

2012 Annual Convention Sponsorships

Build a greater share of the legal market

Your sponsorship of the State Bar Annual Convention will dramatically raise your company's visibility and level of awareness in Arizona's legal community. The State Bar Convention is the largest legal event held each year in Arizona.

Convention Sponsorships

Each sponsor level offers exposure over several months in official State Bar print and online communication to members, as well as throughout the three-day Convention.

GOLD SPONSOR - \$10,000 - Limited to one

Podium time: Two minutes to address audience at Wednesday luncheon.

Recognition: Company logo on all Convention emails to members and on website (both with live links to your company website); acknowledgment in Convention magazine; on banner at luncheons and social events; on sponsor sign at entrance.

Double Exhibit booth space: \$5,590 value.

Two full page, full color ads: One full page, full color ad in Convention magazine, \$2,095 value. (Mailed April 2 to every attorney in the state and distributed during the Convention; circulation 20,000.) One full page, full color ad in Arizona Attorney magazine, May issue, \$2,755 value.

Luncheons and social events: Four tickets to Wednesday, Thursday, Friday luncheons (\$500 value). Four tickets to social events Wednesday and Thursday evenings.

SILVER SPONSOR - \$7,500 - Limited to two

Recognition: Company name listed on all Convention emails to members and on website (both with live links to your company website); acknowledgment in Convention magazine; on banner at luncheons and social events; on sponsor sign at entrance.

Double Exhibit booth space: \$5,590 value.

Two full page, full color ads: One full page, full color ad in Convention magazine, \$2,095 value. (Mailed April 2 to every attorney in the state and distributed during the Convention; circulation 20,000.) One full page, full color ad in Arizona Attorney magazine, May issue, \$2,755 value.

Luncheons and social events: Two tickets to Wednesday, Thursday, Friday luncheons (\$250 value). Four tickets to social events Wednesday and Thursday evenings.

BRONZE SPONSOR - \$5,000 - Limited to three

Recognition: Acknowledgment in Convention magazine; on website; on banner at luncheons and social events; on sponsor sign at entrance.

Exhibit booth space: \$2,795 value.

Full page, full color ad: One full page, full color ad in Convention magazine, \$2,095 value. (Mailed April 2 to every attorney in the state and distributed during the Convention; circulation 20,000.)

Luncheons and social events: Two tickets to Wednesday, Thursday, Friday luncheons (\$250 value). Two tickets to social events Wednesday and Thursday evenings.

■ Sponsorships are available on a first-come, first-serve basis.

■ For more information or to develop a custom sponsorship or promotional package, please contact the State Bar advertising manager.



CONVENTION ATTENDEES:

Average attendance 1770 attorneys:

- 85% from firms of two or more attorneys; 15% sole practitioners
- 96% from the Phoenix or Tucson greater metropolitan areas; 4% from northern Arizona
- 79% from Maricopa County

CONVENTION PROMOTION:

Aggressively marketed to State Bar members, which is every attorney in Arizona:

- Email campaigns
- Website promotion (site averages 303,000 page views monthly; 41,600 unique visitors)
- Arizona Attorney magazine, full page color ads (circulation 21,500)

DEADLINES:

Exhibit Booths and Sponsorships:

February 6, 2012, or until sold out

Convention Magazine:

February 6, 2012

Please see reverse side for Specialized Sponsorships

2012 Annual Convention Sponsorships

Exclusive Specialized Sponsorships

These sponsorship opportunities are tailored to creatively promote your company's unique products and services.

CONVENTION BAG SPONSOR - \$6,000

Your company logo exclusively displayed on the official Convention bags provided to all attendees. State Bar logo displayed on opposite side.

FLASH DRIVE SPONSOR - \$6,000

The CLE materials for each Convention session are provided to attendees via a flash drive featuring your logo.

Benefits include: Premium double exhibit booth space, Convention magazine advertising, and more.

NOTEPAD SPONSOR - \$6,000

Every Convention attendee receives a notepad printed with your logo and advertising message for note-taking during each CLE session.

Benefits include: Premium double exhibit booth space, Convention magazine advertising, and more.

CHARGING STATION SPONSOR - \$6,000

Your company's booth is the destination for all Convention attendees to re-charge their personal electronic devices throughout the three-day event. Charging equipment will be provided by the State Bar.

Benefits include: Premium double exhibit booth space, Convention magazine advertising, and more.

AUTOMOTIVE SPONSOR - \$6,000

Your dealership is the exclusive automotive sponsor. Display your latest models at the Ballroom entrance. To generate extra excitement, raffle a loaner vehicle for a weekend or draw a prize for a short-term lease.

Benefits include: Premium double exhibit booth space, Convention magazine advertising, and more.

BUSINESS SERVICES CENTER SPONSOR - \$6,000

Your booth is the destination for all Convention attendees to print/copy/collate documents during the three-day event. Ideal opportunity for an office machines/office solutions/document management company. Demonstrate your office equipment and proprietary software capabilities.

Benefits include: Premium double exhibit booth space, Convention magazine advertising, and more.

MOBILE APP SPONSOR - \$2500

Your banner ad on the Convention's official Mobile App will get your brand in front all attendees as they create a personalized schedule of sessions to attend, find meeting rooms, exchange emails and share contact information with colleagues during the Convention.

Benefits include: The opportunity to attach your brochure, presentations, photos, and even video to your Mobile Banner Ad. Various levels are available.

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