



CANADIAN  
**DEFENCE**  
LAWYERS

**SPONSORSHIP**

BROCHURE  
2018-2019

OPPORTUNITY | VISIBILITY | INFLUENCE



## OPPORTUNITY | VISIBILITY | INFLUENCE

At Canadian Defence Lawyers we value our partnership with sponsors. Sponsorship allows us to maintain and expand our membership services.

We offer your company access to a targeted segment of the legal market and the insurance community. Our membership is drawn from those practicing civil defence work or those involved in files of that nature. We have over 1300 members nation-wide with the greatest concentrations in Ontario and BC. We organize continuing legal education seminars across Canada through in-person, audio and webcast channels. We also have an active social presence.

All our Continuing Legal Education is open to non-members.

At CDL events you can participate at various budget levels: each comes with a range of benefits that will help you meet your marketing goals.

### **BENEFITS**

Overall benefits you will receive include:

- ❖ On-Site signage with company logo
- ❖ Verbal acknowledgement by program chair
- ❖ Opportunities to bring your brand to a broad cross section of our members at all levels of experience and expertise
- ❖ At CDL events you will meet civil defence lawyers as well as claims examiners, adjusters, and risk managers. Participating at CDL events will give you a chance to see your existing clients and meet potential new ones.

We invite you to be a part of our community of members united in professional activities.



## OPPORTUNITIES

Here is a list of current sponsorship opportunities at CDL. If you don't see something that suits you or your budget we'll work with you to create a custom package. Contact Randi Glass, Executive Director at [randi@cdlawyers.org](mailto:randi@cdlawyers.org) or 416.340.9859

### **Exhibitor \$950 - *\*Best Value***

Standard display table with two chairs. Promotional materials in participant totes. Verbal recognition from podium. Logo on signage and on the background slideshow.

### **Breakfast \$1200 - Exclusive**

Logo on individual sign in the breakfast area and on an individual slide on background slideshow. Standard display table with two chairs. Your promotional materials in participant totes. Verbal recognition from podium.

### **Refreshment Breaks \$750**

Logo on individual sign in the break area and on an individual slide on background slideshow. Your promotional materials in participant totes. Verbal recognition from podium.

### **Lunch \$2500 - Exclusive**

Logo on individual sign in the lunch area and on an individual slide on background slideshow. Standard display table with two chairs. Your promotional materials in participant totes. Verbal recognition from podium.

### **Audio Conference \$300 - Exclusive**

Logo on all promotional items distributed to participants. One complimentary registration. Verbal acknowledgement during conference. Your e-marketing literature included in conference materials.

### **Tote Stuffer \$485**

Your promotional materials inserted in the tote bags distributed to participants. Logo on signage and on the background slideshow.

### **Totes \$1900 - Exclusive**

Standard display table with two chairs. Your totes inserted with yours, CDL and other sponsor marketing materials distributed to participants instead of CDL totes. Logo on signage and on the background slideshow. Verbal recognition from podium.

### **Networking Reception \$2000**

Logo on individual sign in reception area and on an individual slide on background slideshow. Standard display table with two chairs. Your promotional materials in participant totes. Verbal recognition from podium.

### **Half Day Conferences \$500**

Standard display table with two chairs. Promotional materials in participant totes. Logo on signage and verbal recognition during seminar.

### **Hearsay Online Newsletter \$500** per quarterly issue

Your logo with hyperlink on page.

# SPONSORSHIP ENROLLMENT FORM



Event Name \_\_\_\_\_ Date \_\_\_\_\_

Sponsorship Type \_\_\_\_\_ Price \_\_\_\_\_

*Please submit one form per event.*

Company Name \_\_\_\_\_

Company Contact \_\_\_\_\_

Address \_\_\_\_\_

City/Province/Postal: \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Web Address \_\_\_\_\_

We will participate in the Exhibitor Raffle

## CDL EXPECTS SPONSORS TO BE IN COMPLIANCE WITH CASL

### PAYMENT INFORMATION

Please make cheques payable to Canadian Defence Lawyers.

Amex  MC  Visa

**CARD NUMBER** \_\_\_\_\_

**Cardholder** \_\_\_\_\_ **Exp** \_\_\_\_\_ **CCV:** \_\_\_\_\_

**Signature** \_\_\_\_\_



### **The Fine Print**

CDL strives to offer the highest quality CLE by encouraging conference Chairs to invite the best and most appropriate speaker on any topic, being mindful of regional representation and diversity. Those speakers may be non-lawyers. Where possible, when selecting a non-lawyer speaker, a Chair may invite someone who has contributed to CDL as a sponsor. However sponsorship does not imply nor guarantee a speaker slot. To avoid the impression of endorsement by CDL, sponsored events generally require a minimum of 3 sponsors. Speaker's firms are not excluded from sponsorship as long as they are not the sole sponsor of the program.

Sponsors at all levels are advised that in exchange for sponsorship, and except as noted, there is no exclusivity (i.e. there may be competitors at the same event). Every effort will be made to place exhibitors at a reasonable distance from direct competitors. Consideration will be given to expressed preferences. CDL reserves the final decision in table assignments subject to venue limitations. Sponsors will receive a conference agenda & attendee list at the event.