Sponsorship, Exhibiting, and Advertising Opportunities

The 22nd annual ABA Section of Dispute Resolution Spring Conference will be held from April 22-25, 2020 in New Orleans, LA. This event brings together over 700 of the nation’s top dispute resolution professionals, including arbitrators, mediators, negotiators, lawyers, and legal professionals whose goal is to learn more about the profession, their colleagues, and potential tools and services they can utilize in their practice. It presents a unique opportunity for companies and individuals to reach these professionals.

The Conference begins on April 22nd with the convening of the Symposium on ADR in the Courts and runs through April 25th featuring over 70 concurrent CLE and other educational programs, multiple dedicated networking opportunities and culminates in the Legal Educators' Colloquium on Saturday, April 25th.

We encourage you to consider supporting the ABA Section of Dispute Resolution through sponsorship, exhibiting, or advertising to highlight your organization’s presence at the conference.

Why Support This Event?

The Spring Conference is the ABA Section of Dispute Resolution’s premier annual event. It offers sponsors, exhibitors, and advertisers multiple opportunities to put their names and products in front of participants, as well as opportunities to meet potential customers. It also associates your products and services with the exceptional ABA brand, which is recognized as the world’s premier association for attorneys.

The presenters, facilitators, and participants are among the most successful dispute resolution professionals in the world, and the Conference attracts successful professionals from many countries.

With over 70 programs and countless networking opportunities, your organization’s representatives will have multiple occasions to connect with attendees, presenters, and facilitators.

Sponsorship Opportunities
As a sponsor of the Conference, your organization’s name and logo will be added to our advertising materials. At the event, your organization will be given both exclusive and nonexclusive advertising opportunities. In addition, as a sponsor of the Conference, your organization may be highlighted on the Resolutions podcast.

**DIAMOND SPONSOR – $15,000**

**Diamond Sponsor Benefits**
1. Six complimentary Conference registrations, valued at approximately $3,600, which includes attendance at any and all additional programs that are open to regular conference attendees.
2. One full-page advertisement in an issue of Dispute Resolution Magazine, distributed to 12,000 subscribers.
3. A banner ad in the Conference App. In 2019, the App was used by over 500 Conference attendees. The 2018 Conference App banners had more than 60,000 impressions.
4. One large (3 foot by 2 foot) individualized poster at the registration desk featuring the sponsor’s logos.
5. Table top exhibit display in the Exhibit Hall (includes 60 x 20-inch table for display) with choice of table location based on availability.
6. Opportunity to work with the Conference program planning committee to develop a unique educational workshop to be presented at the conference. Sponsor programs must follow all of the Section of Dispute Resolution Conference program guidelines, except that sponsored programs are allowed to have multiple presenters from the sponsoring organization.
7. Opportunity to work with the Section on development of relevant episodes of Resolutions Podcast, which is accessed by at least 250 people per episode.
8. Unique sponsorship opportunities available on a first come, first served basis:
   a. Conference tote bag with the organization’s logo featured on the bag;
   b. Registration badge Lanyards with the sponsoring organization’s logo prominently displayed.
   c. Notepads provided to each attendee in their conference bags.
9. Access to preregistration list of attendees’ names.
10. Tote bag Insert: your promotional printed material included in tote bag distributed to all attendees at registration.
    
    Recognition in or on the following:
1. Conference web site/web page (with a link to the sponsor’s web site)
2. Pre-Conference Printed Brochure (if sponsor commitment is made by December 16, 2019)
3. Pre-Conference E-Blasts (with a link to the sponsor’s web site)
4. Conference Program
5. Conference App organizational information within the app. App banner opportunities are available for Diamond sponsors committed by the December 16th deadline
6. Pre-workshop screen listing sponsor on screen outside room (for a limited number of programs)
7. Conference Email and Push Notifications to attendees. Each day of the Conference the ABA will email all attendees and use push notifications on the App. Sponsor’s name and logo will be prominently displayed on each communication.

