

SPONSOR & EXHIBITOR PROSPECTUS



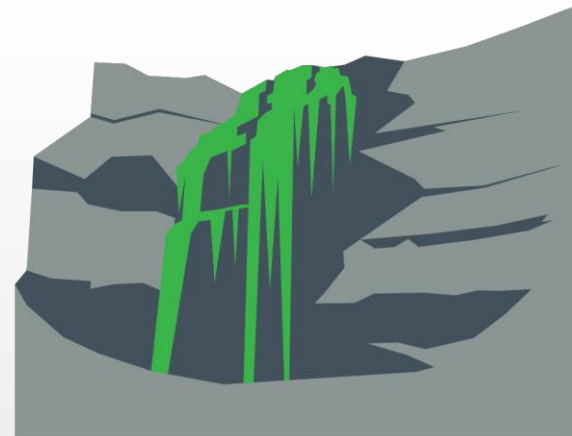
Canadian Association of Law Libraries
(CALL)

Association canadienne des bibliothèques
de droit (ACBD)

CALL | ACBD

HAMILTON 2020

May 24 - 27 mai



Revival | Rebirth | Re-invention

Renouveau | Renaissance | Réinvention

WHY SPONSOR?

The Annual CALL/ACBD Conference brings together upwards of 250 legal information professionals from across Canada and beyond, for a 4-day professional development and networking experience. Our conference is highlighted by our spectacular vendor showcase featuring exhibitors from around the world who come to showcase their new, innovative products and solutions for Private Law Firms, Law Society, Government, Academic and Corporate Law libraries.

The 2020 conference is being held at the Hamilton Convention Centre. This unique and eye-catching building has become a landmark in the bustling downtown core and has built a strong reputation in the surrounding community. In 2013, the facility was rejuvenated with over one million dollars in renovations and, under the new leadership of Carmen's Group, has become one of Ontario's most prominent event and hospitality destinations.

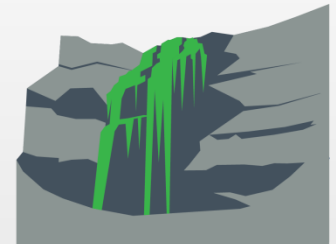
Hamilton is widely renowned for its rich history, breathtaking natural landscape and vibrant arts and culture scene. The Convention Centre is positioned in the midst of this metropolitan excitement and is in walking distance from many of Hamilton's finest cultural hotspots, shopping districts, entertainment venues, and renowned eateries.

We look forward to hosting you at the CALL/ACBD 2020 Conference.

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OPENING RECEPTION

\$40,000

The only evening event for all attendees that is available as a sponsorship opportunity within the conference. Opportunity to welcome attendees, a public thank you from the CALL President, prominent signage recognizing your sponsorship & the opportunity to provide input during the planning process. Includes standard food, beverage, décor, and A/V that would normally be a part of this type of event. Additional elements can be added at an additional cost should the sponsor wish to customize the event.

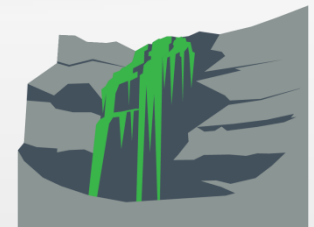
Benefits also include:

- ✓ One (1) complimentary single booth
- ✓ One (1) complimentary full conference registration
- ✓ One (1) stand alone email announcing sponsorship
- ✓ Two (2) complimentary booth staff passes
- ✓ Delegate List provided electronically in advance of conference
- ✓ Sponsorship recognition on conference website
- ✓ Logo signage featured throughout the reception
- ✓ Sponsor Biography on the Conference App
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Post Event Mobile App Analytic Report



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REGISTRATION

\$15,000

Company logo on two (2) monitors at registration for the entirety of the conference. Your company logo will also be displayed on the delegate name badges and lanyards. The sponsorship value includes all costs associated with registration including the onsite registration provider, lanyards and name badges.

