don't miss this coveted opportunity to have your brand attached to this prestigious event, including interesting networking and essential educational sessions, including addresses from notable lawyers, trustees, bankers, and a special insider view from a judge's perspective.

Your sponsorship at this event delivers an unsurpassed return on investment, as a variety of cost-effective options will meaningfully showcase your brand and connect you to this group. Sponsorships are limited, book today!

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$10,000

The center of attention, your organization will receive unsurpassed value as the Lead Sponsor. This sponsor will be in the spotlight for the entire event, frequently acknowledged throughout the day, including regular verbal recognition and branding efforts at the Opening and Closing Remarks. All eyes will also be on you when you are invited to take the stage and welcome delegates at the conference opening.

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

- 2–3-minute speaking opportunity to give a greeting at the Opening 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
- Corporate logo displayed prominently during the Opening Remarks message, and again at the Closing Remarks
- Opportunity to provide a branded gift at each seat at the Opening
- Opportunity to include a promotional item on the CBA Swag Table
- Two (2) complimentary conference registrations for sponsor representatives to attend the entire conference
- 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/conference App as the Lead Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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LUNCHEON & AWARD PRESENTATION SPONSOR (EXCLUSIVE SPONSORSHIP) \$7,000

A key networking and nutrition break in a full day of learning, conference luncheons are attended by all participants and presenters, and offer a captive audience. This year's Lunch will include the Lifetime Achievement Award Presentation. To honour your sponsorship and add value to your contribution, a representative from your organization will be allowed a few minutes at the mic to express what this conference or award means to you.

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

- 2–3-minute speaking opportunity to address the delegates at the Luncheon (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 conference registration for sponsor representatives to attend the full conference
- 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/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

THURSDAY NIGHT WELCOME RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP) \$6,500

All work and no fun make for a boring event. This reception will allow conference goers the opportunity to meet one another and connect over some food and beverages before the conference begins the next day. All conference registrants and speakers are invited to attend to make new connections and catch up with familiar faces.

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

- Two (2) complimentary passes to the Thursday Night Reception, allowing representatives on-hand to mix and mingle, or answer any solicited questions from registrants
- Two (2) complimentary conference registration for sponsor representatives to attend the full conference
- Opportunity to bring two (2) pop-up banner signs to flag the venue entrances (sponsor is responsible for production and shipment of signage)
- 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/conference App
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CLOSING COCKTAIL RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,500

As a nice way to cap off the conference, this Closing Cocktail Reception offers registrants the opportunity to share their day of learnings and network with the new friends they have made, in a casual environment. All conference registrants and speakers are invited to attend and celebrate the conference finale.

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

- Two (2) complimentary passes to the Cocktail Reception, allowing representatives on-hand to mix and mingle, or answer any solicited questions from registrants
- Two (2) complimentary conference registration for sponsor representatives to attend the full conference
- 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 whenever the Cocktail Reception is mentioned, including when 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/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

We hope you like hearing and seeing your company name, as your brand will be broadcasted literally everywhere throughout the conference – and even be at everybody's fingertips, as the much sought-after Wi-Fi Sponsor. Everywhere Wi-Fi can be found, in all conference session rooms and common areas, your brand will follow. With star bragging rights as the sponsor enabling delegates the ability to live Tweet, access the Conference App, trade digits, and check their emails, the Wi-Fi sponsor will even 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 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/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 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 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/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 conference long!

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/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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CHARGING STATION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

Delegates will be plugging into your brand, every time they plug in their device. Your company will be charging up delegates' devices throughout the day — and they will come face-to-face with your brand every time they do.

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

- Prominent signage with corporate logo throughout the conference, wherever a charging station is located
- Acknowledgement of your sponsorship by the Conference Chair through the event, when charging station locations are 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 sponsor
- Corporate logo placement in the onsite printed agenda/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

HAND SANITIZER STATION SPONSOR (LIMITED AVAILABILITY)

\$4,000/UNIT

Conferences are a great place to network, and inevitably lead to a lot of handshaking — and germs! Support a healthy and safe environment for attendees by sponsoring branded Hand Sanitizer Stations. Your company will be a beacon of reassurance, with your branded stations dispersed through the conference venue, there anytime anyone needs hand sanitizer. Special messaging is possible, including the addition of your Expo location reminding delegates to stop by your booth to learn more about your services or products.

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

- Prominent signage with corporate logo on the hand sanitization station
- Opportunity to have customizable signage, include the addition of your Expo Booth number (if applicable)
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on conference registration website acknowledging company as a sponsor
- Corporate logo placement in the onsite printed agenda/conference App
- Branding on email registration confirmation
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BREAKFAST SPONSOR (EXCLUSIVE SPONSORSHIP)

\$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 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
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- 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/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

REFRESHMENT BREAK SPONSOR (2 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 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/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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PD SESSION SPONSOR (5 SPONSORSHIPS AVAILABLE)

\$2,000

Professional development sessions are the backbone of the conference and the very essence of delegate attendance. Sponsor one (1) of nine (9) innovative sessions, and have your brand recognized by the session moderator and via signage outside of the room. For complete PD Session topics, please see the [Conference Agenda](#).

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 in the onsite printed agenda/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

DELEGATE BAG SPONSOR

\$2,000

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/conference App
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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. Let us help promote you, with a digital banner ad included in one of our promotional eBlasts going to all 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/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

EXHIBITOR DISPLAY TABLE (LIMITED AVAILABILITY)

\$1,500

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/conference App
- Branding on email registration confirmation
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“KNOW BEFORE YOU GO” EMAIL SPONSOR (EXCLUSIVE SPONSORSHIP) \$1,000

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/conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrant

BANNER ADVERTISEMENT IN CONFERENCE APP (LIMITED AVAILABILITY) \$1,000

The Conference App will be every delegate’s go-to for conference information, sessions, networking, and interactivity - before, after, and during the event. Widely used for notifications, speaker bios and papers, live polling, conference changes, making contacts, and navigating, your ad will be seen over and over again.

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

- Opportunity to provide a custom-designed, digital banner ad to appear to delegates via the app. 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/conference App
- Branding on email registration confirmation
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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

VIRTUAL REGISTRANT REMINDER/ACCESS EMAIL (2 SPONSORSHIPS)

\$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

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

Dana Platias

Director, Business Development / Directrice, prospection

The Canadian Bar Association / L'Association du Barreau Canadien

(613) 237-2925 ext. 118 | (800) 267-8860

danap@cba.org | cba.org