For more information about sponsorship, advertising, and exhibiting with the Section of Dispute Resolution, contact Brandon Moore-Rhodes at 202-662-1688 or brandon.moore@americanbar.org.
PLATINUM SPONSOR – $10,000

Platinum Sponsor Benefits
1. Four complimentary conference registrations, valued at approximately $2,400.
2. One half-page advertisement in the Spring 2020 issue of *Dispute Resolution Magazine*, distributed to 12,000 subscribers.
3. Poster advertisement (22” x 26”) at registration shared with other Platinum sponsors logos.
4. Table top exhibit and table display in exhibit hall.
5. Access to preregistration list of attendees’ names and again when published a week prior to the Meeting.
6. Tote Bag Insert: your promotional printed material included in tote bag distributed to all attendees at registration.
7. Opportunity to work with the Section on development of relevant episodes of *Resolutions Podcast*, which is accessed by at least 250 people per episode.

Recognition in or on the following:
1. Conference web site/web page (with a link to the sponsor’s web site)
2. Pre-Conference Printed Brochure (if sponsor commitment is made by December 16, 2019)
3. Pre-Conference E-Blasts (with a link to the sponsor’s web site)
4. Conference Final Program

GOLD SPONSOR – $5,000

Gold Sponsor Benefits
1. Three complimentary Conference registrations, valued at approximately $1,800.
2. Poster advertisement with other gold sponsor logos at registration area.
3. A quarter page advertisement in the Spring 2020 issue of *Dispute Resolution Magazine*, mailed to 12,000 subscribers.
4. Opportunity to work with the Section on development of relevant episodes of *Resolutions Podcast*, which is accessed by at least 250 people per episode.
5. Tote Bag Insert: your promotional printed material included in tote bag distributed to all attendees at registration.

Recognition in or on the following
1. Conference web site/web page (with a link to the sponsor’s web site).
2. Pre-Conference Printed Brochure (if sponsor commitment is made by December 16, 2019).
3. Pre-Conference E-Blasts (with a link to the sponsor’s web site).
4. Conference Final Print Program.
5. Logos on Facebook and LinkedIn Section pages.
SILVER SPONSOR – $2,500

Silver Sponsor Benefits

1. Two complimentary Conference registrations, worth $1,200.
2. Display poster at registration area with other silver sponsor logos.
3. Tote bag insert: your promotional materials inserted in the registration materials/tote bag.

Recognition in or on the following:
1. Conference web site/web page (with a link to the sponsor’s web site).
2. Pre-Conference Printed Brochure (if sponsor commitment is made by December 16, 2019).
3. Pre-Conference E-Blasts (with a link to the sponsor’s web site).

BRONZE SPONSOR – $1,500

Bronze Sponsor Benefits

1. One complimentary conference registration, worth COST.

Recognition in or on the following:
1. Conference web site/web page (with a link to the sponsor’s web site).
2. Pre-Conference E-Blasts (with a link to the sponsor’s web site).
3. Pre-Conference Printed Brochure (if sponsor commitment is made by December 6, 2019).
5. Registration area signage

FRIENDS of the CONFERENCE – $100 - $1,250

Friends of the Conference and may show their support by donating a monetary contribution between $100 and $1,250. Friends of the Conference will be recognized in the Conference Program Book and on the Conference web site only. Friends of the Conference sponsors will have the opportunity to provide a brief congratulations and best wishes to the Section and the Conference within the Conference Program Book.

Jumbo Gumbo Companion: $1,250
Beignet Buddy: $1,000
Chicory Coffee Chum: $750
Muffuletta Matey: $500
Praline Pal: $250
King Cake Sidekick: $100

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Networking and Program Sponsorship Opportunities

Please contact Brandon Moore-Rhodes if your organization would like to sponsor two or more activities for a discounted price.

Welcome Reception (exclusive) ($7,500)
Sponsor the Conference Welcome Reception on Thursday evening at the Sheraton New Orleans. All conference attendees and presenters are invited to this reception.

1. Sponsor’s name and logo displayed on a free-standing sign at the Welcome Reception.
2. Sponsor’s name and logo posted on the Conference website with a hyperlink to sponsor’s homepage.
3. Acknowledgement in the On-Site Meeting App.
4. Sponsor’s name and logo displayed on each bar and food station.
5. Option to provide cups and napkins branded with sponsor’s name and logo.
6. An opportunity to display sponsor’s promotional and informational literature at the Welcome Reception.
7. Verbal thank you’s at the reception by the section chair and the conference chair.

