

SPONSORSHIP OPPORTUNITIES

CBA IP DAY

CBA INTELLECTUAL PROPERTY SECTION

APRIL 27, 2023

CBA IP DAY

APRIL 27, 2023

Wednesday, April 26, 2023 | Ottawa, ON | Fairmont Château Laurier

The CBA IP Day returns this spring, back in person on April 26 at the beautiful Fairmont Château Laurier in Ottawa, Ontario. Sponsor what has become *the* premier networking, educational, and social event for Canadian intellectual property litigators across the country. Join us to have your brand seen by a diverse background of bench and bar, with unmatched sponsorship opportunities to be had. Sponsorship is extremely limited, so reserve yours today!

.....

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$10,000

The center of attention, your organization will receive unsurpassed value as the conference's exclusive Lead Sponsor. This sponsor will be in the spotlight for the entire day of the conference, frequently acknowledged throughout, including regular verbal recognition at all PD Sessions. All eyes will also be on you when a representative from your organization is invited to take the stage and welcome delegates at the Opening Remarks.

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 the 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
- Corporate logo displayed prominently during the Opening Remarks
- Opportunity to provide a branded gift at each seat at the Opening Remarks
- Recognition of organization as the Lead Sponsor at the Closing 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 digital agenda as the Lead Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

APRIL 27, 2023

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 everywhere throughout the conference – and be 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, access conference documents, 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 digital agenda
- 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 day 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 digital 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

APRIL 27, 2023

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)
- 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 digital agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

MENTORING BREAKFAST SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

The Mentoring Breakfast will provide delegates within their first 10 years of call a unique experience to join speakers and senior members of the bar for small-group, round-table breakfast discussion. A truly exceptional experience for all of those participating.

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

- Prominent signage with corporate logo at the breakfast room venue
- Two (2) complimentary tickets for sponsor representatives to attend the Breakfast
- Verbal recognition and branding of the sponsor at the start of the Breakfast
- Opportunity to provide a branded gift at each place setting at the Breakfast
- 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 digital agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

APRIL 27, 2023

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 on 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 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 digital agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

NETWORKING BREAK SPONSOR (3 SPONSORSHIPS AVAILABLE)

\$3,000

Networking breaks are a wonderful way for delegates to connect 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 Networking Break is displayed at the end of the session, ahead of the Break
- Onsite signage at sponsored refreshment 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 digital 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)

APRIL 27, 2023

PD SESSION SPONSOR (4 SPONSORSHIPS AVAILABLE)

\$2,000

The actual sessions are the backbone of any conference, and the very essence of delegate attendance. Sponsor one of three Professional Development (PD) sessions, or a special EDI Session, and have your brand recognized by the session moderator and via branding during the session. For 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 your Session
- Verbal recognition from the session Moderator, thanking sponsor
- Prominent signage with corporate logo outside of the 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 digital agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

PROMOTIONAL EMAIL BLAST (EXCLUSIVE SPONSORSHIP)

\$1,500

Email messaging promoting the Conference and its content to potential delegates is instrumental in the marketing of this event. Promote your brand with a high-profile digital banner ad in one of our promotional eBlasts.

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 digital agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

APRIL 27, 2023

“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 registration website acknowledging company
- Corporate logo placement in the digital agenda
- 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

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

Virtual registrants will need instructions on how to access the conference online. This access email, which will also serve as a reminder of the event, will be delivered to each virtual registrant's inbox 1-2 business days before each webcast date.

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

APRIL 27, 2023

POST-CONFERENCE SURVEY EMAIL (EXCLUSIVE OPPORTUNITY)

\$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 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

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

Nizar Ghalbane

Sales Coordinator, Sponsorship & Partnerships

The Canadian Bar Association

(613) 237-2925 ext. 120

nizarg@cba.org | cba.org