



Coming to a screen near you in June!

The State Bar of Wisconsin 2021 Annual Meeting & Conference is going virtual! While we would rather be meeting in person, the State Bar is excited to announce a virtual model that will feature live plenary speakers, timely breakout sessions, virtual social events, and an interactive exhibit hall.

Connect with an enthusiastic audience

The pandemic has left attorneys and other legal professionals eager to reconnect with friends and colleagues and to explore and implement solutions to issues that were exposed and exacerbated during the pandemic. This year's virtual conference will also appeal to the many members and legal professionals who have not been able to attend in the past.

A unique opportunity

As an exhibitor, you can connect with current and prospective customers in a dedicated booth space without incurring the costs associated with attending in person. You are also invited to attend the sessions to keep abreast of the topics currently on the minds of attendees.

Meet with Conference Attendees in a Dynamic and Interactive Virtual Environment

All exhibit packages include:

- Dedicated booth space with links to your brand assets including PDFs, videos, webinars, external web pages, and social media sites, plus public and private chat functions
- Post-conference metrics on booth visitors
- Inclusion in bar-sponsored prize drawing
- Conference registration(s)
- Company profile in on-site guide
- Display ad in on-site guide
- Rotating logo in virtual lobby
- Inclusion in all pre-event marketing
- Recognition in post-event *Wisconsin Lawyer* ad

See the following grid for complete package information.

Meet With Even More Decision Makers in 2021!

This year the Wisconsin Association of Legal Administrators will hold their Annual Conference of Education in conjunction with the 2021 AMC

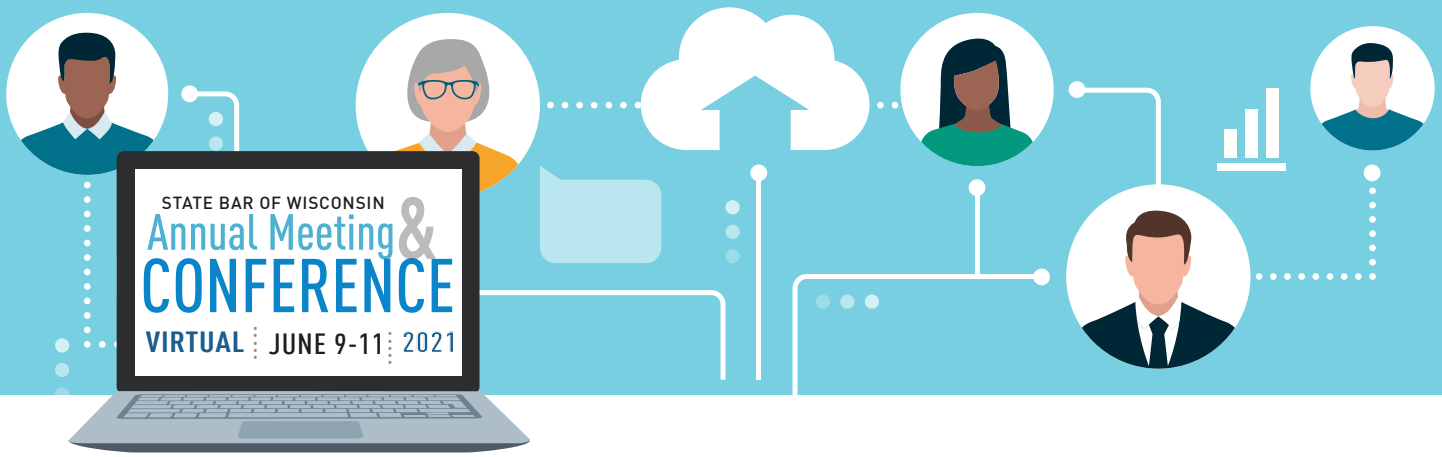


STATE BAR
OF WISCONSIN



Wisconsin Chapter

A Chapter of the Association of Legal Administrators



EXHIBITOR PACKAGES

	PLATINUM \$2,995	GOLD \$1,395	SILVER \$995
Interactive booth space with unlimited links to your brand assets	X	X	X
Broadcast message to all attendees during conference	1		
Premium positioning at expo entry point	X		
Inclusion in games for Bar-sponsored prize drawings	X	X	X
Sponsor-produced video played before plenary session	X		
Podium recognition during plenary session	X	X	
PDF added to attendee's virtual briefcase	1		
Social media recognition prior to conference	2	1	
Rotating logo on virtual lobby signage	Tier 1	Tier 2	Tier 3
Logo + link on conference webpage	Tier 1	Tier 2	Tier 3
Logo + link in pre-event email marketing	Tier 1	Tier 2	Tier 3
Logo in pre-event print marketing (requires early commitment)	Tier 1	Tier 2	Tier 3
Include branded item in physical "swag bag"	X	X	X
Display ad in conference program	Full page	½ page	¼ page
Company profile (up to 75 words) in conference program	X	X	X
Recognition in post-conference <i>Wisconsin Lawyer</i> ad	Logo	Logo	Name
Post-event attendee report including roster of booth visitors	X	X	X
Conference registration(s) (does not include CLE credit)	4	2	1

EXHIBITOR CHECKLIST

Submit logo (300dpi JPG, EPS or PNG files) **with signed contract**

Email the following items to krichter@wisbar.org by May 14

Company profile (up to 75 words)

Display ad (PDF)

Full page = 7.5" x 10"

½ page = 7.5" x 4.75" or 3.5" x 10"

¼ page = 3.5" x 4.75"

Submit 200 Swag Bag items

Due May 14.

Send to: State Bar of Wisconsin AMC,
5302 Eastpark Blvd.,
Madison, WI 53718-2101

Weight of individual items must not exceed 3 ounces, or be more than 8" in length.



EXHIBITOR AGREEMENT

Exhibiting Company Name _____

Contact/Title _____

Street Address _____

City/State/Zip _____

Phone _____ Email _____

Web Address _____

EXHIBITOR LEVEL

Platinum Gold Silver

PAYMENT INFORMATION

Check enclosed (Payable to State Bar of Wisconsin)

VISA Card #: _____ Expiration _____

MasterCard Card #: _____ Expiration _____

AMEX Card #: _____ Expiration _____

Discover Card #: _____ Expiration _____

AGREEMENT We agree to all terms of this contract and application is hereby made for virtual exhibit space at the 2021 Annual Meeting & Conference. We understand that there are no refunds for cancellations.

Authorized Signature _____

Title _____ Date _____

Return to:

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

krichter@wisbar.org

Questions? Call (608) 250-6132