



## THE STATE BAR OF CALIFORNIA 89<sup>th</sup> ANNUAL MEETING

# EXHIBITOR PROSPECTUS

## SPONSORSHIP & ADVERTISING OPPORTUNITIES



### WE INVITE YOU TO EXHIBIT

Join us at the State Bar of California Annual Meeting held on September 29–October 2, 2016 at the San Diego Marriott Marquis & Marina. Take advantage of this opportunity to share your innovative legal services and solutions with thousands of attorneys.

- Meet legal professionals who are ready to conduct business
- Expand your client base
- Market your products or services and build quality sales leads
- Take orders from the Exhibit Hall floor
- Profile your services in the Annual Meeting Printed Program Exhibitor Directory, App, and the State Bar's website





# Exhibitor Information

**June 10, 2016**

Early-bird application deadline

**August 18, 2016**

Exhibitor Directory information due

**September 8, 2016**

Exhibitor registration deadline

## LOCATION

San Diego Marriott Marquis & Marina  
333 West Harbor Drive  
San Diego, CA 92101

## MEETING DATES

September 29 – October 2, 2016

## EXHIBIT HOURS

Thursday, September 29  
12:30 PM – 6:30 PM  
Friday, September 30  
8:00 AM – 6:00 PM  
Saturday, October 1  
8:00 AM – 2:00 PM

## SETUP

Wednesday, September 28  
2:00 PM – 8:00 PM  
Thursday, September 29  
8:00 AM – 11:30 AM

## DISMANTLING

Saturday, October 1  
2:00 PM – 4:00 PM

No display may be dismantled, nor packing started before 2:00 PM on Saturday, October 1. All items must be removed from exhibit floor no later than close of Saturday, October 1.

Booth Space	Before June 10	After June 10
Corner Booth 8' x 10'	\$1,675	\$1,875
Inside Booth 8' x 10'	\$1,475	\$1,675

The **Opening Day Networking Lunch** is a great networking opportunity free to all attendees to be held in the Exhibit Hall.

The Exhibit Hall will also remain open for evening **Exhibitor sponsored happy hour** to which all attendees are invited.

## BOOTH SPACE STANDARD AMENITIES & BENEFITS

- 8' x 10' draped booth space with 3' high side rail and 8' high back wall drape
- Identification sign with exhibitor name and booth number
- Profile in Annual Meeting Printed Program, State Bar website, and App
- Post-show attendee mailing list (excludes e-mails)
- Identification badges for booth staff, with access to State Bar education programs and social events
- Access to official State Bar of California Annual Meeting App to post and promote exhibit booth
- 24-Hour Exhibit Hall security
- Special value-priced Exhibitors Show Booth Package (table/chairs) available from show decorator

## EXHIBITS DO NOT INCLUDE

- Tables, chairs, or other furniture
- Electricity
- Internet or phone connection

