

NJSBA
NJICLE

2026
**ANNUAL
MEETING
AND CONVENTION**

May 13–15
Borgata Hotel Casino & Spa, Atlantic City

All sponsorship opportunities include:

- Preferred booth location (based on availability).
- Your company will be included on the NJSBA Digital Event Guide.
- Your name or logo will be included in all pre-event announcements (print and email).
- Pre-convention attendee list of those attendees who have opted in to sharing that information (name, email and company, two weeks prior to the event).
- Digital Signage on 17x10-foot tall screen and digital displays (see specifications on pg. 3)

NJSBA SPONSORSHIP OPPORTUNITIES

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

BRANDING OPPORTUNITIES

Bag Sponsor **SOLD**

Non-exclusive | Cost: \$5,500

Your logo will appear on one side of the bag given to every attendee.

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.

Convention Lanyard **SOLD**

Non-exclusive | Cost: \$5,000

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.

NEW Badge Retrieval Station

Non-Exclusive | Cost: \$3,000

Put your logo on the screen at the bottom of attendee badge retrieval stations. Stations receive 12,000 swipes over the course of the Meeting.

Escalator Clings **SOLD**

Non-exclusive

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. **Select choice:**

- ☐ Up or Down Borgata Event Center (wall placement): **\$4,000** per choice
- ☐ Up or Down Central Conference Center (floor placement): **\$2,500** per choice
- ☐ Up or Down MGM Tower (floor placement): **\$2,500** per choice

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

Note: For all branding opportunities, images must include the NJSBA logo and text where space permits: "Proud to support the NJSBA Annual Meeting and Convention." A template will be provided.

BRANDING OPPORTUNITIES CONTINUED

Continuous Hot Beverage Service

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

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. **SOLD**
☐ Thursday **SOLD** ☐ Thursday **SOLD**
☐ Friday a.m.—States of the Judiciary

Electronics Charging Stations

The Borgata and MGM Tower

Non-exclusive: \$2,500 | Exclusive cost per charger: \$4,000

Two available stations | Limited to two sponsors per station

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

Pad Sponsor **SOLD**

Limited to three sponsors | Non-exclusive: \$2,000

Exclusive: \$7,500

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

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"/> Artificial Intelligence | <input type="checkbox"/> Labor and Employment Law |
| <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"/> In-House Counsel | <input type="checkbox"/> Young Lawyers |
| <input type="checkbox"/> Law Practice Management | |

RECEPTIONS AND NETWORKING EVENTS

Welcome Reception **SOLD**

Wednesday, May 13, 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

Afterparty

Thursday, May 14, 10 p.m.–Midnight

Non-exclusive | Cost: \$5,000

Keep the fun going at this exciting nightclub-styled 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 13, starts at 8:30 p.m.

Non-exclusive Cost: \$5,000

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.

Reception Honoring Newly Installed Officers and Trustees

Thursday, May 14, 8–10 p.m.

Non-exclusive | Cost: \$5,000

Support this special dinner reception honoring the new president, officers and trustees. 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.

Diversity Committee Cocktails and Conversation Networking Reception

Wednesday, May 13, 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.

Note: For receptions and networking events, sponsors are permitted to share limited materials or promotional items at the events.

RECEPTIONS AND NETWORKING EVENTS CONTINUED

Women's Leadership Cocktail Reception

Wednesday, May 13, 5–6:30 p.m.

Non-exclusive | Cost: \$2,500

Special pricing is available for law firm sponsors.

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.

Young Lawyers Division and Law Clerk Luncheon

Non-exclusive | Cost: \$2,500

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. Select one:

☐ Wednesday, May 14 | ☐ Thursday, May 15

Diversity Committee Annual Luncheon

Thursday, May 14, 11:30 a.m.–1 p.m.

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 14, 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.

Real Property Trust and Estate Law Section Luncheon

Thursday, May 14 | 11:45 a.m.–1:15 p.m., B-Prime Steakhouse

Non-exclusive | Cost \$2,500

Sponsors each get two tickets to attend

Join NJSBA RPTe Section members at this luncheon. Your name will be prominently displayed on event signage.

Labor and Employment Law Section Luncheon

Thursday, May 14, 12:15–1:45 p.m.

Non-exclusive | Cost \$2,500

Sponsors each get two tickets to attend

Join NJSBA Labor and Employment Law Section members at this lunch. Your name will be prominently displayed at this event.

NJSBA Section Cocktail Receptions

Thursday, May 14, 5–6 p.m.

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

☐ Construction Law

☐ Solo and Small-Firm

☐ Real Property, Trust, and Estate Law

☐ LGBTQ Rights

☐ Minorities in the Profession

DIGITAL ADVERTISING

All sponsors receive digital ads as noted on page 1. Here are the specifications:

Rotating Sponsor and Exhibitor Large Screen and Portable Monitor Ads

These will require two different files, both in jpeg format.

- For the 17-foot screen above the escalators to and from the Event Center, files should be 2,720 x 1,620 pixels..
- For ads that will run on the portable vertical screens around the Borgata, art should be 348 x 1044 pixels.

Congratulatory Ads for Installation Dinner

These congratulatory ads from law firms and sponsors will be playing on screens in the ballroom to play during the installation dinner and reception. Ads should be 1920 x 1080 pixels. The format should be jpeg.

DEADLINE FOR ALL DIGITAL ADS: MONDAY, APRIL 13

Please email all ads to sponsorship@njsba.com.

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: Denisse Salinas
New Jersey State Bar Association
One Constitution Square
New Brunswick, NJ 08901

For more information contact:
sponsorship@njsba.com

Visit our website at njsba.com

NJSBA