

STATE BAR OF WISCONSIN
Annual Meeting &
CONFERENCE

June 25-26
Grand Geneva Resort
Lake Geneva, Wisconsin

2015

CONNECT. LEARN. RELAX

CONNECT, LEARN, RELAX ...
AND GROW YOUR BUSINESS
AT THE 2015 STATE BAR of
WISCONSIN ANNUAL MEETING
& CONFERENCE

Take advantage of this unique opportunity to **CONNECT** with hundreds of Wisconsin-licensed lawyers – all in one place, at one time. Meet attendees in a relaxed, collegial atmosphere away from the hustle, bustle and interruptions of the typical work day.

Talk with lawyers in the exhibit hall, at the social events, or on the golf course and share how your products and services can help them in their practices and businesses. Attend the plenaries and CLE session alongside attendees and **LEARN** more about trends and hot topics important to Wisconsin's legal profession.

All work and no play isn't good for anyone! Whether it's a round of golf (with or without a potential customer), the stunning views, a couple hours at the waterpark or spa, or qualifying a lead ... you are sure to find something to help you **RELAX** at the Grand Geneva Resort & Spa and the 2015 State Bar Annual Meeting & Conference.

Exhibit & Sponsorship Opportunities



STATE BAR OF WISCONSIN



EXHIBIT SPACE

The legal expo is located in a high-traffic area that includes conference registration and information, a State Bar bookstore, legal research demonstrations, continental breakfasts, and refreshments. Also, prize promotions encourage attendees to visit each exhibitor.

All spaces are \$1,695 and include:

- 6' skirted table and two chairs
- ¼ page, 4-color ad (provided by exhibitor) in the onsite program
- Company profile (up to 50 words) and logo in onsite program
- Company profile on the conference app
- Logo in all print and email marketing materials*
- Logo/link on conference website
- Logo on onsite signage
- Up to two tickets to the closing luncheon (by request)
- Two tickets to the Wednesday and Thursday evening social events
- Standard electrical outlet (by request)
- Post-conference attendee roster

* Requires early commitment



Strengthen and increase your company's visibility



Build trust and brand loyalty

Don't miss the opportunity – Space is limited so ACT SOON!



Convert prospects to customers



Capture leads

Comments from 2014

FROM AN EXHIBITOR...

"... I enjoyed exhibiting at the State Bar of Wisconsin's Annual Conference at the Grand Geneva. The attendees were receptive and I was able to make numerous contacts. Not every bar group is so attuned to giving the exhibitors so many chances to interact with the members ..."

FROM ATTENDEES...

"The exhibitors were great."

"... the dinners, lunches, and vendor area were fun."

CONFERENCE SPONSORSHIPS

Both exhibitors and non-exhibitors are invited to become general conference or special event sponsors. If you can't exhibit, this is an excellent opportunity to show your support of the legal market. If you are exhibiting, consider adding a sponsorship for even greater impact. Sponsors receive exposure to the entire State Bar membership before, during, and after the conference.

Presidential Sponsor — \$5,000

Special event sponsorship options at this level include plenary programs, Thursday evening party, and the conference app (All first tier logo placements)

- Logo on conference website
- Logo in print* and email promotions
- Company logo and profile (up to 50 words) in onsite program and conference app
- Logo in *Wisconsin Lawyer* recognition ad
- Logo on conference "Wall of Fame"
- Logo on event signage (if applicable)
- Podium recognition (if applicable)
- Full page, 4-color ad in onsite program
- Four tickets to the Friday plenary luncheon
- Sponsor ribbons for name badges

Premier Sponsor — \$2,500

Special event sponsorship options at this level include Wednesday evening party, continental breakfasts, and laptop charging stations (All second tier logo placements)

- Logo on conference website
- Logo in print* and email promotions
- Company logo and profile (up to 50 words) in onsite program and conference app
- Logo in *Wisconsin Lawyer* recognition ad
- Logo on conference "Wall of Fame"
- Logo on event signage (if applicable)
- Podium recognition (if applicable)
- 1/2 page, 4-color ad in onsite program
- Two tickets to the Friday plenary luncheon
- Sponsor ribbons for name badges