Innovation Awards Breakfast (exclusive) ($10,000)
Sponsor the Awards Breakfast where we will honor the recipients of the ABA D’Alemberte Raven award and the inaugural Frank Sander Innovation in law award

1. Sponsor’s name and logo displayed on a free-standing sign at the Innovation Awards Breakfast.
2. Sponsor’s name and logo posted on the Conference website with a hyperlink to sponsor’s homepage.
3. Acknowledgement in the On-Site Meeting App.
4. Sponsor’s name and logo displayed on each buffet station and on all tables in the breakfast room.
5. Option to provide cups and napkins branded with sponsor’s name and logo.
6. An opportunity to display sponsor’s promotional and informational literature.
7. Verbal thank you’s from the presentation podium by the section chair.

Mimosa and Bloody Mary Bar Sponsor During the Innovation Awards Breakfast (exclusive) ($3,000)
Sponsor a celebratory treat for the conference attendees during the Innovation Awards Breakfast – A Mimosas and Bloody Mary Bar.

1. Sponsor’s name and logo prominently placed on the bar.
2. Sponsor’s name and logo posted on the Conference website with a hyperlink to sponsor’s homepage.
3. Acknowledgement in the On-Site Meeting App.

Jazz Band to perform at a reception ($2,500)
Sponsor a jazz band to provide a unique New Orleans feel to one of the conference receptions.

1. Sponsor’s name and logo displayed on a free-standing sign at the Innovation Awards Breakfast.
2. Sponsor’s name and logo posted on the Conference website with a hyperlink to sponsor’s homepage.
3. Acknowledgement in the On-Site Meeting App.

Friday evening reception at the World War II Museum ($10,000)

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1. Sponsor’s name and logo displayed on a free-standing sign at the Reception.
2. Sponsor’s name and logo posted on the Conference website with a hyperlink to sponsor’s homepage.
3. Acknowledgement in the On-Site Meeting App.
4. Sponsor’s name and logo displayed on each bar and food station.
5. Option to provide cups and napkins branded with sponsor’s name and logo.
6. An opportunity to display sponsor’s promotional and informational literature at the Reception.
7. Verbal thank you’s at the reception by the section chair and the conference chair.

**World War II Museum Facility Sponsor ($5,000)**
Sponsor the facility charge for the World War II Museum, the #1 attraction in New Orleans.

1. Sponsor’s name and logo displayed on a free-standing sign at the Museum.
2. Sponsor’s name and logo posted on the Conference website with a hyperlink to sponsor’s homepage.

**Networking Break Sponsor ($3,000)**
Extend networking time and attract attendee’s attention to sponsor’s organization and work! Includes coffee/tea/water and a snack during a 30-minute networking break. Designation as a primary sponsor of one thirty-minute coffee or networking break with appropriate signage and recognition on the Conference website with a hyperlink to sponsor’s website and acknowledgement in App; option to provide cups and napkins branded with the sponsor’s name and logo and an opportunity to display sponsor’s promotional and informational literature or information at break.

**Court ADR Symposium Program Sponsor ($5,000)**

1. Serve as the exclusive sponsor of the Court ADR Symposium programs, a special series of programs designed for court ADR professionals, including judges, neutrals, advocates, administrators, and researchers.
2. Your organization’s name and logo displayed on a free-standing sign at the court Symposium program entrances.
3. Your organization’s name and logo posted on the Conference website with a hyperlink to your organization’s homepage.
4. Acknowledgement in the On-Site meeting app and your logo with each Court Symposium program listed on the app.
5. An opportunity to display your organization’s promotional and informational literature at the Symposium programs.
6. Two complimentary tickets to attend the Symposium programs valued approximately $400.
7. Verbal acknowledgement by the Court ADR committee chair and the conference chair.