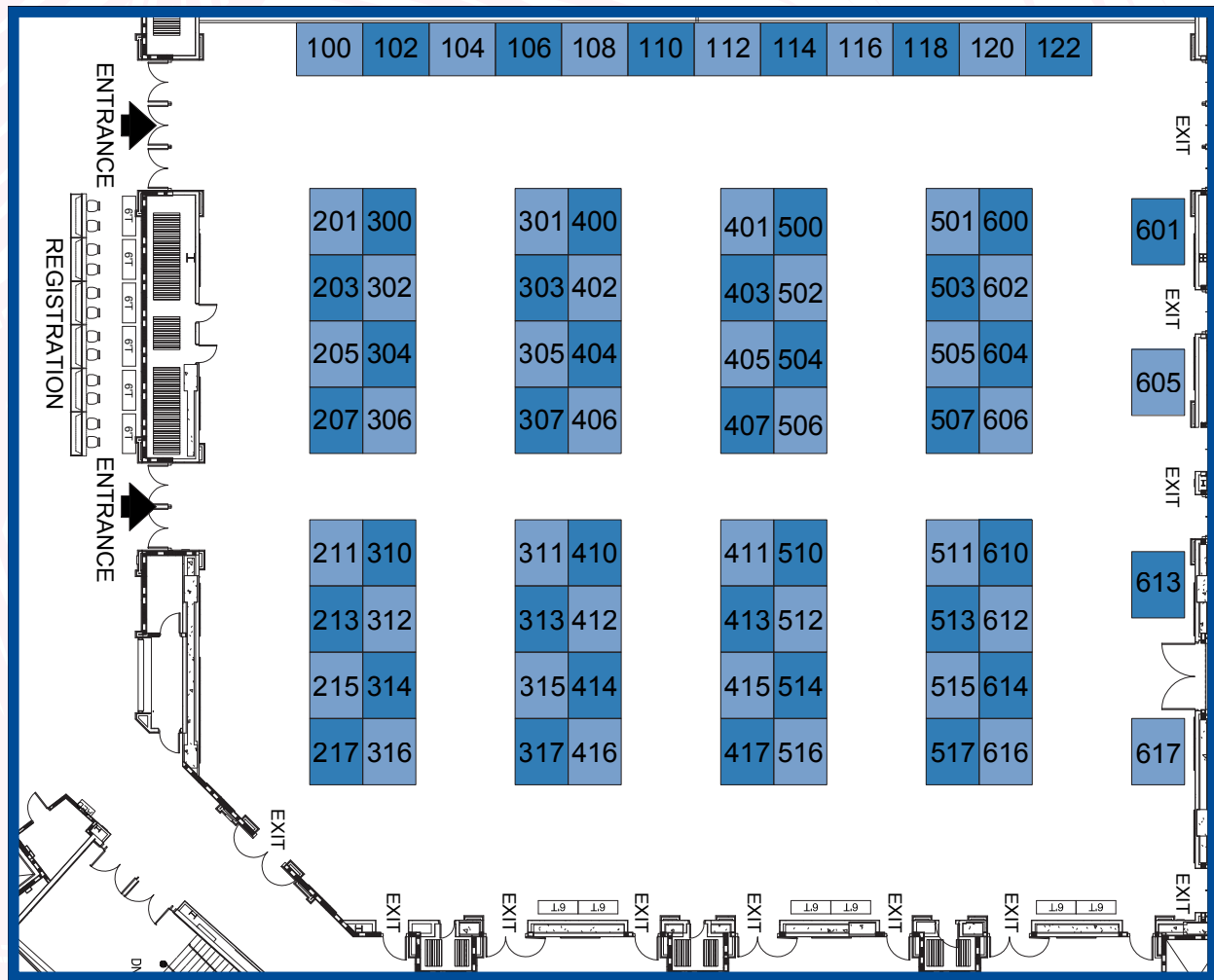
## BOOTH SERVICES

Global Experience Specialists, Inc. (GES) is the official 2016 State Bar of California Annual Meeting Exhibition Decorator. GES will provide all services in the Exhibit Hall, including booth equipment, carpeting, rental furnishings, electrical, freight and material handling, and labor and hanging capabilities. Confirmed Exhibitors will receive a link to the online Exhibitor Service Kit with information and forms.

**Find more information at:**  
[calbar.ca.gov/AnnualMeeting](http://calbar.ca.gov/AnnualMeeting)

# Exhibit Hall Floor Plan

Booth space is assigned in order of receipt of application and payment. Full pre-payment must be received before confirmation of a booth space assignment. See the *Exhibit Application and Exposition Rules and Regulations and General Terms and Conditions* for details.



## THANK YOU TO OUR SUCCESSFUL REPEAT EXHIBITORS

ABA Retirement Funds Program  
 American Express Open  
 Barry A. Cane Insurance Services  
 CalBar Connect  
 Clio  
 Continuing Education of the Bar (CEB)  
 Fastcase

Lawyers' Mutual Insurance Company  
 State Bar of California Sections & CYLA  
 Tabs3  
 Thomson Reuters  
 WealthCounsel  
 Marsh  
 National Institute for Trail Advocacy (NITA)

**PROJECTED ANNUAL MEETING ATTENDANCE:  
 2,000+ Attorneys/Legal Services Professionals**

# Advertising & Sponsorship Opportunities

Associate your brand with thousands of meeting attendees and make critical connections with key decision-makers at the largest statewide meeting of California attorneys and legal professionals. Take advantage of the Annual Meeting advertising and sponsorship opportunities to yield more smart investments. For more information contact: Christina Doell, (415) 538-2393, Christina.Doell@calbar.ca.gov or Carol Zlongst, (415) 538-2585, Carol.Zlongst@calbar.ca.gov.

Sponsorship Opportunities				
Sponsorship Levels	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$1,000
Recognition in Promotional Material	✓	✓	✓	✓
Full-Page Ad in Printed Program	✓	✓		
Half-page Ad in Printed Program			✓	✓
10 Complimentary Tickets to Sponsored Event	✓			
Sponsor Collateral Distributed at Sponsor Event	✓			
Branding Opportunity for Unique Sponsored Item		✓	✓	
2 Complimentary Annual Meeting Registrations (Transferrable)		✓	✓	✓
Post-meeting Attendee Mailing List (excludes emails)	✓	✓	✓	✓

Ad Rates	
Inside Front Cover: \$1,500 Inside Back Cover: \$1,500 Centerfold: \$2,000 Full Page \$750 Half Page: \$375	Ad rates apply to either 4-color or black and white ads. Printed Program trim size is 8.5" x 11". Bleed dimensions include overrun of 0.125" at each edge. Resolution should be a minimum of 260 dpi.  <b>CAMERA-READY ADS DUE: AUGUST 18, 2016</b>

COMPANY: \_\_\_\_\_ CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL (REQUIRED): \_\_\_\_\_

**SPONSORSHIP**

Platinum - \$15,000

Gold Sponsor - \$10,000

Silver Sponsor - \$5,000

Bronze Sponsor - \$1,000

**ADVERTISING**

Inside Front Cover - \$1,500

Inside Back Cover - \$2,000

Centerfold - \$2,000

Full Page - \$750

Half Page - \$375

## PAYMENT METHOD

Enclosed is my check in the amount of \$ \_\_\_\_\_, payable to: 'The State Bar of California'.

Charge \$ \_\_\_\_\_ to my Visa or MasterCard (no other card is accepted)

NAME ON CARD: \_\_\_\_\_ CARD #: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

**Submit your form by August 18, 2016.** Mail or e-mail to:

**E-Mail** (credit card payments only): [AnnualMeeting@calbar.ca.gov](mailto:AnnualMeeting@calbar.ca.gov)

**Mail:** The State Bar of California | Annual Meeting Office | 180 Howard Street | San Francisco, CA 94105