Enjoy the Social Events

Partner — \$1,250

Special event sponsorship options at this level include morning refreshment breaks (All third tier logo placements)

- Logo on conference website
- Logo in print* and email promotions
- Logo in onsite program
- Company profile (up to 50 words) on conference app
- Logo in *Wisconsin Lawyer* recognition ad
- Logo on conference "Wall of Fame"
- Logo on event signage (if applicable)
- 1/4 page, 4-color ad in onsite program
- Sponsor ribbons for name badges

Program Sponsor — \$500

Special event sponsorship options at this level include Run/Walk, Yoga, Thursday bonfire/s'mores, and Passport to Prizes

- Name on conference website
- Name in print* and email promotions
- Name in onsite program
- Company profile (up to 50 words) on conference app
- Name in *Wisconsin Lawyer* recognition ad
- Name on conference "Wall of Fame"
- Name on event signage (if applicable)
- Sponsor ribbons for name badges

*Requires early commitment



Deepen and accelerate relationships

STATE BAR OF WISCONSIN
Annual Meeting &
CONFERENCE
June 25-26
Grand Geneva Resort
Lake Geneva, Wisconsin

2015

CONNECT. LEARN. RELAX

Exhibitor Guidelines

General Information

The State Bar of Wisconsin provides access to space, at a cost, to approved exhibitors at its institutes and conferences. Acceptance as an exhibitor is in no way to be construed or promoted as an endorsement by the State Bar of Wisconsin.

Booth Assignments

Booth assignments will be made several weeks prior to the event and will depend on the date the Contract for Exhibit Space was received, the exhibitor level, and placement of competing companies. The State Bar of Wisconsin makes every effort to maximize traffic throughout the entire exhibit area.

Lodging

Special room rates are available through the host hotels. Contact the hotels directly and mention you are with the State Bar of Wisconsin.

Acceptance of Exhibitors

Acceptance of exhibitors is at the sole and absolute discretion of the State Bar of Wisconsin. All accepted applications are subject to the conditions and requirements contained in these guidelines.

Product Sales

The exhibitor assumes responsibility for securing all appropriate licenses for the sale of merchandise and is solely responsible for the collection of all applicable state and local taxes.

Liability

Neither the State Bar of Wisconsin, its expo services provider, nor the exhibit venues or the officers, employees, or agents thereof, will be responsible for any injury, loss, or damage that may occur to, or on account of, the exhibitor, the exhibitor's employees, or the exhibitor's property prior, during, or subsequent to the period covered by the exhibit contract. The exhibitor assumes all responsibility and agrees to indemnify, defend, and hold blameless the State Bar of Wisconsin, its officers, directors, employees, servants, and agents against any claims, demands, costs, loss, or expense, including attorney fees, litigation expenses, or court costs arising out of the use of the exhibition premises.

Cancellation or Postponement of Exposition

In the event of fire, strikes, riots, civil commotion, acts of God, war, and other unavoidable circumstances rendering it impossible or impractical for any reason for the State Bar of Wisconsin to perform such contract, the performance under such contract shall be excused. All payments made by the exhibitor for exhibit space shall be returned to the exhibitor less expenses actually incurred in connection with the exposition.

Security

The exhibit area is not secured. Please remove valuables during non-show hours.

Fire, Health, and Safety

Exhibitor assumes all responsibility for compliance with all federal, state, and local regulations and ordinances, including but not limited to those covering fire, safety, and health. No open flames are allowed.

Compliance with Schedule

Booths must be staffed during the hours when the exhibit area is open, and, further, each exhibitor agrees to maintain installed display space throughout all exhibit days and hours. No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. This policy will be strictly enforced. In the event the exhibitor fails to install or have installed his or her display within the time limit set for opening the expo or fails to comply with any provisions concerning the use of display space, the State Bar of Wisconsin reserves the right to take possession of said space and resell same, or any part thereof. The State Bar reserves the right to modify the exhibit hours to meet program needs.

