



CRIMINAL  
LAWYERS'  
ASSOCIATION

# FALL 2021 SPONSORSHIP OPPORTUNITIES

49<sup>TH</sup> ANNUAL CLA FALL CONFERENCE (NOV 19-20)

33<sup>RD</sup> ANNUAL G. ARTHUR MARTIN CRIMINAL  
JUSTICE AWARD (NOV 20)

7<sup>TH</sup> ANNUAL RECENT CALL CONFERENCE (OCT 23)



# 49<sup>th</sup> Annual FALL Conference

We are very excited for our Fall programming this year. Planning has been underway since January, and we will continue to have thought provoking topics and speakers this year!

The 49th Annual Fall Conference will be held on November 19-20, 2021.

1. Our members have expressed a strong desire to have this conference in person, if possible and safe. We are not able to confirm at this time if the 49th Annual Fall Conference will be in person or virtual.
2. Should we be in person, we will have exhibitor spaces available.
3. Sponsorship offerings will be adjusted for in person/virtual options.
4. Expected attendance of 500+ defence lawyers, judiciary, educators, reporters and other prominent guests from across Canada.
5. Complete conference details, including topics, speakers and times, will be made available in early September.

# 33<sup>rd</sup> Annual G. Arthur Martin Criminal Justice Award Presentation

- Date: November 20, 2021
- In person luncheon OR virtual.
- Winner will formally be announced in early August 2021 on <https://criminallawyers.ca/about-us/awards/>.
- Expected attendance of 150+ defence lawyers, judiciary, educators, reporters and other prominent guests from across Canada.
- Complete event details will be available towards the end of August.



# 7<sup>th</sup> Annual Recent Call Conference

- Date: Saturday, October 23, 2021
- 100% Virtual for 2021.
- Expected attendance of 150+ recent calls and law students from across Canada.
- Complete event details will be available by late August.



# SPONSORSHIP PACKAGES

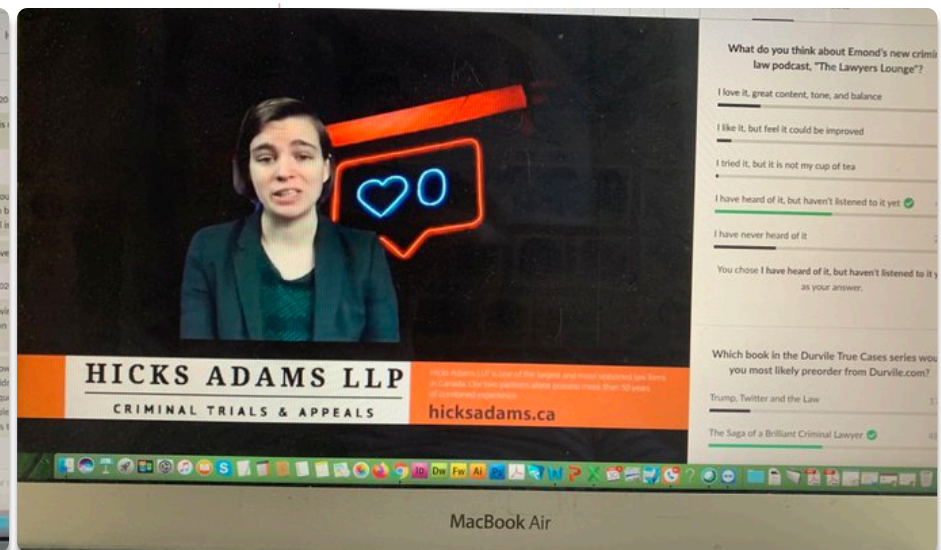
PRICING/OPTIONS BELOW COVER SPONSORING ALL THREE FALL EVENTS COMBINED.

SPONSOR/SHOWCASE LEVEL	LEAD (x4)	GOLD (x6)	SILVER (x12)	BRONZE (x15)
AMOUNT	\$5,000	\$3,000	\$1,500	\$500
COMPANY BANNER/LOGO/NAME ON EVENT WEB PAGES: banner to include logo, sentence about sponsor & web/social media specs	BANNER TOP OF PAGE	BANNER BOTTOM OF PAGE	LOGO BOTTOM OF PAGE	NAME ONLY BOTTOM OF PAGE
COMPANY LOGO/NAME INCLUDED IN EMAIL PROMOTIONS: linked to sponsor website and sent to more than 4,600 legal professionals	LOGO	LOGO	LOGO	NAME ONLY
VERBAL ACKNOWLEDGEMENT	START & END	START & END	END ONLY	END ONLY
COMMERCIAL (fall and recent call conferences) – can be a video or a slide presentation to be played during intermissions	ONE MINUTE	45 SECONDS	30 SECONDS	
COMPLIMENTARY REGISTRATIONS TO EACH EVENT	FIVE	THREE	ONE	
LEAD SPONSOR OF PANEL (fall and recent call conferences): Banner recognition during presentation	ONE FALL & ONE RECENT CALL	ONE FALL or ONE RECENT CALL		
PDF ADVERTISEMENT SHARED WITH REGISTRANTS (fall and recent call conferences)	YES	YES		



# SPONSOR BANNERS

Banners will appear on the conference webpages, email promotions and when possible before/during/closing of presentations. Banners can include company logo, one or two sentences about your company, a website link and social media handles.



