



# 45th Annual CLA Fall Conference

## 2017 Sponsorship & Exhibitor Package

October 27-28, 2017

Toronto Eaton Centre Marriott, 525 Bay Street, Toronto

The Annual Criminal Lawyers' Association Fall Conference is Canada's largest criminal law conference, attracting more than 700 defence lawyers, members of the judiciary, educators, reporters and other prominent guests from across Canada.

There are various levels of sponsorship from which to choose. Please note that Platinum, Gold, Silver and Bronze sponsors are all considered full conference sponsors, but will also have the additional benefit of being the MAIN sponsor for a specific function of the Fall Conference.

Funds collected from sponsorships allow the association to lower the registration fees for members while enhancing the event experience for all those in attendance.

### **Interested in a customized sponsorship package?**

Please contact John Chagnon at 416-214-9875 or by email at [john@funnel.ca](mailto:john@funnel.ca).

### **Available Sponsorship Opportunities**

- Platinum Level Sponsor (1) • \$10,000
- Gold Level Sponsor (1) • \$7,000
- Silver Level Sponsor (1) • \$5,000
- Bronze Level Sponsor (2) • \$2,500

### **Available Support Opportunities**

- \$500 to \$1,500

*Sponsorship support for the ENTIRE Fall Conference AND Recent Call Conference.*

- \$250 to \$499

*Sponsorship support to the Fall Conference (including the hospitality Suite and Friday social).*

- \$50 to \$249

*Sponsorship support to the Women in Criminal Law dinner.*

### **Available Exhibitor Opportunities**

15 spaces available • \$1,130 each (includes HST)



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## *Sponsorship Opportunities*

### **Platinum Level Sponsor (1) • \$10,000 value**

This lead opportunity is to sponsor the Advocacy Lecture Luncheon scheduled for Friday, October 27, 2017, 1 to 2:30 p.m. This luncheon is one of the main highlights of the Fall Conference. Attendees will include members of the defence bar and judiciary, educators, reporters and other prominent guests. More than 400 attendees will be in attendance at this special event.

#### **Privileges include:**

- Company logo located on the cover of the 2017 Fall Conference promotional brochure.
- Company logo placed on [www.criminallawyers.ca](http://www.criminallawyers.ca), linked to sponsor website plus included in email promotions of the conference to more than 3,000 legal professionals.
- One customized email to be sent to all Conference attendees and CLA contacts (more than 3,000). Following a set template, the sponsor would provide the content to the CLA to be emailed either shortly before or after the conference.
- Logo and name prominently displayed in Conference Materials.
- Full page sponsor advertisement (sponsor to provide) in Conference Materials.
- Marketing brochures (supplied by sponsor) located on check-in desk for conference for all attendees to grab.
- One (1) free trade show/exhibitor booth (valued at \$1,130).
- Photograph of sponsor representative receiving certificate of recognition to be published in the Association's publication, *For the Defence*.
- Special signs bearing your company logo placed at the entrances to luncheon.
- Signs (provided by the sponsor) placed on all food tables and on presentation stage.
- Verbal acknowledgement at the luncheon.
- Two (2) complimentary Friday luncheon tickets.
- Four (4) complimentary tickets to each of the Thursday night hospitality suite and Friday evening social.
- One (1) free conference registration. Sponsor to provide name of registrant five (5) days prior to conference launch.
- **NEW!** 10% off conference registration fee for any company/firm/publisher attendee

### **Gold Level Sponsor (1) • \$7,000 value**

One special sponsor will have the privilege of sponsoring our Saturday luncheon featuring the presentation of the G. Arthur Martin Criminal Justice Award. With attendance by more than 400 members of the legal community, this opportunity offers many privileges. The luncheon is being held on Saturday, October 28, 2017 from 1 to 3 p.m.