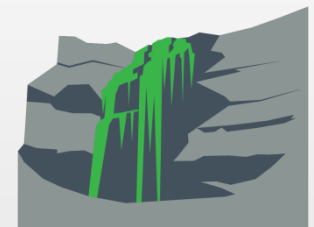
Benefits also include:

- ✓ One (1) complimentary single booth
- ✓ One (1) complimentary full conference registration
- ✓ Two (2) complimentary booth staff passes
- ✓ All registration confirmation emails with logo identifying sponsorship
- ✓ Delegate List provided electronically in advance of conference
- ✓ Sponsorship recognition on conference website
- ✓ Logo on sponsorship signage at registration desk throughout the entirety of the conference
- ✓ Sponsor Biography on the Conference App
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Post Event Mobile App Analytic Report



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ASSOCIATION LUNCHEON

\$15,000

Opportunity to welcome attendees, a public thank you from the CALL President, prominent signage recognizing your sponsorship & the opportunity to provide input during the planning process. Includes standard food, beverage, décor, and A/V that would normally be a part of this type of event. Additional elements can be added at additional cost should the sponsor wish to customize the event.

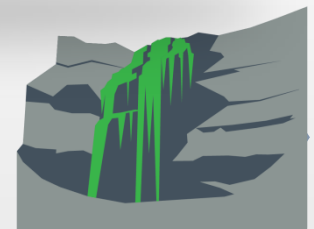
Benefits also include:

- ✓ One (1) stand alone email announcing sponsorship
- ✓ Three (3) complimentary Lunch tickets to be used at the Sponsor's discretion
- ✓ Delegate List provided electronically in advance of Conference
- ✓ Sponsorship recognition on conference website
- ✓ Logo signage featured throughout the lunch
- ✓ Sponsor Biography on the Conference App
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Post Event Mobile App Analytic Report



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MOBILE APP

\$6,000

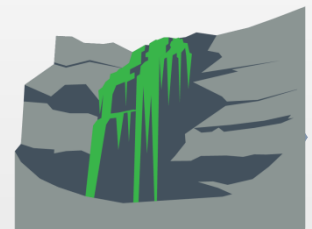
Prominent brand recognition as the CALL/ACBD 2020 Mobile App Sponsor with your company logo on signage recognizing your sponsorship, featured on the mobile app Splash Page, and a public thank you from the 2020 Conference Planning Committee

Benefits also include:

- ✓ One (1) complimentary banner ad
- ✓ One (1) stand alone email announcing sponsorship
- ✓ Two (2) complimentary push notifications
- ✓ Sponsorship recognition in final program and website
- ✓ Sponsor Biography on the Conference App in a high profile location
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Delegate List provided electronically in advance of Conference
- ✓ Post Event Mobile App Analytic Report

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KEYNOTE (3 available)

\$5,000

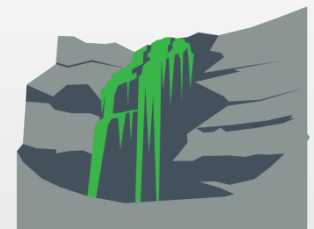
Public thank you from moderator, corporate logo on screens and on conference website and next to the session description. Sponsor may provide a handout or gift to delegates attending the sponsored session at additional cost.

Benefits also include:

- ✓ Sponsor Biography on the Conference App
- ✓ Sponsorship recognition in final program and website
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Inclusion on sponsorship signage during sponsored session

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ROOM DROP

\$5,000

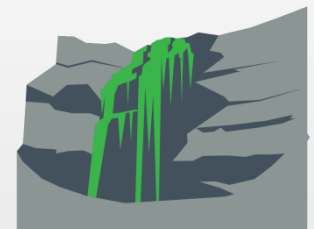
Opportunity to provide delegates staying at the hotel with one (1) item that will be dropped in their rooms prior to checking in. A room drop will ensure high visibility of your brand, as it creatively invites people to visit your booth.

