



# STATE BAR OF WISCONSIN 2020 Solo & Small Firm Conference

**NOW VIRTUAL ...  
OCTOBER 28-29-30**

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.



STATE BAR  
OF WISCONSIN

## **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.



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## EXHIBITOR PACKAGES

	PLATINUM \$2,995	GOLD \$1,795	SILVER \$995
Interactive booth space with links to your brand assets	X	X	X
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		
Track sponsorship or special event sponsorship	X	X	
Podium recognition during plenary session	X	X	
Add item(s) to attendee virtual briefcases (videos, brochures, newsletters, etc.)	2	1	
Social media post(s) prior to conference	3	2	1
Logo on signage in virtual plenary rooms and lobby	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 print conference materials (requires early commitment)	Tier 1	Tier 2	Tier 3
Include item in physical "swag bag"	X	X	X
Logo + link in daily conference messages	Tier 1	Tier 2	Tier 3
Display ad in conference program	Full page	½ page	¼ page
Company description (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 roster	X	X	X
Ongoing exposure in post-conference web replays and OnDemand sessions	X	X	X
Conference registration(s) (does not include CLE credit)	4	2	1

### 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](mailto: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



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**2020 Solo & Small  
Firm Conference**

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## 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