

CONNECT THROUGH

SPONSORSHIPS



BUILD BRAND
RECOGNITION
AND REINFORCE
YOUR OTHER
MARKETING
ACTIVITIES BY
SPONSORING
EDUCATIONAL
PROGRAMS,
SPECIAL
EVENTS &
PUBLICATIONS.

CONNECT AT

LEGAL EXPOS

REACH POTENTIAL NEW CUSTOMERS AND STRENGTHEN EXISTING RELATIONSHIPS AT STATE BAR OF WISCONSIN LEGAL EXPOS AND EDUCATIONAL PROGRAMS.



The State Bar of Wisconsin offers dozens of opportunities to meet attorneys face-to-face.



STATE BAR LEGAL EXPOS

You'll connect with hundreds of attorneys in one place when you exhibit at a State Bar conference.

These are typically two-day events that include educational sessions, keynote luncheons, social gatherings, and other valuable networking opportunities.

AS AN EXHIBITOR YOU WILL:

- Establish and maintain personal relationships
- Reduce travel time and expenses associated with sales calls
- Increase your visibility
- · Capture and qualify leads
- Demonstrate new products
- Build trust and brand loyalty
- Convert prospects to purchasers
- Accelerate sales

CHOOSE FROM THE FOLLOWING EVENTS:

- Annual Meeting & Conference (June)
- Solo & Small Firm Conference (October)



SPECIAL EVENT SPONSORSHIPS

If you are unable to exhibit at a State Bar Legal Expo, a special event sponsorship will keep your connection to the legal market strong.

As a sponsor you will receive recognition in all preevent print and electronic communications, and in onsite signage.



SPONSORSHIP OPPORTUNITIES INCLUDE:

- Continental breakfasts
- Luncheons
- Refreshment breaks
- Receptions
- Hospitality suites
- Wellness programs
- Educational track programs
- General conference support

CONNECT TODAY!

Download a prospectus with exhibiting and sponsorship details at www.wisbar.org/expos, or contact Karen Richter: (800) 444-9404, ext. 6132 or krichter@wisbar.org.

EDUCATIONAL PROGRAM SPONSORSHIPS

PINNACLE, the State Bar of Wisconsin's continuing legal education division, is the largest provider of CLE programs in the state. PINNACLE seminars are topic-specific programs held live in Milwaukee and/ or Madison or through webcasts. Sponsoring a live or webcast PINNACLE event lets you cost-effectively reach a highly targeted audience who are attending programs either in person or via the Internet.

Sponsors of live programs are welcome to be onsite, however, it is not required. If you are unable to attend, the State Bar will gladly display your literature, in addition to the other signage and recognition sponsors receive.

SEMINAR SPONSORSHIPS INCLUDE:

- Logo in direct mail brochure and email marketing (average number of impressions: 7,500 to 10,000). This requires early commitment.
- Logo on the seminar web page
- Podium recognition
- Logo on event signage and overhead slides
- One 8.5 x 11" insert (PDF supplied by sponsor) included in course materials
- Optional table provided at live events
- Post-event attendee roster
- Continued exposure for up to two years in video replays, webcast replays, and in CLE OnDemand™ library

SPONSORSHIP OPPORTUNITIES BY TOPIC

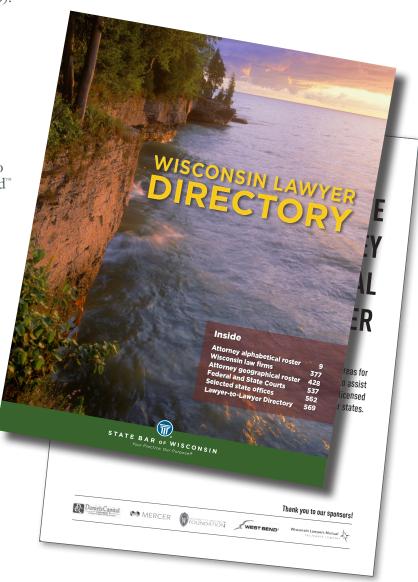
- Torts/Litigation
- Employment Law/Benefits
- Business Law
- Guardian ad Litem
- Medical Issues
- Aging/Elder Law
- Worker's Compensation
- Real Estate
- Ethics
- Bankruptcy
- Estate Planning
- Tax Law
- Plus more!

