

INCREASE YOUR EXPOSURE

2022 Annual Meeting and Convention

May 18-20 — Borgata Hotel, Casino & Spa

NJSBA SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities include:

- Preferred booth location (based on availability)
- Your name or logo in the NJSBA Annual Meeting and Convention program guide, NJSBA.com annual meeting page, NJSBA mobile app, all pre-event announcements (print, email, web), as well as on-site signage and electronic ads on LCD monitors at Borgata and The Water Club
- Post-convention mailing list

CONVENTION ESSENTIALS

~~SOLD~~ Convention Lanyard

Exclusive | Cost: \$7,000

~~SOLD~~ Electronic Registration Center

Exclusive | Cost: \$7,000

Convention Tote Bag

Limited to two sponsors | Cost: \$5,500

Put your logo front and center with attendees as one of two convention tote bag sponsors. Your logo and website will be printed on the outside of the convention tote bag, carried by every attendee throughout the convention.

~~SOLD~~ Hotel Notepad

Exclusive | Cost: \$5,500

Pen Sponsor

Exclusive | Cost: \$3,000

Includes company name/logo on promotional materials (print, email, web), recognition on signage and one electronic ad on LCD monitors (Borgata and Water Club).

Pad Sponsor

Limited to four sponsors; three available | Cost: \$2,000

Keep your name in front of attendees as a notepad sponsor. Your logo will appear on the bottom of the convention notepad, used by every attendee.

Convention Tracks

Limited to three sponsors per track | Cost: \$1,750

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.

- | | |
|--|---|
| <input type="checkbox"/> Business Law | <input type="checkbox"/> Labor and Employment Law |
| <input type="checkbox"/> Civil Litigation | <input type="checkbox"/> Municipal Court Practice |
| <input type="checkbox"/> Corporate Commercial | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Criminal Litigation | <input type="checkbox"/> Solo and Small-Firm Practice |
| <input type="checkbox"/> Cybersecurity | <input type="checkbox"/> Taxation |
| <input type="checkbox"/> Diversity | <input type="checkbox"/> Trust and Estate Law |
| <input type="checkbox"/> Family Law | <input type="checkbox"/> Workers' Compensation-Litigation |
| <input type="checkbox"/> Health and Wellness | <input type="checkbox"/> Young Lawyers |
| <input type="checkbox"/> Law Practice Management | |

Hand Sanitizer Stations

Limited to four sponsors; three available | \$1,500

Everyone wants clean hands. Each station includes your logo, booth number and website address.

RECEPTIONS AND NETWORKING EVENTS

Afternoon Refreshments

Non-exclusive | Cost: \$2,500

Attendees will enjoy a break in the action and flock to grab an ice cream treat or healthy snack. This is a great opportunity to connect with attendees and build your brand. Select one:

- Wednesday, May 18, 3:30–4:30 p.m.
- Thursday, May 19, 2:30–3:30 p.m.

Welcome Reception

Wednesday, May 18, 6:30–8 p.m.
Non-exclusive | Cost: \$5,000

Kick off the convention with a fun-filled evening of networking and camaraderie while you and your team join attendees pool side 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.

Law Clerk Welcome Reception

Wednesday, May 18, 6:30–8:30 p.m.
Non-exclusive | Cost: \$1,500

Help welcome the next generation of lawyers and connect with over 300 law clerks. Each sponsor will receive two tickets. Includes company name/logo on promotional materials (print, email, web) and recognition on signage.

Young Lawyers Division (YLD) Evening Event

Wednesday, May 18, starts at 8:30 p.m.
Central Ballroom
Non-exclusive | Cost: \$2,500

Everyone loves a party and this YLD event brings out the best in all of us with cocktails, light food and fun! Socialize with young lawyers and those who are young at heart. Hosted by the YLD and open to all attendees this is a chance to build loyalty for your brand with attorneys who are starting a lifetime career.

Celebration Honoring Incoming President Jeralyn L. Lawrence

Wednesday, May 18, 8–9 p.m.
Gypsy Bar
Non-exclusive | Cost: \$3,000

Sponsors will be acknowledged on event signage and electronic monitors during the event.

Cocktails and Conversation Networking Reception

Wednesday, May 18, 9:30–11 p.m.
Non-exclusive | Cost: \$2,500

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.

Reception Honoring Newly Installed Officers and Trustees

Thursday, May 19, 8:30–10 p.m.
Central Ballroom
Limited to four sponsors | Cost: \$5,000

Support this special reception honoring the new president, officers and trustees, where you can offer a toast and enjoy an elegant buffet. Mix and mingle with leaders from the New Jersey State Bar Association, convention attendees and others who are there to support the new leadership. Sponsors will be acknowledged on event signage.

After Party

Thursday, May 19, 10 p.m.–Midnight
Limited to four sponsors | Cost: \$5,000

Keep the fun going at this exciting After Party where you and your team can dance the night away with attendees. Enjoy music, dancing, desserts and fun, with your company's information on display. Post selfies to the NJSBA Social Media Message wall and remember to tweet pictures to #njsbaac.

BREAKFAST AND CONTINUOUS HOT BEVERAGE SERVICE

Breakfast

Limited to two sponsors | Cost: \$2,500

Show your support as a breakfast sponsor and your name will be prominently displayed for all to see on colorful signage at the buffet table and on table tents. Select one:

- Thursday, May 19 Friday, May 20

Continuous Hot Beverage Service

Exclusive for timeslot | Cost: \$2,000

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 and at The Water Club.

- Wednesday a.m. Wednesday p.m.
 Thursday a.m. Thursday p.m.
 Friday a.m.

LUNCHEON EVENTS

Lunch

Non-exclusive (Limit two sponsors per day)
Cost: \$3,000

Show your support as a lunch sponsor and your name will be prominently displayed for all to see on full-size posters (placed near the lunch service) and on buffet table signage and table tents. Select one:

- Wednesday Thursday Friday

Young Lawyers Division (YLD) and Law Clerk Luncheon

Non-exclusive | Cost: \$2,000

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. **Lunch sponsors are encouraged to participate and share their solutions.** Select one:

- Wednesday, May 18
 Thursday, May 19

Diversity Committee Annual Luncheon

Thursday, May 19, 11:30 a.m.-1 p.m.

Signature

Non-exclusive | Cost: \$2,000

This popular luncheon spotlights noteworthy achievements in diversity and inclusion in the profession and features a distinguished speaker for a keynote address. One honoree will be awarded the prestigious Mel Narol Excellence in Diversity Award.

Family Law Section Luncheon

Thursday, May 19, 11:30 a.m.- 1 p.m.

Old Homestead

Limited to four sponsors | Cost: \$1,500

TECHNOLOGY OPPORTUNITIES

Mobile Convention App Banner Ad

Limited to six sponsors; four available | Cost: \$2,000 each

Phone specs: 640 pixels wide x 150 pixels high
Tablet/Online specs: 552 pixels wide x 150 pixels high
Only PNG, JPEG and GIF formats accepted.

Electronics Charging Stations

Borgata and The Water Club

Three available stations, two sponsors per station
Cost: \$2,000

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
Attn: Lynn Marie Gallo
Manager, New Business Development
New Jersey State Bar Association
One Constitution Square
New Brunswick, NJ 08901

For more information contact:

Lynn Marie Gallo at 732-565-7576 • lgallo@njsba.com

Visit our website at njsba.com

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