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SPONSORSHIP PROSPECTUS



**Federal Bar
Association**



2020 NATIONAL CONFERENCE SPONSORSHIP PROSPECTUS

The Federal Bar Association provides a customized branding and marketing program that offers sponsorships by event or by marketing objective

History has shown us that when we strategically collaborate, we have the power to inspire, connect, transform and deliver new opportunities and rich experiences. Last year the Federal Bar Association's (FBA) national conferences had over 3,000 attendees, 175 CLE sessions, and 100 sponsors. We expect 2020's conferences will be even bigger and better, and we hope you'll join us!

ADVOCACY

The FBA monitors and advocates on federal issues that impact the practice of federal lawyers and the courts and it keeps its members abreast of current federal issues

LEADERSHIP

The FBA provides opportunities for members to participate in association governance and help shape the FBA's future while making and impact on the growth of the federal legal community

NETWORKING

The FBA connects members with a vast network of federal practitioners across all 50 states, the District of Columbia, Puerto Rico, and the Virgin Islands and provides opportunities to socially interact

LEARNING

The FBA provides various educational and learning opportunities at the national and local level and promotes high standards of professional competence and ethical conduct to the public they serve

2020 CONFERENCE SCHEDULE

Paris Fashion Law Conference

October 4
Paris, France

Fashion Law Conference

February 7
New York, NY

Rising Professionals Symposium

March 20 – 21
Washington, D.C.

D.C. Indian Law Conference

October 25
Washington, D.C.

Qui Tam Conference

February 27 – 28
Washington, D.C.

Indian Law Conference

April 6 – 7
Albuquerque, NM

Passenger Rail Seminar

November 15
Washington, D.C.

Tax Law Conference

March 5 – 6
Washington, D.C.

Immigration Law Conference

May 15 – 16
Detroit, MI

Art Law & Litigation Conference

February 6
New York, NY

Restitution & Return of Art

March 13
Rome, Italy

Insurance Tax Seminar

May 28 – 29
Washington, D.C.

Strategic Partner

\$50,000

Strategic Partners will be promoted throughout the year at every live event and are aligned with FBA's mission to strengthen the federal legal system and achieve business objectives in the process. Benefits are developed with corporations and firms with a specific strategic emphasis. A custom full year marketing program is established. At a minimum, deliverables are offered in strategic, thought leadership and brand building areas.

Strategic Placement

- > Marketing briefing & strategy session with association staff at FBA HQ to discuss annual marketing plan
- > Provide 10-minute corporate briefing to FBA Board of Directors during an upcoming meeting
- > Host an invitation only dinner for 10 during FBA Annual Meeting and Convention or Leadership Summit. Dinner will not conflict with event programming

Thought Leadership

- > Provide content for three webinars scheduled on a mutually agreed upon date and educational topic
- > Host one panel session, introduce Annual Meeting and Convention keynote speaker or deliver breakout program at FBA Annual Meeting and Convention. Sessions must be approved by association programming committee
- > Authorship opportunity for three articles in *The Federal Lawyer*

Brand Building

- > Sponsored by YOUR COMPANY opportunity for one FBA national event (excluding Annual Meeting & Convention) and all corresponding benefits with naming rights sponsorship available
- > Strategic Partner Listing on FBA Home Page
- > Signage at nine FBA national events as Strategic Partner
- > Podium recognition at every FBA national event
- > Monthly social media post by FBA recognizing strategic partnership
- > Strategic partner recognition in each issue of *Federal Lawyer* (six issues annually)

Premier

\$10,000

- > Remarks by premier sponsor representative during conference Welcome Address or other selected opportunity
- > Participation in one panel session by organization representative as determined by program committee *OR* opportunity to host up to two audio webinars on a mutually agreed upon date and educational topic
- > Company branding on all materials associated with event: marketing collateral, conference webpage, onsite program guide, and event signage
- > Sponsor of the conference luncheon* with company branding on event signage
- > One-page advertisement in *The Federal Lawyer* – advertisement copy provided by sponsor
- > Eight complimentary registrations
- > Option to purchase additional discounted sponsor registrations
- > Post-event attendee list provided with name, organization and email addresses for one-time use
- > Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

**Due to the official capacity of some speakers, naming rights of sessions may be limited. Check with Elizabeth Johnson for availability*

Thought Leadership

\$5,000

- > Recognition from podium at event
- > Participation in one panel session by organization representative as determined by program committee *OR* opportunity to host one audio webinar on a mutually agreed upon date and educational topic
- > Company branding on all materials associated with event: marketing, website, onsite program, and event signage
- > Authorship opportunity for article in *The Federal Lawyer*
- > Six complimentary registrations
- > Option to purchase additional discounted sponsor registrations
- > Post-event attendee list provided with name, organization and email addresses for one-time use
- > Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Welcome *(first come first served, limited opportunities)***\$4,000**

