



- All sponsorship opportunities include:*
- Preferred booth location (based on availability)
 - Your name or logo will have digital presence on the NJSBA.com Annual Meeting and Convention page
 - Your company will be included on the NJSBA mobile app
 - Your name or logo will be included in all pre-event announcements (print and email), as well as on-site signage and digital ads on LCD monitors at Borgata and MGM Tower.
 - NEW: Pre-convention attendee list (names and company only)
 - Post-convention mailing list

INCREASE YOUR EXPOSURE

CONVENTION ESSENTIALS

Convention Lanyard
 Exclusive | Cost: \$7,000

Seminar Tap & Go Stations
 Limited to two sponsors | Cost: \$10,000

Your logo on every Tap & Go Station, located at each meeting room where attendees must scan their badges to enter.

Convention Tote Bag
 Limited to two sponsors | Cost: \$5,500

Put your logo front and center with attendees as one of two convention tote bag sponsors. Your logo and website will be printed on the outside of the convention tote bag, carried by every attendee throughout the convention.

Hotel Key Card
 Exclusive | Cost: \$5,500

Pen Sponsor
 Exclusive | Cost: \$3,000

Includes company name/logo on promotional materials (print, email, web), recognition on signage and one electronic ad on LCD monitors (Borgata and Water Club).

Pad Sponsor
 Limited to four sponsors—three available | Cost: \$2,000

Your logo will appear on the bottom of the convention notepad, used by every attendee.

Convention Tracks

Limited to three sponsors per track | Cost: \$1,750

Target your audience and reach attorneys in the areas of practice that matter to your business. This opportunity includes having your company logo projected on the screen prior to the start of each seminar in the track. NOTE: specific track names are subject to change as programs are developed.

- | | |
|---|---|
| <input type="checkbox"/> Business Law | <input type="checkbox"/> Municipal Court Practice |
| <input type="checkbox"/> Civil Litigation | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Corporate Commercial | <input type="checkbox"/> Solo and Small-Firm Practice |
| <input type="checkbox"/> Criminal Litigation | <input type="checkbox"/> Taxation |
| <input type="checkbox"/> Diversity and Inclusion | <input type="checkbox"/> Technology in the Law |
| <input type="checkbox"/> Family Law | <input type="checkbox"/> Trust and Estate Law |
| <input type="checkbox"/> Health and Well-being | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Law Practice Management | <input type="checkbox"/> Young Lawyers |
| <input type="checkbox"/> Labor and Employment Law | |

Hand Sanitizer Stations

Limited to four sponsors | \$1,500

Everyone wants clean hands. Each station includes your logo, booth number and website address.

NEW BRANDING OPPORTUNITIES

Headshot Booth Sponsor

Exclusive \$5,000

Included in your sponsorship: The NJSBA will have an exhibit booth offering headshots to attendees. Two to three emails will be sent out prior to the Annual Meeting for registrants to schedule their time slot. Sponsor recognition will be included on all of these emails. The sponsor will have the ability to hand promotional information to each person receiving their headshot photo. Also included is a floor decal with directions —from Headshot Booth to sponsor's booth.

Wrapped pillar

Exclusive \$10,000

Wrap one pillar, near the top of the escalator at the Borgata, with your branding. The NJSBA must approve final artwork prior to production.

Registration Badge Printing Station Wraps

Exclusive | Cost: \$10,000 (8 stations total)

Your logo appears at each badge-printing station, in the form of a wrap, at a total of eight stations located at The Borgata and MGM Tower. This is a chance to be seen by every single attendee of the Convention.

Escalator Clings

Exclusive per location

\$2,000 per location or \$5,000 for all three locations

Put your brand on all three escalators that take attendees to and from seminars, networking events, and more, with sponsorship of an escalator cling. Your cling will appear on the escalator in the Borgata that takes you to and from the NJSBA registration area, seminar rooms and exhibit hall; on the Central Conference Rooms escalator, located in the middle of the Borgata Casino floor, and on the MGM Tower Escalator, taking attendees to and from seminars in that location.

Registration Confirmation Email

Exclusive | Cost: \$5,000

Reach out to every attendee when they pre-register for the Annual Meeting and Convention. Once a week an email will be sent to all new Annual Meeting registrants, confirming their registration, and will include your company's electronic banner ad that can link to your website.

TECHNOLOGY OPPORTUNITIES

Mobile Convention App Banner Ad

Limited to six sponsors; four available | Cost: \$2,000 each

Phone specs: 640 pixels wide x 150 pixels high
Tablet/Online specs: 552 pixels wide x 150 pixels high
Only PNG, JPEG and GIF formats accepted.

Electronics Charging Stations

The Borgata and MGM Tower | Cost: \$2,000

Two available stations | Limited to two sponsors per station

Your logo on two charging stations, where attendees can safely lock and charge their devices.

LUNCHEON EVENTS

Lunch

Non-exclusive (Limit two sponsors per day)

Cost: \$3,000

Show your support as a lunch sponsor and your name will be prominently displayed for all to see on full-size posters (placed near the lunch service) and on buffet table signage and table tents. Select one:

Wed., May 15 Thurs., May 16 Fri., May 17

Young Lawyers Division (YLD) and Law Clerk Luncheon

Non-exclusive | Cost: \$2,000

Packed with fun and conversation, these lunches are designed to help the next generation of lawyers connect, find solutions and learn from each other. Attracting over 300 attendees, you will want to make sure your company is part of the conversation. Lunch sponsors are encouraged to participate and share their solutions. Select one:

Wednesday, May 15 Thursday, May 16

Diversity Committee Annual Luncheon

Thursday, May 16, 11:30 a.m.–1 p.m.