Benefits also include:

- ✓ Sponsorship recognition in final program and website
- ✓ Sponsor Biography on the Conference App
- ✓ Sponsor identity on name tag for all organization representatives

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PRECONFERENCE WORKSHOP

\$4,000

Public thank you from moderator, corporate logo on screens and on conference website and next to the session description. Sponsor may provide a handout or gift to delegates attending the sponsored session at additional cost.

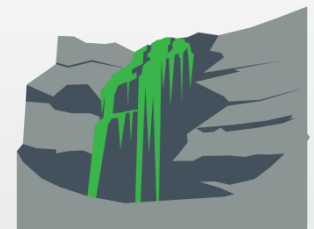
Benefits also include:

- ✓ Sponsor Biography on the Conference App
- ✓ Sponsorship recognition in final program and website
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Inclusion on sponsorship signage during sponsored session

**Maximum attendance of 40 people*

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WIFI SPONSOR

\$3,000

Prominent brand recognition with your company name, or password of your choice, as the official conference Wi-Fi password for all meeting space. This opportunity also includes signage recognition as well as recognition on the CALL/ACBD website and in the conference app.

Benefits also include:

- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Sponsorship recognition on conference website and conference App



ENERGY BREAK (7 available)

\$2,500

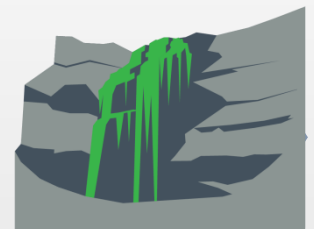
Prominent signage during breaks recognizing your sponsorship. The sponsorship value includes all costs associated with a standard break. Customization and themed breaks for elevated exposure are available at extra cost to the sponsor.

Benefits also include:

- ✓ Sponsorship recognition in final program and website
- ✓ Sponsor Biography on the Conference App
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Inclusion on sponsorship signage during sponsored break

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EDUCATIONAL SESSION

\$1,250

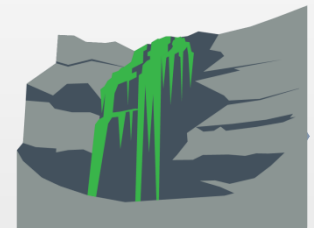
Opportunity to provide introduction to audience, receive a public thank you from moderator, corporate logo on the overhead screens in the event venue and next to the session description in all promotional materials including the website. Sponsor may provide a handout or gift to delegates attending the sponsored session at additional cost.

Benefits also include:

- ✓ Sponsorship recognition on conference website and app
- ✓ Sponsor Biography on the Conference App
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Inclusion on sponsorship signage during sponsored session

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DINE AROUND HOST

\$1,000

Opportunity to host a small group of conference attendees at a local restaurant for a meal. The cost of the meal is the responsibility of attendees so this is simply a hosting opportunity. CALL/ACBD will work to ensure that there are 6 or more attendees and that reservations to a walkable mid-priced restaurant are organized.

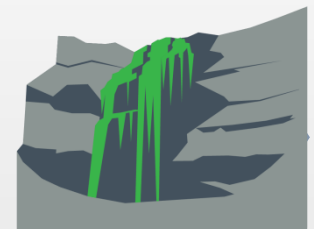
Benefits also include:

- ✓ Sponsorship recognition on conference website and app
- ✓ Sponsor details in the Conference App
- ✓ Sponsor identity on name tag for host representative
- ✓ Social Media post from the event

Note that this sponsorship opportunity is new for #CALLACBD2020

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DELEGATE BAG INSERT

\$500

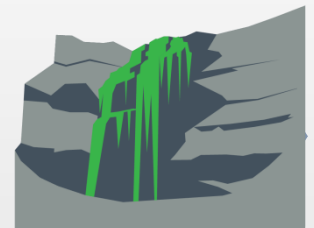
Opportunity to insert an item into the delegate bag, which will be given to all delegates at the conference. This opportunity also includes recognition on the CALL/ACBD website and mobile app.