**Court ADR Symposium Breakfast Sponsor ($2,500)**

1. Your organization’s name and logo displayed on a free-standing sign at the Court ADR Symposium breakfast and an opportunity to display your organization’s promotional and informational literature at the Breakfast.
2. Your organization’s name and logo posted on the website with a hyperlink to your organization’s homepage.
3. Acknowledgement in the On-Site meeting app.
4. Your organization’s name and logo displayed on each food station.
5. Option to provide cups and napkins branded with your organization’s name and logo.

**Legal Educators Colloquium Program Sponsor ($5,000)**

For more information about sponsorship, advertising, and exhibiting with the Section of Dispute Resolution, contact Brandon Moore-Rhodes at 202-662-1688 or brandon.moore@americanbar.org.
1. Serve as the exclusive sponsor of the Legal Educators Colloquium Program, a special series of programs designed for legal educators, adjuncts, researchers, and teachers. The Legal Educators Colloquium will be held on Saturday, April 25, 2020.
2. Your organization’s name and logo displayed on a free-standing sign at the Colloquium program entrances, and the opportunity to display your organization’s promotional and informational literature at the Colloquium programs.
3. Your organization’s name and logo posted on the Conference website with a hyperlink to your organization’s homepage.
4. Acknowledgement in the On-Site Meeting app and your logo with each Colloquium program listed on the app.
5. Two complimentary tickets to attend the Colloquium programs, worth HOW MUCH??

**Legal Educators Colloquium Breakfast Sponsor ($2,500)**
1. Your organization’s name and logo displayed on a free-standing sign at the Colloquium breakfast.
2. Your organization’s name and logo posted on the website with a hyperlink to your organization’s homepage.
3. Acknowledgement in the On-Site meeting app.
4. Your organization’s name and logo displayed on each food station.
5. Option to provide cups and napkins branded with your organization’s name and logo.

**Thirty Minute Coffee or Snack Break Sponsor during either Court ADR Symposium or Legal Educator’s Colloquium ($3,000)**
1. Your organization’s name and logo displayed on a free-standing sign at the break.
2. Your organization’s name and logo posted on the website with a hyperlink to your organization’s homepage.
3. Acknowledgement in the On-Site meeting app.
4. Your organization’s name and logo displayed on each beverage and food station.
5. Option to provide cups and napkins branded with your organization’s name and logo.

**Additional A La Carte Sponsorship Opportunities**

**Wireless Internet for Attendees ($3,000/day)**
Provide wireless internet to the Spring Conference. Sponsor logo will be included on the Wi-Fi welcome page and on signage throughout the meeting venue. Sponsor will be recognized on the conference web site and in the conference app and all wireless access announcements.

**Hotel Room Key Cards and Key Card Sleeves (exclusive)**
Sponsor has the ability to customize the hotel guest room key card with its organization’s message. The key card is ever present in every hotel guest’s pocket, purse or bag during their stay. It provides an opportunity to unlock more than just a hotel room door. Costs would be $5 per key card.

**Charging Station**
Attendees will be bringing their various devices to the Conference so competition for access to electrical outlets will be fierce. Make it easy for Conference attendees to charge their devices and sponsor a cart or two with access to electricity at a cost of $250 per station per day.

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Please note that only sponsor commitments received by **December 16, 2019** will be included in the printed pre-conference marketing brochure and mailings. Commitments received after December 16th will be included in an electronic version of the brochure posted to the Conference web site as well as the online and printed conference program book, the conference web site, and the conference app. The electronic marketing brochure will be updated periodically in the months leading up to the conference.

**Submit a Sponsorship Commitment Form**

Or contact:
Brandon Moore-Rhodes
ABA Section of Dispute Resolution Marketing and Membership Specialist
202-662-1688
Brandon.moore@americanbar.org
Exhibiting Opportunities

The exhibit area is open Thursday and Friday and located to maximize exposure to attendees for all exhibitors. The welcome reception will be held in the Exhibit Hall on Thursday afternoon/evening, and all breaks will be held in the Exhibit Hall.

The Exhibit space at the New Orleans Sheraton is limited. We urge you to reserve your spot today to be able to select a table in your preferred location; but please note that Diamond Sponsors will receive first option to select a table location.