#### **Privileges include:**

- Company logo located on the cover of the 2017 Fall Conference promotional brochure.
- Company logo placed on [www.criminallawyers.ca](http://www.criminallawyers.ca), linked to sponsor website plus included in email promotions of the conference to more than 3,000 legal professionals.
- Logo and name prominently displayed in Conference Materials (provided to all attendees).
- Marketing brochures (to be supplied by sponsor) located on check-in desk for conference for all attendees to grab.
- Photograph of sponsor representative receiving certificate of recognition to be published in the Association's publication, *For the Defence*.
- Special signs bearing your company logo placed at the entrances to luncheon.
- Signage at the speaker podium.
- Signs (provided by the sponsor) placed at all tables.
- Verbal acknowledgement at the luncheon.
- One (1) complimentary luncheon ticket - special seating for representative at the head table.
- Two (2) complimentary tickets to each of the Thursday night hospitality suite and Friday night social.
- **NEW!** 10% off conference registration fee for any company/firm/publisher attendees.



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## *Sponsorship Opportunities con't*

### **Silver Level Sponsor (1) • \$5,000 value**

Fall Conference Social – Friday, October 27, 5:30 to 7 p.m. One special sponsor will have the privilege of sponsoring the official conference social event, expected to attract up to 450 attendees.

#### **Privileges include:**

- Company logo located on the front cover of the 2017 Fall Conference promotional brochure.
- Company logo placed on [www.criminallawyers.ca](http://www.criminallawyers.ca), linked to sponsor website plus included in email promotions of the conference to more than 3,000 legal professionals.
- Logo and name prominently displayed in Conference Materials (provided to all attendees).
- Special signs bearing your name and logo placed in the social space.
- Five (5) free passes to this social.
- **NEW!** 10% off conference registration fee for any company/firm/publisher attendees.

### **Bronze Level Sponsor (2) • \$2,500 value**

Women in Criminal Law Dinner – Thursday, October 26, 7 to 10 p.m. One special sponsor will have the privilege of sponsoring our Women in Criminal Law Dinner, and generally attracts up to 100 female attendees.

#### **Privileges include:**

- Company logo located on the front of the 2017 Fall Conference promotional brochure.
- Company logo placed on [www.criminallawyers.ca](http://www.criminallawyers.ca), linked to sponsor website plus included in email promotions of the conference to more than 3,000 legal professionals.
- Logo and name prominently displayed in Conference Materials (provided to all attendees electronically).
- Special signs bearing your name and logo placed at the dinner entrances.
- Two (2) free passes to this dinner. Attendees must be female.
- Verbal recognition at event.

### **Bronze Level Sponsor (2) • \$2,500 value**

Conference Hospitality Suite – Thursday, October 26, 7 to 10 p.m. One sponsor will have the privilege of sponsoring our Hospitality Suite and generally attracts up to 100 attendees.

#### **Privileges include:**

- Company logo located on the front of the 2017 Fall Conference promotional brochure.
- Company logo placed on [www.criminallawyers.ca](http://www.criminallawyers.ca), linked to sponsor website plus included in email promotions of the conference to more than 3,000 legal professionals
- Logo and name prominently displayed in Conference Materials (provided to all attendees electronically).
- Special signs bearing your name and logo placed at the Hospitality Suite entrances.
- Two (2) free passes to attend the Hospitality Suite.
- Verbal recognition at event.

### **Support Opportunity: Law Firm and Individual • \$50 to \$1,500 value**

Show your support for the criminal law profession and for the voice of criminal law. Firm or name(s) recognition will be included in the Conference program, online and on a poster situated in the networking areas.

#### **Options are:**

- \$500 to \$1,500 – sponsorship support for the ENTIRE Fall Conference (October 27-28) AND Recent Call Conference (October 26).
- \$250 to \$499 – sponsorship support to the Fall Conference (including the hospitality Suite and Friday social).
- \$50 to \$249 – sponsorship support to the Women in Criminal Law dinner.



# 45th Annual CLA Fall Conference

October 27-28, 2017, Toronto Eaton Centre Marriott, 525 Bay Street, Toronto

## 2017 Sponsorship & Support Form

Thank you for sponsoring, or supporting, the Criminal Lawyers' Association's 45th Annual Fall Conference and/or 3rd Annual Recent Call Conference. More than 700 criminal defence practitioners, articling students, law students and legal professionals are expected to attend. A complete listing of sponsor and supporting benefits are included in the Sponsorship information package. This form is to confirm your level of sponsorship/support for 2017. Please direct any questions and/or comments to John Chagnon in the CLA's office at 416-214-9875.