Benefits also include:

- ✓ Sponsorship recognition on conference website and app

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MOBILE APP BANNER AD

\$1,500

Prominent brand recognition within the CALL/ACBD 2020 Conference App as a reappearing frequent ad near the bottom of the screen. This opportunity also includes a Sponsor Biography in the Conference App, recognition on the CALL/ACBD website, and a post event report outlining the ad's analytics.

**This opportunity is not available if mobile app is sponsored*

SOLD OUT!

MOBILE APP PUSH NOTIFICATION

\$1,000

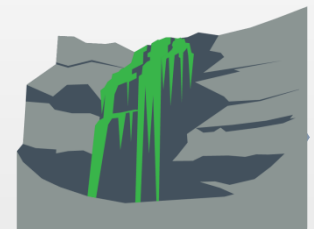
Brand recognition within the CALL/ACBD 2019 Conference App as a pop up ad. This opportunity also includes a Sponsor Biography in the Conference App, recognition on the CALL/ACBD website, and a post event report outlining the ad's analytics.

**This opportunity is not available if mobile app is sponsored*

SOLD OUT!

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BREAKFAST DEMO (~~3 available~~)

1 DEMO LEFT!!

\$4,000

Opportunity to demo your product or services during a breakfast at the conference. Demo time slots will be allocated by a first-come, first-served process, based on the date the signed contract and deposit is received by the CALL/ACBD National Office. **Does not include the cost of food and beverage.**

Standard A/V will be provided. Anything additional will be at the cost of the sponsor.

Benefits also include:

- ✓ 60 minute session
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Sponsorship recognition on conference website and app
- ✓ The session will be listed in the print program and open to all conference delegates

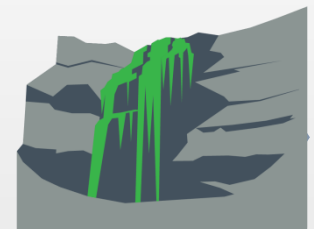
**Limited to one demo per vendor*

***Sponsor is also responsible for the cost of the Food and Beverage*

****First choice of available dates will be based on deposit payment*

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VENDOR DEMO (maximum 6)

\$1,400

Opportunity to demo your product or services during the conference. Demo time slots will be allocated by a first-come, first-served process, based on the date the signed contract and deposit is received by the CALL/ACBD National Office. There are a limited number of vendor demos available.

Benefits also include:

- ✓ 30 minute demonstration
- ✓ Sponsor identity on name tag for all organization representatives
- ✓ Sponsorship recognition on conference website and app
- ✓ The session will be listed in the print program and open to all conference delegates

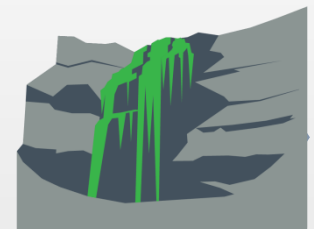


**Limited to one demo per vendor*

***CALL/ACBD National Office must approve Vendor Demo as suitable, and has the right to decline a Demo if it does not fit the parameters laid out by National Office.*

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WHY EXHIBIT

CALL/ACBD is pleased to offer exhibitors of the 2020 Annual Conference quality dedicated exhibitor time, including an Exhibitor Wine and Cheese reception on Monday, May 25, and prize draw on Tuesday, May 26. As an exhibitor, you will receive special recognition on your name badge, as well as logo recognition on the conference website and final program.

For 2020, we are excited to announce that the exhibit area will be located directly in the main plenary room- this means that you will always be in the heart of the action and able to enjoy all of the programming. This opportunity is not to be missed!