Call for a schedule of upcoming seminars and sponsorship fees: (800) 444-9404, ext. 6132.

WISCONSIN LAWYER DIRECTORY SPONSORSHIPS

The annual *Wisconsin Lawyer Directory* is an important resource in many Wisconsin law offices. Attorneys and their support staffs purchase this membership directory so that information on other attorneys, law firms, courts and selected state offices is at their fingertips.

Directory sponsors receive a full page ad on a cover or divider page, their logo on the front of all divider pages, and their logo on the order form on WisBar.org. The directory is printed in September. Sponsorships are limited and sold on a first-come, first-served basis. The deadline for materials is July 15. Contact Karen Richter at (800) 444-9404, ext. 6132 or krichter@wisbar.org to reserve space.



PAST STATE BAR EXHIBITORS & SPONSORS

ABA Retirement Funds Program
Ailco Equipment Finance Group

Allen Credit & Debt Counseling Agency

American Express/OPEN
Amicus Creative Media, LLC

AppearBy

Armitage Research LLC

Associated Bank

AT&T

Attorneys' Title Guaranty Fund, Inc.

Bakke Norman S.C.

Berry BNA Bonestroo

Boyle Fredrickson, S.C.

Bultman Financial Services, Inc. Bune Legal Nurse Consulting

Certified Legal Nurse Consulting of Wisconsin

CH Coakley & Company

Classified Private Investigation, LLC

Clio

Collaborative Legal Nurse Consulting

Creatonomy

Darwin Professional Underwriters, Inc.

DeWitt Ross & Stevens S.C. Digital Intelligence, Inc.

Dockendorf Legal Medical Consulting

Eide Bailly LLP

EPS Settlements Group

ESI Pros Fastcase, Inc.

Fidelity National Title

FindLaw

First American Title Insurance Company

Fricano & Associates, LLC

Gramann Reporting, Ltd.

Groth Law Firm

Hawk Detective Agency Hupy and Abraham, S.C. Impact Networking

Information Technology Professionals, LLC

INFO-PRO

InterActive Legal

ISC International Limited iStream Financial Services

Jefferson Wells
Johnson Bank
Johnson Insurance
JSO Technology, LLC
Jury Verdict Reporter

Kard Recycling & Shredding KHB Consulting Services Knight-Barry Title Group

Krause Practice Management, LLC

Krekeler Strother, S.C.

Laufenberg, Jassak & Laufenberg, S.C.

LawPay

Lawton & Cates, S.C.

Legal Data Collection Services Lerdahl Business Interiors

LexisNexis

Marsh US Consumer
Memorial Blood Centers

MicroLaw, Inc.

Minnesota Lawyers Mutual Insurance Co.

Moore's Law

Murphy & Desmond, S.C.

Natural Resource Consulting, Inc.

Northwestern Court Reporters
Paralegal Association of Wisconsin

Pearl Insurance

Professional Insurance Programs

ProQuest
PS Finance, LLC

Safety Engineering Associates, Inc.

Scanner Laser Modeling

Skogen Engineering Group, Inc.

State of Wisconsin - Unclaimed Property

TechSquad IT

Thomson Reuters/West

Tobin Solutions
TorHoerman Law, LLC
Total Attorneys
Trust Wisconsin

UPS

Valparaiso University Law School

Veritext

WealthCounsel, LLC Wegner, LLP Werner Consulting

West Bend Mutual Insurance Company Willamette Management Associates Wisconsin Association of Legal

Professionals

Wisconsin Court Reporters Association
Wisconsin Council of the Blind & Visually

Impaired

Wisconsin Investigative Services

Wisconsin Law Journal

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