This year’s Wisconsin Solo & Small Firm Conference is headed for the cloud. While we would rather be meeting in person, the State Bar is excited to present a conference that will feature “live” plenaries, timely breakout sessions, virtual social events, and an interactive exhibit hall.

WE’RE LOOKING AT THE BRIGHT SIDE

After months of adapting to new ways of working, attorneys will be excited to join their colleagues to share experiences and learn about new ways to navigate their everyday challenges. This year’s conference will also appeal to many members that haven’t been able to attend in person in the past.

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 WISCONSIN SOLO & SMALL FIRM ATTORNEYS IN THE CLOUD

ALL INTERACTIVE BOOTH SPACES INCLUDE …

• Dedicated, branded space
• Screen for welcome video or streaming ad
• Links to your webinars, documents, videos, or external web pages
• Calls to Action: Individual booth prize giveaways, meeting request, demo request, etc.
• Booth staff contact list with direct links to social media, chat, and email functions

ADDITIONAL BENEFITS TO ELEVATE YOUR BRAND …

• Logo on rotating signage in the virtual lobby
• Inclusion in games for Bar-sponsored prize drawings
• Conference registration(s) (does not include CLE credits)
• Opportunity to include a branded item in the physical “swag bag” (shipped to first 150 registrants prior to conference)
• Company profile – up to 75 words – in the conference program
• Logo + link in the daily conference messages
• Display ad in conference program
• Post event attendee roster
• 24/7 exposure during the conference

COMMIT EARLY FOR MAXIMUM EXPOSURE …

Booth fees include exposure to the entire Wisconsin legal market before, during, and after the conference with the following impressions.

• Logo + link in pre-event emails
• Logo + link on conference web page
• Logo in print marketing materials (Requires early commitment)
• Social media post(s)
• Recognition in post-event Wisconsin Lawyer ad (25,000 circulation)

See the following grid for additional features of PLATINUM and GOLD levels.
## EXHIBITOR PACKAGES

<table>
<thead>
<tr>
<th>Feature</th>
<th>Platinum $2,995</th>
<th>Gold $1,795</th>
<th>Silver $995</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactive booth space with links to your brand assets</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Premium positioning at expo entry point</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion in games for Bar-sponsored prize drawings</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor-produced video played before plenary session</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Track sponsorship or special event sponsorship</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Podium recognition during plenary session</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Add item(s) to attendee virtual briefcases</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Social media post(s) prior to conference</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Logo on signage in virtual plenary rooms and lobby</td>
<td>Tier 1</td>
<td>Tier 2</td>
<td>Tier 3</td>
</tr>
<tr>
<td>Logo + link on conference webpage</td>
<td>Tier 1</td>
<td>Tier 2</td>
<td>Tier 3</td>
</tr>
<tr>
<td>Logo + link in pre-event email marketing</td>
<td>Tier 1</td>
<td>Tier 2</td>
<td>Tier 3</td>
</tr>
<tr>
<td>Logo in print conference materials (requires early commitment)</td>
<td>Tier 1</td>
<td>Tier 2</td>
<td>Tier 3</td>
</tr>
<tr>
<td>Include item in physical “swag bag”</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo + link in daily conference messages</td>
<td>Tier 1</td>
<td>Tier 2</td>
<td>Tier 3</td>
</tr>
<tr>
<td>Display ad in conference program</td>
<td>Full page</td>
<td>½ page</td>
<td>¼ page</td>
</tr>
<tr>
<td>Company description (up to 75 words) in conference program</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition in post-conference <em>[Wisconsin Lawyer]</em> ad</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Post-event attendee roster</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Ongoing exposure in post-conference web replays and OnDemand sessions</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Conference registration(s) (does not include CLE credit)</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

### EXHIBITOR CHECKLIST

- **Submit logo** (300dpi JPG, EPS or PNG files)
- **Submit company profile** (up to 75 words) by September 30
- **Submit collateral materials** (video, literature, white papers)
  Email above items to krichter@wisbar.org by September 30
- **Submit display ad (PDF)** by September 30
  - 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 150 items for Swag Bags**

Due September 30. Weight must not exceed 3 ounces, or be more than 8” in length. Send to: WSSFC, 5302 Eastpark Blvd., Madison, WI 53718-2101
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 contact and application is hereby made for virtual exhibit space at the 2020 Wisconsin Solo & Small Firm 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