



# WSSFC21

## WISCONSIN SOLO & SMALL FIRM CONFERENCE 2021



## EXHIBITOR & SPONSORSHIP PROSPECTUS

### Meeting You Where You Are

After more than a year of adapting to new ways of working together, we have planned a conference to “meet you where you are” and hold an event that will be inclusive for all participant and vendor needs/comforts as we are hopefully rounding the end of the pandemic.



### Bringing You Together with Wisconsin Attorneys

Plan now to be a part of Wisconsin’s largest legal expo for solo & small firm decision-makers.

- Meet hundreds of attorneys in one place
- Engage personally with current and potential customers
- Increase your company’s visibility...and your bottom line
- Stand out from your competition
- Showcase your company’s products and services





# WSSFC 21

WISCONSIN SOLO & SMALL  
FIRM CONFERENCE 2021

## WISCONSIN SOLO & SMALL FIRM CONFERENCE AND LEGAL EXPO

### EXPO HOURS

**October 28th:**  
8:00 am - 3:00 pm

**October 29th:**  
8:00 am - 2:30 pm

## MEET WISCONSIN SOLO & SMALL FIRM ATTORNEYS WHERE THEY ARE

### VIRTUAL BOOTH SPACES ALL 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 prize giveaways, meeting request, demo request, etc.
- 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"
- Company profile – up to 50 words – in the conference program

- Logo + link in the daily conference messages
- Display ad in conference program
- Post event attendee roster

### COMMIT EARLY FOR MAXIMUM EXPOSURE ...

Booth fees include exposure to the entire Wisconsin solo and small firm legal market before, during, and after the conference with the following impressions. Sign up early for maximum exposure!

- Logo + link in pre-event emails
- Logo + link on conference web page
- 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 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.

### 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.

### 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.

### 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.

### Cancellations

Cancellation of exhibit space 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 nonrefundable.

### Questions or Need More Information?

Crystal Brabender  
State Bar of Wisconsin  
(800) 444-9404 ext. 6132 or (608) 250-6132  
cbrabender@wisbar.org

<b>EXHIBITOR PACKAGES</b>	<b>PLATINUM \$3,295</b>	<b>GOLD \$1,795</b>	<b>SILVER \$995</b>
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	Half page	Quarter page
Company description (up to 50 words) in conference program	X	X	X
Recognition in post-conference Wisconsin Lawyer 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 50 words) by September 30
- Submit collateral materials (video, literature, white papers)
- (Email above items to [cbrabender@wisbar.org](mailto:cbrabender@wisbar.org) by September 30)
- Submit display ad (PDF) by September 30
- Full page = 7.5" x 10"
- Half page = 7.5" x 4.75" or 3.5" x 10"
- Quarter 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



# SPONSORSHIP OPPORTUNITIES

Both exhibitors and non-exhibitors are invited to sponsor special events. 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.

## Networking Events

(max: 2 sponsors) | \$500 each

- Opportunity to speak for up to five minutes at either a plenary session or daily networking events
- Logo and link on event web page
- Logo in marketing materials (mail and email)\*
- 50-word company profile in on-site program
- Logo on signage in networking virtual room
- Podium recognition at event
- Post-conference attendee roster

## Fifth Quarter Tailgate and Packer Pre-Party (6 sponsors)

### Main Sponsor - (plus a prize for the giveaway)

(max: 2 sponsors) | \$1,000 each

(multiple Packer pools will take place since only 100 attendees can be in each pool)

- Logo and link on conference web page
- Logo in marketing materials (mail and email)\*
- 50-word company profile in on-site program
- Logo on signage in the virtual party space
- Opportunity to include literature in "swag bag" that will be shipped to attendees
- Podium recognition at opening plenary
- Post-conference attendee roster

### Half Time Sponsor - (plus a prize for the giveaway)

(max: 2 sponsors) | \$500 each

- Logo and link on conference web page
- Logo in marketing materials (mail and email)\*
- 50-word company profile in on-site program
- Logo on signage in the virtual party space
- Opportunity to include literature in "swag bag" that will be shipped to attendees
- Post-conference attendee roster

### Quarter Sponsor - (plus a prize for the giveaway)

(max: 2 sponsors) | \$250 each

- Logo and link on conference web page
- Logo in marketing materials (mail and email)\*
- Logo on signage in the virtual party space
- Post-conference attendee roster



## Program Tracks | \$550

- Name and link on conference web page
- Name in marketing materials (mail and email)\*
- 50-word company profile in on-site program
- Name on signage in one Program Track room (Substantive Law, Practice Management, Technology or Ethics/Quality of Life) for entire conference

## Patron | \$400

- Name and link on conference web page
- 50-word company profile in on-site program
- Name on signage at event

## For More Information:

Download show schedules and exhibitor checklists at [www.wisbar.org/expos](http://www.wisbar.org/expos) or contact Crystal Brabender at (800) 444-9404, ext. 6132, (608) 250-6132 or email [cbrabender@wisbar.org](mailto:cbrabender@wisbar.org).

\*Promotion on social media beginning Sept 13th until the day of the event with 1-2 posts per week

\*There will also be an email promotion matching each attendee with their Packer Pool numbers



# APPLICATION AND CONTRACT FOR 2021 EXHIBIT SPACE & SPONSORSHIP

Wisconsin Solo & Small Firm Conference Booth Space		Amount
Platinum Level	<input type="checkbox"/> \$3,295	
Gold Level	<input type="checkbox"/> \$1,795	
Silver Level	<input type="checkbox"/> \$995	
<b>SUBTOTAL</b>		<b>\$</b>
Special Event Sponsorships for Additional Exposure		
Networking Events	<input type="checkbox"/> \$500	
Fifth Quarter Tailgate and Packer Pre-Party Main Sponsor	<input type="checkbox"/> \$1,000	
Fifth Quarter Tailgate and Packer Pre-Party Half Time Sponsor	<input type="checkbox"/> \$500	
Fifth Quarter Tailgate and Packer Pre-Party Quarter Sponsor	<input type="checkbox"/> \$250	
Program Track	<input type="checkbox"/> \$550	
Patron	<input type="checkbox"/> \$400	
<b>TOTAL</b>		<b>\$</b>

*Note: Exhibiting and non-exhibiting companies are invited to sponsor special events.*

Exhibitor/Sponsor/Patron Name \_\_\_\_\_  
*(As you wish it to appear in the on-site program and signage)*

Contact \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

**IMPORTANT:** Visit [www.wisbar.org/expos](http://www.wisbar.org/expos) for schedules and deadlines. Also log on to request name badges, Friday luncheon tickets (2 max.), and electricity, as well as submit a company profile for the onsite program.

**Cancellations** Cancellations on booth space must be made in writing. If notified six weeks prior to the event, the State Bar will refund 50% of paid booth fees. 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 nonrefundable.

**Submit this form to:**  
 State Bar of Wisconsin  
 Attn: Crystal Brabender  
 P.O. Box 7158  
 Madison, WI 53707-7158  
[cbrabender@wisbar.org](mailto:cbrabender@wisbar.org)  
 Fax: (608) 250-6020

## Payment

Check enclosed *(Payable to the State Bar of Wisconsin)*

VISA  MasterCard  AMEX  Discover Card#: \_\_\_\_\_ Exp. date \_\_\_\_\_

Name on Card \_\_\_\_\_

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

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

**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.