**Please return this completed form along with payment information to the CLA office.**

Firm/Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Please indicate at what level of Sponsorship or Support you would like to confirm:**

<input type="checkbox"/> <b>Platinum Level Sponsorship (one available)</b>	<b>\$10,000.00</b>
<input type="checkbox"/> <b>Gold Level Sponsorship (one available)</b>	<b>\$7,000.00</b>
<input type="checkbox"/> <b>Silver Level Sponsorship (one available)</b>	<b>\$5,000.00</b>
<input type="checkbox"/> <b>Bronze Level Sponsorship (two available)</b>	<b>\$2,500.00</b>
<input type="checkbox"/> Fall & Recent Call Conferences Support: <b>Amount \$</b> _____	\$500 to \$1,500.00
<input type="checkbox"/> Fall Conference & Social Support: <b>Amount \$</b> _____	\$250 to \$499.00
<input type="checkbox"/> Women in Criminal Law Dinner Support <b>Amount \$</b> _____	\$50 to \$249.00

Payment will be made by:  VISA  MasterCard  Cheque (payable to the Criminal Lawyers' Association)

Card#: \_\_\_\_\_

Expiry: \_\_\_\_\_

Card holder's name: \_\_\_\_\_

**Please note: To ensure your firm is acknowledged in the conference materials, payment must be received by October 20, 2017.**

If paying by cheque, please mail to: 189 Queen Street East, Suite 1, Toronto, ON M5A 1S2.



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October 27-28, 2017

Toronto Eaton Centre Marriott

525 Bay Street, Toronto

## 2017 Exhibitor Information & Confirmation Form

### EXHIBITOR INFORMATION

- More than 700 criminal defence practitioners, articling students, law students and legal professionals are expected to attend.
- The exhibitor space will be in the Ballroom Foyer – where all coffee breaks and Friday's cocktail reception will be held.
- A listing of exhibitors, with a map with the placement of each, will be included in the Conference Materials.
- Email confirmations sent to all conference attendees will list confirmed exhibitors. The CLA website will also include a listing of confirmed exhibitors.
- Food & beverages provided during scheduled CLA breaks are open to exhibitor staff to enjoy. Food circulated during the Friday social is also open to exhibitor staff to consume, but beverages will be at the expense of individuals (cash bar). Actual conference registration and luncheon attendance are NOT included with Exhibitor fee, but may be purchased separately.
- Space allocations will be available by mid-October. Each exhibitor will be contacted with space allocation details and shipping instructions closer to the conference date.
- We will provide a six-foot table, two chairs and an electrical outlet for your use.
- We will print exhibitor staff name badges IF names are provided to the CLA office at least 48 hours in advance of the conference.
- Set-up time will begin at 6:30 a.m., Friday, October 27, 2017.
- Take-down time will end at 5 p.m., Saturday, October 28, 2017.
- Security personnel will be on duty between 7 p.m., Friday, October 27 and 8 a.m., Saturday, October 28; however, the CLA is not responsible for any lost or damaged items.
- Wifi is included. However, exhibitors requiring telephone or hardwired highspeed lines will need to make arrangements directly with the hotel banquet office. Any additional fees for telephone/internet are to be paid directly to the hotel. Please arrange with Elke Smith at the Marriott who can be reached at 416-204-9082.

### EXHIBITOR CONFIRMATION FORM

**Mail, fax or email back to:** Criminal Lawyers' Association, 189 Queen St E, Suite 1, Toronto, ON M5A 1S2

Fax: 416-968-6818 Tel: 416-214-9875 anthony@criminallawyers.ca

**Exhibitor Fee - \$1,130 each** (HST included) CLA's HST Registration # 130853088

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ Website: \_\_\_\_\_

E-mail: \_\_\_\_\_

Product description: \_\_\_\_\_

Payment will be made by:  VISA  MasterCard  Cheque (payable to the Criminal Lawyers' Association)

Card Number: \_\_\_\_\_ Expiry date: \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_