

SPONSORSHIP OPPORTUNITIES

CBA INSOLVENCY

LAW CONFERENCE

OCTOBER 17-18, 2024

CBA Insolvency Law Conference

October 17-18, 2024 | Banff, AB | Fairmont Banff Springs

UNLOCK UNMATCHED EXPOSURE AT THE 18TH ANNUAL CBA INSOLVENCY LAW CONFERENCE!

Join us in celebrating 18 years of excellence at the prestigious CBA Insolvency Law Conference, held at the iconic Fairmont Banff Springs hotel on October 17th and 18th. This is your opportunity to showcase your brand to an elite audience of judges, lawyers, trustees, and bankers. Secure your exclusive sponsorship today and position your organization at the forefront of the Insolvency Law community.

Gain unparalleled visibility by sponsoring one of our expert Sessions. Align your brand with cutting-edge discussions on the latest in insolvency law, including litigation trends in commercial courts, the rare Supreme Court cases, the recent rise of RVOs, and popular sessions like the Cross-Canada Update and Judges' Hot Topic discussions. There will also be options to maximize your impact by sponsoring a coveted networking event. Choose from Breaks, Breakfast, or even Networking Receptions that will offer prime opportunities to reconnect lawyers with colleagues, friends, and YOU!

Sponsorship opportunities are limited and in high demand. Don't miss out on this exclusive chance to elevate your brand. Secure your sponsorship today and ensure your presence at the pinnacle Insolvency Law event of the year!

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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 both days, 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 address the delegates (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
- Two (2) complimentary conference registrations for sponsor representatives to attend the entire conference— names of representatives to be provided upon confirmation to secure registrations in the event of a sell out
- Two (2) complimentary tickets for sponsor representatives to attend the Closing Reception- please provide names of representatives upon confirming sponsorship
- 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
- Top branding on conference registration website with website link, showcasing company as Lead Sponsor
- Prominent positioning of your corporate logo on the online agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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OPENING RECEPTION (EXCLUSIVE SPONSORSHIP)

\$7,000

The Opening Reception will launch the Conference with a memorable social event set at the beautiful Fairmont Banff Springs hotel. Delegates will gather for cocktails and camaraderie, ensuring an evening that will be talked about 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 entire conference—names of representatives to be provided upon confirmation to secure registrations in the event of a sell out
- Two (2) complimentary tickets for sponsor representatives to attend the Opening Reception- please provide names of representatives upon confirming sponsorship to secure tickets
- Prominent signage with corporate logo at the Opening Reception
- 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

CLOSING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

This grand finale of the conference promises to be a memorable reception, filled with celebration, networking, and unparalleled exposure for our valued sponsor. A wonderful way to bid adieu, this Closing Reception offers registrants one last time to network with their colleagues before exploring the historic city or heading home. 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:

- One (1) complimentary conference registration for sponsor representative to attend the full conference—name of representative to be provided upon confirmation to secure registration in the event of a sell out
- Two (2) complimentary tickets for sponsor representatives to attend the Closing Reception- please provide names of representatives upon confirming sponsorship
- Verbal recognition of the sponsor whenever the Closing Reception is mentioned, including when delegates are reminded of the event
- Prominent signage with corporate logo at the Closing Reception
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the online agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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BREAKFAST SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

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:

- One (1) complimentary conference registration for sponsor representatives to attend the full conference— name of representative to be provided upon confirmation to secure registration in the event of a sell out
- Two (2) complimentary tickets for sponsor representatives to attend the Breakfast – names to be provided upon sponsorship confirmation to secure spots
- Corporate logo displayed prominently during the breakfast
- Prominent signage with corporate logo outside the breakfast room entrance, and inside the breakfast venue
- Opportunity to provide a branded gift at each 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 online 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:

- One (1) complimentary conference registration for sponsor representatives to attend the full conference— name of representative to be provided upon confirmation to secure registration in the event of a sell out
- 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
- Branding on post-session survey email sent to all session registrants

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REGISTRATION DESK SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

The Registration Desk is the first stop for all conference attendees, VIPs, and speakers meaning everyone will be interacting with your brand. This sponsor will receive prime positioning, with the added opportunity of being authorized to have a representative present to interact with delegates at the Registration area. Make sure you have some water on hand – you'll need it after speaking with all those legal professionals!

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

- One (1) sponsor representative will have the opportunity to be present at the Registration Desk to greet and answer questions about the sponsor's products and services (must be tactful and registrant initiated)
- 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 online Agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session 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 offered sponsor's branded lanyard with their badge upon registration
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the online Agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- The CBA will have final approval of the design of the lanyard. Sponsor will be responsible for the production and shipping costs

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DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

Conferences are all about the swag, and delegates will be needing a place to carry their goodies - that's where you come in. Be in the minds, and in the hands, of all attendees by providing the branded delegate bags. This sponsorship allows you to brand all the bags with your logo and share corporate materials with all attending delegates. Each person will have the option to take a bag at the Swag Table and fill it with goodies throughout the day.

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

- Opportunity to provide one (1) branded bag with company logo for each delegate and speaker. Design is subject to CBA approval. Sponsor is responsible for the production and shipment of bags.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the online agenda
- 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 relax, 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 online 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)

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PD SESSION SPONSOR (5 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 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 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 online 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 conference can expect before arriving onsite. Sent to all registered delegates with detailed information, tips, and scheduled events, your clickable digital banner ad will ensure your brand stand out.

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

- Opportunity to provide a custom-designed, digital banner ad to be placed in this final delegate email. Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission to be provided by the CBA
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

POST-CONFERENCE SURVEY EMAIL (EXCLUSIVE OPPORTUNITY)

\$1,000

The CBA wants to ensure we are always doing our best, and what we can do to become better, from our registrant’s perspective. As such, the CBA sends a post-conference survey to each registrant’s inbox following the live webcast date. This email will have the perfect banner advertising space for you to showcase your brand.

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

- Full colour digital banner advertisement inserted into the email, with the option to include a trackable URL. Digital artwork size for sponsor to supply is 600x125 pixels, in high-res PNG or JPEG file. All banners are subject to CBA approval.
- Branding on conference website acknowledging company as a sponsor
- Branding on delegate registration confirmation
- Branding on post-session survey email sent to all session registrants

SWAG TABLE BRANDED ITEM

\$500

A conference just wouldn’t be a conference without the swag! Get your brand (literally) into the hands of conference delegates by providing a branded gift or promotional item for the conference swag table. The more creative, interactive, or fun the better!

Sponsorship will provide the company with the following:

- Opportunity for company to provide delegates with one (1) promotional item each at the conference swag table (could be a way of providing delegates with information about your business or services or branded items such as pens, mints, mugs, charging devices, etc.)
- sponsor is responsible for the production and shipment costs of items, and must adhere to timelines set out by the CBA to be included
- Branding on conference registration website acknowledging company as a sponsor

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

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