

# NJSBA



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 web app
- Your name or logo will be included in all pre-event announcements (print and email), as well as digital signage in the Exhibit Hall.
- NEW: Pre-convention attendee list (names and company only)
- Post-convention mailing list

## ANNUAL MEETING AND CONVENTION

May 14–16 | Borgata Hotel Casino & Spa | Atlantic City

### NJSBA SPONSORSHIP OPPORTUNITIES

New Jersey's largest legal conference, with 3,000 lawyers, judges and legal professionals attending.

## BRANDING OPPORTUNITIES

### **NEW** Digital Signage

\$1,500 | ADD-ON, available only to existing sponsors and exhibitors

Run your advertisement on the enormous 17x10-foot tall screen located above the heavily trafficked escalators and staircase to the Borgata Event Center. It will also be featured on 76x24 inch portable digital displays in other locations throughout the event. Specs available upon request.

### **NEW** Promotional Email Banner

Exclusive | Cost: \$2,000 per email

Reach every Annual Meeting attendee as well as thousands of other New Jersey State Bar Association members as we share news of our premiere event's many receptions, panels and networking opportunities! Your company's electronic banner ad can link directly to your website.

### **NEW** Branded Napkins

Exclusive per day | Cost: \$2,500 per day

Your sponsorship includes logo and/or name recognition on all beverage napkins, per day, at both the Borgata Exhibit Hall and The MGM Tower.

Wednesday  Thursday  Friday

### Escalator Clings

Exclusive per location

\$3,000 per location or \$8,000 for all three locations

Put your brand on the escalators that take attendees to and from dozens of seminars, networking events and receptions over the course of the Annual Meeting. Three locations are: leading in and out of the Borgata Event Center; leading in and out of Central Conference Center, located in the middle of the Borgata Casino Floor; and on the MGM Tower Escalator..

### Continuous Hot Beverage Service

Exclusive for timeslot | Cost: \$2,500 per day

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, Central Conference Center and The MGM Tower. Your logo will be included on hot beverage sleeves and onsite signage, near all coffee stations.

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

## BRANDING OPPORTUNITIES

### 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.

### Convention Web App Banner Ad

Non-Exclusive

Cost: \$1,000–\$2,500 depending on placement.

Advertise your business on the platform all attendees will use to navigate every aspect of the Annual Meeting

## RECEPTIONS AND NETWORKING EVENTS

### Welcome Reception

Wednesday, May 14, 6:30–8 p.m.

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.

### Reception Honoring Newly Installed Officers and Trustees

Thursday, May 15, 8:30–10 p.m.

Non-exclusive | Cost: \$5,000

Support this special reception honoring the new president, officers and trustees, where you can offer a toast and enjoy a dinner 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 all signage and receive four event tickets.

### Premier Night Club Afterparty

Thursday, May 15, 10 p.m.–Midnight

Limited to four sponsors | Cost: \$7,500

Keep the fun going at this exciting Afterparty where you and your team can dance the night away with attendees while your company's information is on display. Hand out fun, branded swag as you enjoy music, dancing, desserts and fun.

### Young Lawyers Division Kickoff Party

Wednesday, May 14, starts at 8:30 p.m., Central Ballroom

Non-exclusive Cost: \$5,000 or \$10,000 exclusive

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

### Diversity Committee Cocktails and Conversation Networking Reception

Wednesday, May 14, 9:30–11 p.m., Signature Room

Non-exclusive cost: \$2,500 or \$7,500 exclusive

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.

### **NEW** Women's Leadership Cocktail Reception

Wednesday, May 14, 5–6:30 p.m., Society Club

Non-exclusive | Cost: \$2,500

Support women leaders at this end-of-day cocktail reception. As a sponsor your logo will appear on event signage You will receive two tickets to attend.

### NJSBA Section Cocktail Receptions

Thursday, May 15, 5–6 p.m., Location TBD

Non-exclusive | Cost: \$1,500

*Special pricing is available for law firm sponsors.*

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 event signage. You will receive two tickets to attend.

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

## RECEPTIONS AND NETWORKING EVENTS

### Young Lawyers Division and Law Clerk Luncheon

Non-exclusive | Cost: \$2,500

Sponsors each get two tickets to attend

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 14 |  Thursday, May 15

**SOLD**

### Diversity Committee Annual Luncheon

Thursday, May 15, 11:30 a.m.–1 p.m., Signature

Non-exclusive | Cost: \$2,500

Sponsors each get two tickets to attend

This popular luncheon spotlights noteworthy achievements in diversity and inclusion in the profession and features a distinguished speaker for a keynote address. The program also honors individuals who have made significant contributions to diversity and inclusion.

### Family Law Section Luncheon

Thursday, May 16, 11:30 a.m.–1 p.m., Old Homestead

Non-exclusive | Cost: \$2,500

Sponsors each get two tickets to attend

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

## CONVENTION ESSENTIALS

### Convention Lanyard

Exclusive | Cost: \$7,000

### Hotel Key Card **SOLD**

Exclusive | Cost: \$5,500

Place your branding directly in the hands of attendees as they check in to their hotel with a custom advertising message on the keycard.

### Seminar Tap & Go Stations

Limited to two sponsors per day

Cost: \$5,000 Wednesday | \$5,000 Thursday

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

### Pad Sponsor

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

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

### Hand Sanitizer Stations

Limited to four sponsors | \$1,500

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

### Convention Tracks

Limited to three sponsors per track | Cost: \$2,000

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 |   |

# 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](http://njsba.com)**

# NJSBA