

SPONSORSHIP OPPORTUNITIES

CBA INTELLECTUAL PROPERTY ONLINE SYMPOSIUM

JUNE 2 & 9, 2022

TECHNOLOGY PLATFORM SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,500

JUNE 2 + JUNE 9, 2022

Taking on a leadership role as the Lead Platform (Zoom Webinar) Sponsor, your organization will receive acknowledgement during both days of the online symposium, June 2 and 9.

Sponsorship of the platform will provide the sponsoring company with the following:

- 2-3 minute speaking opportunity or pre-recorded video on the first day of the symposium, June 2, during the PD Session (message must be in line with conference theme and subject to approval by CBA)
- Sponsor message preserved as part of the on-demand recording available for review and resale following the live webcast at that session
- Corporate logo displayed prominently during sponsor message
- Recognition of the sponsor by the CBA or the Moderator on the second day of the symposium, June 9, during the PD Session
- 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

KEYNOTE SESSION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$3,500

LEVELING THE PLAYING FIELD, FEATURING KEYNOTE SPEAKER: MOYA TEKLU

JUNE 2, 2022 (2:00 – 3:30 PM ET)

Keynote professional development sessions are the core of any online event. Your participation as the Keynote PD Session sponsor will showcase your support of this program, while giving you an interactive opportunity to promote your company and services during this exclusive session.

Sponsorship will provide the sponsoring company with the following:

- 2-3 minute speaking opportunity or pre-recorded video at the beginning of the Keynote PD session (must be in line with conference theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- Recognition by the Moderator at beginning and end of the session
- Branding on online symposium website acknowledging company as a sponsor
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PD SESSION SPONSOR (EXCLUSIVE SPONSORSHIP AVAILABLE)

\$2,000

Professional development sessions are the core of any online symposium. Your participation as a PD session sponsor will showcase your support of this program, while giving you an interactive opportunity to promote your company and services during an exclusive PD session.

Sponsorship will provide the sponsoring company with the following:

- 2-3 minute speaking opportunity or pre-recorded video at the beginning of the selected PD session (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- Sponsor message preserved as part of the on-demand recording available for review and resale following the live webcast
- Recognition by the Moderator at beginning and end of the session
- 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

BREAK SPONSOR (2 SPONSORSHIPS AVAILABLE)

\$1,500

At the conclusion of each session, the Break Sponsor will have the opportunity to openly communicate with delegates at the start of a 30-minute break before they prepare to connect to the next session. Sponsorship engagement may include video, slides, polls, links and/or audio.

Sponsorship will provide the sponsoring company with the following:

- 1-2 minute speaking opportunity or pre-recorded video at the beginning of the break (must be in line with conference theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- Recognition by the Online Coordinator before and after sponsor message
- 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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REMINDER/ACCESS EMAIL (2 SPONSORSHIPS AVAILABLE)

\$500

A much-anticipated roadmap email delivered right to each registrant's inbox 1-2 business days prior to 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 of Business Development, The Canadian Bar Association

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

danap@cba.org | cba.org