Exhibit Hours (*subject to change*)

Sunday, May 24: 12:00 PM - Lunch & Exhibits

Monday, May 25: 10:00AM & 2:15PM - Coffee & Exhibits Breaks PLUS the Exhibitor Wine and Cheese Reception from 5:00PM-7:00PM

Tuesday, May 26: 10:15AM & 2:30PM - Coffee & Exhibits Breaks, 12:00PM - Lunch & Exhibits

Set Up & Tear Down

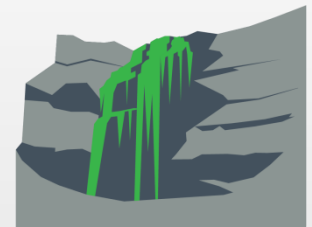
Set up: Saturday May 23 or Sunday May 24. Must be completed by 11:00AM on Sunday

Tear down: Tuesday May 26 after 5:00PM

Learn more: <http://callacbdconference.com/>

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SINGLE BOOTH

Single booths are 10X10, with a maximum height for your display of 10 ft.

Single booth includes:

- ✓ 1-6 ft. draped table
- ✓ Two (2) chairs
- ✓ One (1) electrical outlet
- ✓ One (1) complimentary full conference registration
- ✓ Two (2) complimentary booth staff passes *

**** Please note: The booth staff passes include lunch in the exhibit hall, all breaks and the Exhibitor Wine and Cheese reception. The booth staff passes do not include the Opening Reception or the luncheon.***

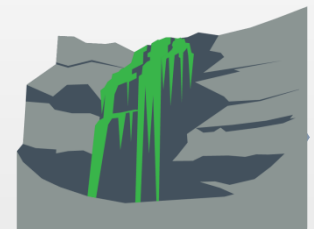
Additional tickets can be purchased by contacting conference@callacbd.ca

MEMBER - \$1,600

NON-MEMBER
\$1,900

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VIP BOOTH

\$4,000

VIP booths are 10x15, with a maximum height for your display of 10 ft. The VIP Booth space also has limited lounge furniture options that can be placed next to the booth which can be used to place printed materials or signage in this area. Exhibit activities are confined to the actual booth space and must not be conducted in the aisles.

VIP booth includes:

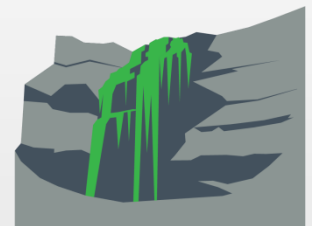
- ✓ 8 ft. high background drape and 3 ft. high sidewall drape
- ✓ 1 x 6 ft. draped table
- ✓ Two (2) chairs
- ✓ One (1) electrical outlet
- ✓ One (1) complimentary full conference registration
- ✓ Three (3) complimentary booth staff passes

*** Please note: The booth staff passes include lunch in the exhibit hall, all breaks and the Exhibitor Wine and Cheese reception. The booth staff passes do not include the Opening Reception or the luncheon.**

Additional tickets can be purchased by contacting conference@callacbd.ca

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EXHIBITOR REQUEST FORM

Name:

Organization:

Address:

City:

Province/State:

Phone:

Email:

Please indicate the exhibitor item(s) you wish to purchase:

Single Booth – Member – \$1,600

Single Booth – Non-Member – \$1,900

VIP Booth – \$4,000

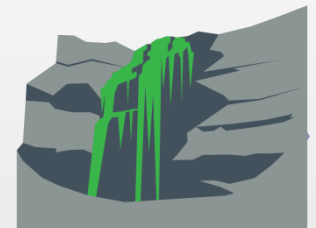
Please send the completed form to [Chloe Filteau](#)

Availability of exhibit booths are on a first come, first served basis.

The prices above do not include tax.

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SPONSORSHIP FORM

Name:

Organization:

Address:

City:

Province/State:

Phone:

Email:

Please indicate the sponsorship opportunities(s) you wish to purchase:

To confirm your sponsorship items, a deposit of 25% must be received at CALL National Office.

Contact Chloe Filteau to reserve your selections; selections with limited availability are on a first notice, first served basis.

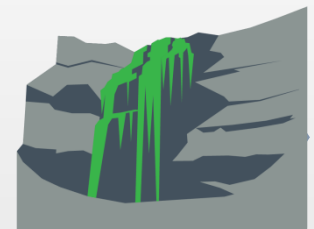
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