NJSBA
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2027
ANNUAL MEETING AND CONVENTION

May 19–21
Borgata Hotel Casino & Spa, Atlantic City

All sponsorship opportunities include:

- Preferred booth location (based on availability).
- Your branding will be included on the NJSBA Digital Event Guide.
- Your branding 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. 4)

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

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

Hotel Key Card SOLD
Exclusive

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

Convention Lanyard SOLD
Non-exclusive

Seminar Tap & Go Stations
Exclusive sponsor per day
Cost: $2,500 Wednesday | $2,500 Thursday

Your logo on every Tap & Go Station, located at each meeting room where attendees must scan their badges for CLE seminars and receptions.

NEW Registration Desk Clings
Exclusive

Put your brand on the registration desk at the heart of the event for the full three days of the conference. Every time an attendee visits the registration desk, your brand will be front and center. All opportunities will be shared with the NJSBA. ***Select choice:***

☐ Borgata Event Center: **$5,000** for three clings

☐ MGM Tower: **$2,500** for one cling

Dimensions available upon request.

NEW Wall Clings
Non-exclusive | Cost: $3,000 | Limited to three sponsors

Get your company noticed with wall clings featured on the walls immediately outside of Salon C—the site of all family law seminars during the full conference.

Dimensions available upon request.

Escalator Clings
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 up and down the Borgata Event Center where the main registration desk is located; 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

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. See branding examples at our image gallery at njsba.com.

Branded Daytime Napkins

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

Your sponsorship includes branding on all beverage napkins, per day, at both the Borgata Exhibit Hall and The MGM Tower for coffee service at daytime seminars and events.

☐ Wednesday ☐ Thursday ☐ Friday

NEW Evening Branded Napkins Opportunities

Exclusive per location | Cost: $2,500 per location

Add your branding to nighttime networking opportunities around the conference:

☐ Installation Ceremony of Officers and Trustees

☐ Afterparty

☐ Young Lawyers Division Kickoff Party

☐ Cocktails and Conversations

☐ Wednesday—☐ B Bar ☐ Long Bar ☐ Lobby Bar

☐ Thursday—☐ B Bar ☐ Long Bar ☐ Lobby Bar

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 branding 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.—States of the Judiciary

Electronics Charging Stations

The Borgata and MGM Tower
Exclusive | Cost: $5,000 per charging station (limit two)

Your branding on one of two charging stations at the conference. The charging station itself will prominently feature your logo on the instructions screen as well as on each of the individual chargers that attendees can check out from the station and carry with them throughout the conference.

Pad Sponsor

Limited to three sponsors | Non-exclusive: $2,500
Exclusive | Cost: $7,500

Your branding will appear on the convention notepad, used by every attendee.

NEW Hotel Guest Room Television Screens

Exclusive | Cost: $3,000

Put your branding on the screen of every Borgata Hotel Casino & Spa and MGM Tower hotel room used by a conference guest.

NEW Wine Reception

Exclusive | Cost: $6,000

This is your chance to lead the toast to the attendees of the Annual Meeting and Convention. Put your brand and organization front and center at the wine reception in the Exhibit Hall.

NEW Ice Cream Social

Exclusive | Cost: $5,000

Put your branding on one of the most popular events of the conference, the Ice Cream Social on Wednesday afternoon.

NEW WiFi

Exclusive | Cost: $7,500

Every single person who attends the Annual Meeting and Convention needs to use WiFi and this is an opportunity to be seen by each of them with a special digital and physical branding opportunity that recognizes your support.

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.*

☐ AI/Technology in the Law ☐ Law Practice Management

☐ Business Law ☐ Labor and Employment Law

☐ Civil Litigation ☐ Municipal Court Practice

☐ Criminal Litigation ☐ Real Property, Trust and Estate Law

☐ Diversity and Inclusion ☐ Solo and Small-Firm Practice

☐ Family Law ☐ Taxation

☐ Health and Well-being ☐ Workers' Compensation

☐ In-House Counsel ☐ Young Lawyers

RECEPTIONS AND NETWORKING EVENTS

Welcome Reception

SOLD

Wednesday, May 19, 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 poolside 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 20, 10 p.m.–Midnight
Non-exclusive | Cost: $5,000
New Exclusive Opportunity: Branded Napkins—$2,500

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 and dessert.

Young Lawyers Division Kickoff Party

Wednesday, May 19, starts at 8:30 p.m.
Non-exclusive Cost: $3,000
New Exclusive Opportunity: Branded Napkins—$2,500

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.

Installation Ceremony of Officers and Trustees

Thursday, May 20, 7–8 p.m.
Non-exclusive | Cost: $1,000

Congratulatory Ads for Installation Ceremony: These congratulatory ads from law firms and sponsors will be played on screens in the theatre during the installation ceremony. Ads should be 1920 x 1080 pixels and format should be jpeg.

NEW **Be part of the ceremony with these additional exclusive opportunities:**

Branded champagne flutes | Cost: $7,500
Branded napkins | Cost: $2,500
Branded treats and snacks | Cost $3,000

Diversity Committee Cocktails and Conversation Networking Reception

Wednesday, May 19, 9:30–11 p.m.
Non-exclusive cost: $2,500
Special pricing is available for committee member law firms

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.

Women's Leadership Cocktail Reception

Wednesday, May 19, 5–6:30 p.m.
Non-exclusive | Cost: $2,500
Special pricing is available for WIPS section member law firms.

Support women leaders at this end-of-day cocktail reception. As a sponsor your logo will appear on event signage.

Young Lawyers Division and Law Clerk Luncheon

Non-exclusive | Cost: $3,000
Special pricing is available for division law firms.

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 ☐ Thursday

NEW **this year: Exhibit tables will be available for sponsors.**

Diversity Committee Annual Luncheon

Thursday, May 20, 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 20, 11:30 a.m.–1 p.m.
Non-exclusive | Cost: $2,500
Special pricing is available for section law firms

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

NEW **this year: Exhibit tables will be available for sponsors.**

Civil Trial Bar Cocktail Reception

Thursday, May 20 | 5–6 p.m.
Non-exclusive | Cost $2,500
Special pricing is available for section law firms

Connect with civil trial bar practitioners at this well-attended cocktail reception. As a sponsor, your branding will appear on event signage. You will receive two tickets to attend.

Labor and Employment Law Section Luncheon

Thursday, May 20, 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 on colorful on-site signage.

NJSBA Section Cocktail Receptions

Thursday, May 20, 5–6 p.m.
Non-exclusive
Cost: Gold sponsors $2,000 | Silver sponsors $1,000
Special pricing is available for section member 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.

- ☐ Construction Law
- ☐ LGBTQ Rights
- ☐ Minorities in the Profession
- ☐ Real Property, Trust, and Estate Law
- ☐ Solo and Small-Firm

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

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 Ceremony

These congratulatory ads from law firms and sponsors will be played on screens in the theatre during the installation ceremony. Ads should be 1920 x 1080 pixels. The format should be jpeg.

DEADLINE FOR ALL DIGITAL ADS: MONDAY, APRIL 12

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
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