

# CBA IP DAY

## MAY 30, 2024 | OTTAWA, ON

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### SPONSORSHIP OPPORTUNITIES

#### **CBA IP Day**

*Presented by the CBA Intellectual Property Section*

**Thursday, May 30, 2024 | Ottawa, ON**

The CBA IP Day returns to the nation's capital on May 30 at the Delta Hotels Ottawa City Centre. Sponsor what has become *the* premier networking, educational, and social event for Canadian intellectual property lawyers across the country. With unmatched sponsorship opportunities to be had, you won't want to miss this unique opportunity where members of the bench, regulators, and bar engage in an open exchange of ideas and debate. Don't miss out on this prime opportunity to shine at the forefront of Canadian intellectual property law. Sponsorship is limited, so act now to secure your spot.

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#### **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 and branding efforts from start to finish. As a special highlight, a representative from your organization will be invited to take the stage, greeting delegates at the end of the sessions, preceding the evening's Cocktail Receptions and Dinner. This unique opportunity allows you to directly engage with the audience, further solidifying your organization's leadership position and creating a memorable impression.*

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

- 2–3-minute speaking opportunity to provide some words about what this conference means to your organization (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
- Verbal recognition of the sponsor at the Start and End of the Conference
- Corporate logo displayed prominently during the beginning and end of the Conference
- Opportunity to provide a branded gift to each delegate
- 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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#### **SIMULTANEOUS INTERPRETATION (SI) SPONSOR** (EXCLUSIVE SPONSORSHIP) **\$7,000**

*The sponsor of Simultaneous Interpretation (SI), which will be featured at all 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** 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

#### **WI-FI SPONSOR** (EXCLUSIVE SPONSORSHIP) **\$6,000**

*We hope you like your company 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, 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, 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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### SPONSORSHIP OPPORTUNITIES

#### **LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$5,000**

*Boost your brand visibility to unprecedented levels with the Lanyard sponsorship opportunity. 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

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

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### SPONSORSHIP OPPORTUNITIES

#### **MENTORING & NETWORKING BREAKFAST SPONSOR (EXCLUSIVE SPONSORSHIP) \$5,000**

*The Mentoring and Networking Breakfast will provide delegates a unique experience to join speakers and senior members of the bar for small-group, round-table breakfast discussion. This event promises to be a truly exceptional experience for all of those participating, and an especially wonderful spotlight for this exclusive sponsor.*

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

#### **NETWORKING LUNCH SPONSOR (EXCLUSIVE SPONSORSHIP) \$5,000**

*Seize a prime opportunity to elevate your brand! As the Sponsor of the Networking Lunch, you gain exclusive access to not only nourish attendees, but also position your brand at the forefront of their minds. Your brand will take center stage when the Lunch is mentioned, as well as on all lunch signage, providing you're an invaluable exposure. Enjoy a unique chance to network with attendees in this relaxed setting. Don't let this exceptional sponsorship opportunity pass you by – make a lasting impression and forge meaningful connections.*

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

- Prominent corporate branding at the lunch venue
- 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
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## SPONSORSHIP OPPORTUNITIES

### DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$4,000**

*Conferences are all about the swag, and delegates will need a place to carry their goodies - that's where you come in. Your brand will not only be emblazoned on every bag, but also ingrained in the minds and on the shoulders of all attendees. This sponsorship is your ticket to reaching a captive audience, as your logo becomes an integral part of their conference experience, ensuring lasting visibility and positive associations with your brand throughout the event.*

**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

### NETWORKING BREAK SPONSOR (2 SPONSORSHIPS AVAILABLE)

**\$3,000**

*Networking breaks serve as a fantastic opportunity for delegates to connect and rejuvenate during the conference. Sponsors associated with offering delegates their coffee and snack fix not only contribute to the positive atmosphere but are also highly favored among attendees.*

**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 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)

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### SPONSORSHIP OPPORTUNITIES

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

**\$2,000**

*The 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 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**

*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 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 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

#### **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

#### **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

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## SPONSORSHIP OPPORTUNITIES

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

**Dana Platias**

*Director, Business Development*

The Canadian Bar Association

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