Signature

Non-exclusive | Cost: \$2,000

This popular luncheon spotlights noteworthy achievements in diversity and inclusion in the profession and features a distinguished speaker for a keynote address. One honoree will be awarded the prestigious Mel Narol Excellence in Diversity Award.

Family Law Section Luncheon

Thursday, May 16, 11:30 a.m.–1 p.m.

Old Homestead

Limited to four sponsors | Cost: \$2,000

Join NJSBA Family Law section members at this private luncheon. Your name will be prominently displayed on colorful on-site signage.

BREAKFAST AND CONTINUOUS HOT BEVERAGE SERVICE

Breakfast

Limited to two sponsors | Cost: \$2,500

Show your support as a breakfast sponsor and your name will be prominently displayed for all to see on colorful signage at the buffet table and on table tents. Select one:

- Thursday, May 16 Friday, May 17

Continuous Hot Beverage Service

Exclusive for timeslot | Cost: \$2,500

Last year, attendees consumed nearly 11,000 cups of coffee making this sponsorship one of the best values and a fantastic opportunity for your logo to be visible to thousands of attendees. Get your name into the mix with a sponsorship of hot beverage service in the Borgata Exhibit Hall and at The MGM Tower.

- Wednesday a.m. Wednesday p.m.
 Thursday a.m. Thursday p.m. Friday a.m.

RECEPTIONS AND NETWORKING EVENTS

Afternoon Refreshments

Non-exclusive | Cost: \$2,500

Attendees will enjoy a break in the action and flock to grab an ice cream treat or healthy snack. This is a great opportunity to connect with attendees and build your brand. Select one:

- Wednesday, May 15, 3:30–4:30 p.m.
 Thursday, May 16, 3–4 p.m.

The prize drawing will take place during this time

Welcome Reception

Wednesday, May 15, 6:30–8 p.m.

Non-exclusive | Cost: \$5,000

Kick off the convention with a fun-filled evening of networking and camaraderie while you and your team join attendees pool side for food and cocktails. Set the tone for a great convention as a sponsor of this event where hundreds of attorneys raise a toast to the convention.

Law Clerk Welcome Reception

Wednesday, May 15, 6:30–8 p.m.

Non-exclusive | Cost: \$2,000

Help welcome the next generation of lawyers and connect with over 300 law clerks. Each sponsor will receive two tickets. Includes company name/logo on promotional materials (print, email, web) and recognition on signage.

Young Lawyers Division (YLD) Evening Event

Wednesday, May 15, starts at 8:30 p.m., Central Ballroom

Non-exclusive | Cost: \$2,500

Everyone loves a party and this YLD event brings out the best in all of us with cocktails, light food and fun! Socialize with young lawyers and those who are young at heart. Hosted by the YLD and open to all attendees this is a chance to build loyalty for your brand with attorneys who are starting a lifetime career.

Cocktails & Conversation Networking Reception

Wednesday, May 15, 9:30–11 p.m.

Non-exclusive | Cost: \$2,500

Sponsored by the NJSBA Diversity Committee, this reception demonstrates the collaboration and inclusion of all groups in the legal profession. Light fare and beverages, music and fun. Open to all attendees, exhibitors and sponsors.

NJSBA Section Cocktail Receptions

Thursday, May 16, 5–6 p.m., Location TBD

Limited to two sponsors per reception | Cost: \$1,500

Support a section-specific cocktail reception, where you can mix and mingle with NJSBA section leaders and members. As a sponsor your logo will appear on the screen inside the reception room along with onsite signage outside the reception room. You will receive two tickets to attend and will have a few minutes to introduce yourself and speak about your company to the gathered attendees.

- Civil Trial Bar Real Property, Trust, and Estate Law
 LGBTQ Rights Solo and Small-Firm
 Minorities in the Profession Women in the Profession

Reception Honoring Newly Installed Officers and Trustees

Thursday, May 16, 8:30–10 p.m., Central Ballroom

Limited to four sponsors | Cost: \$5,000

Support this special reception honoring the new president, officers and trustees, where you can offer a toast and enjoy an elegant buffet. Mix and mingle with leaders from the New Jersey State Bar Association, convention attendees and others who are there to support the new leadership. Sponsors will be acknowledged on event signage.

After Party

Thursday, May 16, 10 p.m.–Midnight

Limited to four sponsors | Cost: \$5,500

Keep the fun going at this exciting After Party where you and your team can dance the night away with attendees. Enjoy music, dancing, desserts and fun, with your company's information on display. Post selfies to the NJSBA Social Media Message wall and remember to tweet pictures to #njsbaac.

SPONSOR CONTACT AND PAYMENT INFORMATION

Please return full sponsorship form indicating the sponsorship opportunity you are interested in.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

PAYMENT METHOD

Enclosed is our check in the amount of \$_____ made payable to NJSBA (NJSBA Tax ID # 21-0723663)

Charge my payment to: Visa Mastercard American Express

Cardholder's Signature: _____

Cardholder's Name: _____

Credit Card Number: _____ Expiration date _____

Cardholder's Billing Address (if different from above):

City: _____ State: _____ Zip: _____

(Note: Credit card payments will appear on your statement as a purchase from NJSBA. For more information, call 732-249-5000.)

MAIL COMPLETED FORM AND PAYMENT TO:

NJSBA Annual Meeting Sponsorship
Attn: Lynn Marie Gallo
Director of New Business Development
New Jersey State Bar Association
One Constitution Square
New Brunswick, NJ 08901

For more information contact:

Lynn Marie Gallo at 732-565-7576 • lgallo@njsba.com

Visit our website at njsba.com

NJSBA