Exhibiting Fee: $1,250

Exhibitor Package Includes
- One Skirted 6’ table in the Exhibit Hall
- Two Chairs
- One waste basket
- Daily Continental Breakfast
- Listing in the program book, conference web site and mobile application
- Two Exhibit-Only registrations for exhibiting staff (Exhibit-Only registration mean that the exhibiting staff will not be able to attend conference programs)
- Exhibitors may register one or two members of the exhibiting organization as Exhibitors/Attendees at the Special Discounted Conference Attendee rate. Any other attendees who are affiliated with the exhibiting organization must register at their applicable conference registration rate.

Unpaid Exhibitors will not be advertised. We will reserve the location of your choice for up to seven days following the receipt of your request for exhibit space. After seven days the space will be released and open for accommodation.

Exhibitor Move-In Schedule
Exhibitors will move in on the afternoon of Wednesday, April 22nd.

Exhibition Schedule
The exhibit hall will be open on Thursday and Friday, April 23rd and 24th. Exhibitors who wish to have a display table for the Symposium on ADR in the Courts on April 22nd and/or the Legal Educators Colloquium on April 25th should contact Brandon Moore-Rhodes.

Expectations for Exhibitors
- All exhibitors MUST register at the ABA Registration Desk upon arrival. Exhibitors will only be permitted to set up and break down during the times specified above. Exhibitors must be set-up by the time the exhibit hall opens on Thursday morning.
- Exhibitors with large displays will be assigned space that does not obstruct the views or space within the Exhibit Hall.
- Mantling/dismantling of exhibits will not be permitted during Exhibition Hours.
- Exhibitors will work directly with the Sheraton conference staff to arrange for electrical, audio-visual support, and shipment of conference materials.

Cancellation and Refund Policy
Cancellations must be made in writing and received by February 3, 2020 for a total refund minus a $100.00 processing fee. No refund for exhibit space will be granted after that date except in the written case of medical emergency or extenuating circumstance approved by the Section.

**Deadlines**
Exhibitors must be submitted by February 3, 2020 to be guaranteed placement in conference program book and mobile app.

All names of exhibiting staff (exhibitors-only and exhibitors/attendees) must be provided to the ABA staff by **March 20, 2020**. Otherwise the exhibiting staff will not have conference name badges and will not be allowed access to the exhibit hall or any other conference related events.

### Submit an Exhibitor Commitment Form

Or contact:
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ABA Section of Dispute Resolution Marketing and Membership Specialist
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Brandon.moore@americanbar.org

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Advertising Opportunities

**Spring Conference Program Book Advertising Opportunities**
- Back Cover (color) $1,200
- Inside Front Cover (color) $1,000
- Inside Back Cover (color) $1,000
- Inside Middle Front (black and white) $800
- Inside Middle Back (black and white) $800

**Spring Conference on-site Advertising**
- 22-inch X 28-inch Poster $600
- 20-inch X 26-inch Poster $500
- Insert in the Conference Tote Bag $1,500

The New Orleans Sheraton facility offers additional on-site advertising opportunities, including elevator wraps, hotel meeting space door signage, and more. Please contact Brandon Moore-Rhodes if you are interested in learning more about these options.

**Spring Conference App Advertising**
- App Notification Ad $1,000
  (one text-based push notification advertising your organization that shows up on every app user’s device at a specific time. Only two app notification advertisements can be sent per each day of the conference)
- App Banner Advertisement $2,000
  (appears on all pages of the app when open on all attendee devices) – A limited opportunity; Diamond sponsors have the first option for the limited number of banner advertisements.

**Advertiser Specifications**
- Conference Program Book Ad Dimensions Width 7 1/2" Height 10"
- Conference App banner art must be provided by the advertiser. ABA staff will provide the graphics specifications to committed advertisers.

**Dispute Resolution Magazine and Just Resolutions digital newsletter**
*Section of Dispute Resolution periodicals advertising packet* (how to advertise in Dispute Resolution Magazine, the premier magazine devoted exclusively to dispute resolution, and Just Resolutions newsletter, our monthly digital newsletter).

**Deadlines**
Spring Conference advertisements and art must be submitted to ABA Staff by February 3, 2020 to be guaranteed placement in the conference program book, app, or on-site at the conference.

**Submit an Advertiser Commitment Form**
Or contact:
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