Cancellations

Cancellations must be made in writing. If notified six weeks prior to the event, the State Bar will refund 50% of the amount paid. Cancellations within six weeks of the event obligates exhibitor for payment of the full rental amount and no refund will be made.

Circularization and Solicitation

Advertising materials may be distributed, and patronage may be solicited, only within the space assigned to the exhibitor presenting such material. No firm or organization not assigned space in the exhibit area will be permitted to solicit business in any manner within the exhibit hall.

Exhibitor Service Kit

Service kit is available at www.wisbar.org/expos. The kits include information on shipping, ordering extra furniture, carpeting, rental display units, and labor. Specific questions should be directed to Reggie Driscoll, (608) 250-6100 or rdriscoll@wisbar.org.

Questions or Need More Information?

Karen Richter
State Bar of Wisconsin
(800) 444-9404 ext. 6132 or (608) 250-6132
krichter@wisbar.org

APPLICATION AND CONTRACT FOR 2015 EXHIBIT SPACE & SPONSORSHIP

EXHIBIT SPACE / SPONSORSHIP	
Booth in Legal Expo	<input type="checkbox"/> \$1,695
General Conference Support Sponsorships	
Presidential Sponsor	<input type="checkbox"/> \$5,000
Premier Sponsor	<input type="checkbox"/> \$2,500
Partner	<input type="checkbox"/> \$1,250
Program Sponsor	<input type="checkbox"/> \$500
Special Event Sponsorships	
Plenary Programs	Call for details
Conference App	<input type="checkbox"/> \$5,000
Thursday All-conference Party	<input type="checkbox"/> \$5,000
Laptop Charging Stations	<input type="checkbox"/> \$2,500
Wednesday Night "Kick-off the Conference" Party	<input type="checkbox"/> \$2,500
Thursday Continental Breakfast	<input type="checkbox"/> \$2,500
Friday Continental Breakfast	<input type="checkbox"/> \$2,500
Thursday Afternoon Refreshment Break	<input type="checkbox"/> \$2,500
Thursday Morning Refreshment Break	<input type="checkbox"/> \$1,250
Friday Morning Refreshment Break	<input type="checkbox"/> \$1,250
Run/Walk	<input type="checkbox"/> \$500
Thursday Bonfire/S'mores	<input type="checkbox"/> \$500
Yoga	<input type="checkbox"/> \$500
Passport to Prizes	<input type="checkbox"/> \$500
TOTAL	\$

Exhibitor/Sponsor Name _____

(As you wish it to appear in the onsite program and signage)

Contact _____

Title _____

Street Address _____

City/State/Zip _____

Phone _____

Email _____

Website _____

Cancellations Exhibit space cancellations must be made in writing. If notified six weeks prior to the event, the State Bar will refund 50% of the amount paid. Cancellations within six weeks of the event obligates exhibitor for payment of the full rental amount and no refund will be made. Sponsorship fees are non-refundable.

PAYMENT

Check enclosed (Payable to the State Bar of Wisconsin)

Send invoice after (date) _____

VISA MasterCard AMEX

Card# _____

Exp. date _____

Name on Card _____

AGREEMENT

We agree to all terms, regulations, and conditions set forth in the exhibitor/sponsor guidelines and elsewhere in this contract, and application is hereby made for exhibit space and/or event sponsorship.

Authorized Signature _____

Title _____

Date _____

Submit this form to:

State Bar of Wisconsin
Attn: Karen Richter
P.O. Box 7158
Madison, WI 53707-7158

Email: krichter@wisbar.org

Fax: (608) 250-6020

NOTICE TO ALL REGISTRANTS, INSTRUCTORS, EXHIBITORS, AND GUESTS: By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.

STATE BAR OF WISCONSIN
Annual Meeting &
CONFERENCE

June 25-26
Grand Geneva Resort
Lake Geneva, Wisconsin

2015

CONNECT. LEARN. RELAX



STATE BAR OF WISCONSIN