- > Company logo on item of choice: conference name badge holder, tote bag, notebook or other to be determined item
- > Option to provide promotional flyer to be distributed to conference attendees
- > Company branding on all materials associated with event: marketing, website, onsite program, and event signage
- > One complimentary registration
- > Option to purchase additional discounted sponsor registrations
- > Post-event attendee list provided with name, organization and email addresses for one-time use
- > Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Event Partner**\$3,500**

- > Company name on all materials associated with event: marketing, website, onsite program, and event signage
- > Social media posts about your company and its event partnership
- > Four complimentary registrations
- > Option to purchase additional discounted sponsor registrations
- > Pre-event attendee list provided with name, organization and email addresses for one-time use
- > Post-event attendee list provided with name, organization and email addresses for one-time use
- > Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

Keynote / General Session *(first come first served, limited opportunities)***\$2,500**

- > Keynote/General Session sponsored by YOUR COMPANY in promotion and onsite materials*
- > Introductory remarks by organization representative*
- > Event signage recognizing session sponsorship
- > One complimentary registration
- > Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

**Due to the official capacity of some speakers, naming rights of sessions may be limited. Check with Elizabeth Johnson for availability*

Breakfast / Breaks**\$1,000**

- > Company name on all materials associated with event: marketing, website, onsite program, and event signage
- > Stand-alone sign posted at breakfast or break with your company name
- > Inclusion in "Thank You" advertisement in one issue of *The Federal Lawyer*

A La Carte

A La Carte Sponsorship items provide high visibility opportunities at specific national conferences. Most a la carte sponsorships can be added on to a national conference sponsorship level or purchased "a la carte" by themselves with the benefits below:

CONFERENCE RECEPTION

- > Company name on all materials associated with event: marketing, website, onsite program, and event signage
- > Pre-event attendee list provided with name, organization and email addresses for one-time use
- > Option to provide promotional handout to attendees during the event

Available for:

Tax Law Conference, Indian Law Conference, Immigration Law Conference, Insurance Tax Seminar

Add-on: \$3,000

A La Carte: \$4,000

MOBILE APP *(exclusive)*

- > Company name on all materials associated with event: marketing, website, onsite program, and event signage
- > Company logo featured in app banner with exclusive navigation to direct attendees to company website
- > Option to provide promotional flyer to be distributed to conference attendees

Available for:

Tax Law Conference, Rising Professionals Symposium, Immigration Law Conference, Insurance Tax Seminar

Add-on: \$2,000

A La Carte: \$3,000

EXHIBIT TABLE

- > (1) six-foot table placed in high traffic area
- > Pre-event attendee list provided with name, organization and email addresses for one-time use
- > Post-event attendee list provided with name, organization and email addresses for one-time use

Limited availability for all conferences

Add-on only: \$500

2020 FBA SPONSORSHIP AGREEMENT FORM

EMAIL COMPLETED SPONSORSHIP AGREEMENT FORM TO ELIZABETH JOHNSON (EJOHNSON@FEDBAR.ORG)

Name of conference: _____

Sponsorship Level

- | | |
|--|------------|
| <input type="checkbox"/> Strategic | (\$50,000) |
| <input type="checkbox"/> Premier | (\$10,000) |
| <input type="checkbox"/> Thought Leader | (\$5,000) |
| <input type="checkbox"/> Welcome | (\$4,000) |
| <input type="checkbox"/> Event Partner | (\$3,500) |
| <input type="checkbox"/> Keynote/General Session | (\$2,500) |
| <input type="checkbox"/> Breakfast/Break | (\$1,000) |

Add-on

- | | |
|--|-----------|
| <input type="checkbox"/> Reception | (\$3,000) |
| <input type="checkbox"/> Mobile App | (\$2,000) |
| <input type="checkbox"/> Exhibit Table | (\$500) |

A La Carte

- | | |
|-------------------------------------|-----------|
| <input type="checkbox"/> Reception | (\$4,000) |
| <input type="checkbox"/> Mobile App | (\$3,000) |

ORGANIZATION / FIRM NAME (as it should appear in materials)

ADDRESS

CITY

STATE

ZIP

POINT OF CONTACT NAME (FIRST / LAST / TITLE)

CONTACT PHONE

CONTACT EMAIL

METHOD OF PAYMENT

- SEND INVOICE FOR PAYMENT
- CHECK* (made payable to the "Federal Bar Association")
- CREDIT CARD VISA MC AMEX

CREDIT CARD NUMBER

EXP DATE

BILLING ZIP CODE

CARD HOLDERS NAME (printed)

SIGNATURE

* Please send check, along with copy of completed sponsorship agreement form to:
Federal Bar Association; Attn: Sponsorship
PO Box 79395
Baltimore, MD 21279

THANK YOU FOR YOUR SUPPORT!