# LIVE POLLS DURING PRESENTATIONS

For virtual conferences, LEAD AND GOLD sponsors can submit poll questions in advance that will be launched for live feedback during presentations. Each poll can have up to 5 options to select from with results being instant – a great way to build product/service awareness. Polls appear while the presentations are happening and results are shared with the sponsor.

The screenshot shows a virtual conference interface. On the left, a slide titled "AGENDA" lists the following topics:

- Introductions
- LGBT issues in criminal law
- Trans competency
- Trans legal needs
- Trans identification in files, courts, and on records
- Trans people in criminal law: corrections, custody and sentencing

Below the agenda is a promotional banner for "The Lawyers Lounge" with a "Listen Now" button. The banner text reads: "A new criminal law podcast from Emond Publishing. Hosted by Danielle Robitaille and Lisa Jørgensen." On the right side of the interface, a live poll is displayed with the question: "What do you think about Emond's new criminal law podcast, 'The Lawyers Lounge'?"

Option	Percentage
I love it, great content, tone, and balance	24%
I like it, but feel it could be improved	6%
I tried it, but it is not my cup of tea	2%
I have heard of it, but haven't listened to it yet	43%
I have never heard of it	24%

Below the poll, a second question is shown: "Which book in the Durville True Cases series would you most likely preorder from Durville.com?"

Option	Percentage
Trump, Twitter and the Law	18%
The Saga of a Brilliant Criminal Lawyer	40%

The screenshot shows a virtual conference interface. In the center, a slide for "HINDSIGHT IS 2020" is displayed, with the text "2020 ANNUAL CLA SPRING CONFERENCE" and "Q&A NOW LIVE". On the right side of the interface, a live poll is displayed with the question: "What do you think about Emond's new criminal law podcast, 'The Lawyers Lounge'?"

Option	Percentage
I love it, great content, tone, and balance	33%
I like it, but feel it could be improved	4%
I tried it, but it is not my cup of tea	2%
I have heard of it, but haven't listened to it yet	35%
I have never heard of it	26%

Below the poll, a second question is shown: "Which book in the Durville True Cases series would you most likely preorder from Durville.com?"

Option	Percentage
Trump, Twitter and the Law	18%
The Saga of a Brilliant Criminal Lawyer	40%

# COMMERCIALS AND ELECTRONIC MATERIALS

## COMMERCIALS

Depending on the level of sponsorship selected, sponsors can submit commercials/presentations for playing during conference intermissions. Two formats are accepted:

1. Recorded video – we play as an actual commercial
2. Slide presentation – we play the slide deck to music

Time length of the commercial/presentation is dependent on the sponsorship level selected. If you wish to see a sample, please email [ed@criminallawyers.ca](mailto:ed@criminallawyers.ca)

## ELECTRONIC MATERIALS

Depending on the level of sponsorship selected, sponsors can submit marketing/promotional materials for sharing with registrants electronically. They are shared in two ways:

1. If sponsoring a specific panel, the materials are shared with registrants LIVE during the presentation
2. Materials are placed on the “virtual conference hub” for registrants to download along with other conference materials.

Materials should be submitted in PDF format.



# Thank you for your support

Mail, fax or email back to:  
Criminal Lawyers' Association  
189 Queen St E, Suite 1, Toronto, ON M5A 1S2  
Fax: 416-968-6818 Tel: 416-214-9875  
ed@criminallawyers.ca

- Please return this completed form along with a cheque or credit card information to the CLA office.
- Firm/Organization: \_\_\_\_\_
- Contact: \_\_\_\_\_
- Address: \_\_\_\_\_
- Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
- Email: \_\_\_\_\_
- Website: \_\_\_\_\_

**Please select the 2021 Fall Sponsorship Opportunity you are interested in:**

- LEAD Level (4 available) \$5,000
- Gold Level (6 available) \$3,000
- Silver Level (12 available) \$1,500
- Bronze Level (15 available) \$500

**HST IS NOT CHARGED ON THE ABOVE**

- PAYMENT:
  - VISA
  - MasterCard
  - American Express
  - Cheque (*payable to the Criminal Lawyers' Association*)
- Card#: \_\_\_\_\_
- Expiry: \_\_\_\_\_
- Cardholder's name: \_\_\_\_\_
- Signature: \_\_\_\_\_
- Please note: To ensure your firm is acknowledged in the conference materials, payment must be received at the latest, 10 days prior to event start date.

