

2012 Annual Convention Overview

Connect with Attorneys

The State Bar of Arizona's Convention is your opportunity to connect personally with Arizona attorneys and build a greater share of Arizona's legal market for your business.

If law firms and attorneys are a key customer source for your company, you'll want to sponsor, exhibit, or take advantage of both opportunities at this three-day annual event.

EXPOSURE AND VISIBILITY:

- The State Bar Convention is the largest legal event held each year in Arizona.
- Attendance averages 1,770 attorneys

The State Bar markets the Convention aggressively to every attorney in Arizona for six months leading up to the event, including:

- Email campaigns to State Bar members.
- State Bar website promotion (site averages 303,000 page views monthly; 41,600 unique visitors).
- Advertising in Arizona Attorney magazine (circulation 21,500).

ATTORNEY INVOLVEMENT:

- More than 40 sessions of Continued Legal Education classes are presented by leading lawyers in the State.
- The Convention is timed in order for attorneys to complete their annual Continuing Legal Education requirements by June 30.

ATTENDEE DEMOGRAPHICS:

- 85% from firms of two or more attorneys; 15% sole practitioners.
- 96% from the Phoenix or Tucson greater metropolitan areas; 4% from northern Arizona. A total of 79% from Maricopa County.
- Total average attendance: 1772 attorneys over the past four conventions in Phoenix.

MARKETING OPPORTUNITIES:

Exhibit booths: Booth spaces are assigned on a first-come, first-serve basis. Reserve your booth now and lock in your location. To promote high visibility for each booth, food and beverage stations are strategically placed at the back of the exhibit hall.

Sponsorships: Various levels of Convention sponsorships are available on a first-come, first-serve basis. Or, to develop a custom sponsorship or promotional package, please contact the State Bar advertising manager.

Convention Magazine: This special issue is mailed two months in advance of the Convention to every attorney in the state, and distributed during the Convention. Total circulation is 20,000. Advertising in the Convention magazine will reach every attorney and judge in Arizona.

Networking events and luncheons: Take advantage of additional opportunities to connect with attorneys at several Convention events. Your exhibit booth or sponsorship includes tickets to select Convention lunches, as well as all evening social events.



BUSINESS OBJECTIVES FOR EXHIBITORS AND SPONSORS:

- Drive sales through one-on-one contact with attorneys.
- Showcase your company's products or services to a large number of attorneys.
- Schedule appointments, close sales, generate referrals.

DEADLINES:

Exhibit Booths and Sponsorships:

February 6, 2012, or until sold out

Convention Magazine:

February 6, 2012