S P R I N G  C O N F E R E N C E
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L e g a l  E d u c a t o r s  C o l l o q u i u m
“S e c r e t s  o f  S u c c e s s”  A r b i t r a t i o n  S e r i e s

P r e - C o n f e r e n c e  E v e n t s
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ABOUT THE SPRING CONFERENCE

The Section of Dispute Resolution Annual Spring Conference is the largest ADR conference in the world typically attracting up to 800+ participants. Our attendees gather to learn the latest in dispute resolution techniques and trends, exchange ideas with the experts and their peers, and strengthen professional relationships. The conference will be the meeting place for dispute resolution leaders, mediators, arbitrators, attorney advocates, neutral providers, consumers, and scholars. Whether your goals are to be viewed as thought-leaders, build relationships, gain greater market share within the professional field, or establish your brand, our sponsorship programs provides the exposure and value you seek.

ABOUT THE ABA SECTION OF DISPUTE RESOLUTION

With over 12,000 members, the ABA Section of Dispute Resolution is the world’s largest association of dispute resolution professionals. Fresh from a year of many outstanding achievements the Section is poised for important work on issues critical to Section members and to the future of ADR. Dispute resolution professionals at every level of their career can benefit from what the Section has to offer. From training programs that are practical and on the cutting-edge of developing issues, to resources and publications geared to build practice skills to committees opportunities that can help expand your practice and build your professional network, everything the Section offers is designed to help members succeed.

CONFERENCE HOTEL INFORMATION

Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, CA 94111
EXPECTED ATTENDANCE: 800

ATTENDEE PROFILE:
(Based on 2016 meeting attendance)

WHY SPONSOR THE 2017 SPRING CONFERENCE?
Sponsorships are designed to provide maximum exposure and interaction with all meeting participants. Support of the meeting is recognized before and during the meeting through multiple channels of print and electronic marketing, event signage, and additional onsite recognition. Sponsoring the April Meeting will allow your organization to:

- Gain exposure with top industry leaders, government officials and practitioners from around the country
- Enhance your reputation by partnering with the ABA Section of Dispute Resolution
- Build relationships with key figures in the industry including policy makers
DIAMOND SPONSOR - $15,000

Diamond Sponsor Standard Benefits:

- Four complimentary conference registrations
- One 22 x 28 poster advertisement placed strategically around the hotel
- A table-top exhibit display in the Exhibit Hall
- One full-page advertisement in the spring issue of the Dispute Resolution Magazine, the quarterly magazine of the Section of Dispute Resolution, mailed to approximately 7,000 members and subscriber.

Recognition in or on the following:

- Conference Website (with a link to the sponsor’s website)
- Pre-Conference Brochure
- Pre-Conference E-Blasts (with a link to the sponsor’s website)
- Registration Area Signage
- Conference Final Print Program
- Conference App Recognition (with a link to the sponsor’s website)
  - App splash screen and App banner opportunities are available for Diamond sponsors committed by the December 6th deadline.

Diamond Sponsors may also select one of the following exclusive benefits:

**V.I.P. Card Holder** (Exclusive)
Each attendee will be provided a V.I.P card holder which adheres to the back of a smartphone. Your logo will be prominently featured on the card holder.

**Conference Tote Bags** (Exclusive)
Each attendee is supplied a conference tote bag at registration. Your logo will be prominently featured on the bag.

**Conference Pad Sponsor** (Exclusive)
Each attendee will be given a conference pad, branded with your organization’s name and logo in their conference bag.

**Conference Email and Push Notifications to all attendees** (Exclusive)
On each day of the conference, the ABA will e-mail all attendees and also use push notifications on the Conference App. The exclusive sponsor of these e-mails and push notifications will have their name and logo prominently displayed on each communication.
PLATINUM SPONSOR - $10,000

Platinum Sponsor Standard Benefits:

- Four complimentary conference registrations
- One 20 x 26 poster advertisement placed strategically around the hotel
- A table-top exhibit display in the Exhibit Hall
- One half-page advertisement in the spring issue of the *Dispute Resolution Magazine*, the quarterly magazine of the Section of Dispute Resolution, mailed to approximately 7,000 members and subscriber.

Recognition in or on the following:

- Conference Website (with a link to the sponsor's website)
- Pre-Conference Brochure
- Pre-Conference E-Blasts (with a link to the sponsor’s website)
- Registration Area Signage
- Conference Final Print Program
- Conference App Recognition (with a link to the sponsor’s website)

Platinum Sponsors may also select one of the following exclusive benefits:

**Promotional signage in the Conference Registration Area (Exclusive)**

The sponsor of this amenity has the opportunity to place signage in the registration area. All conference registrants come to the registration area to pick-up registration materials and for CLE general sign-in information.

**Registration Badge Lanyards (Exclusive)**

The sponsoring organization’s logo will be prominently featured on this lanyard.

**Networking Break Sponsor (Exclusive)**

Designation as a primary sponsor of the coffee and networking breaks; Option to provide cups and napkins branded with sponsor’s name and logo; and an opportunity to display your organization’s promotional and informational literature at the sponsored networking break.
GOLD SPONSOR - $5,000
Gold Sponsor Standard Benefits:
• Three complimentary conference registrations
• Recognition on the conference website (link to your website)
• One 18 x 24 poster advertisement placed strategically around the hotel

Recognition in or on the following:
• Conference Website (with a link to the sponsor's website)
• Pre-Conference Brochure
• Pre-Conference E-Blasts (with a link to the sponsor’s website)
• Registration Area Signage
• Conference Final Print Program
• Conference App Recognition (with a link to the sponsor’s website)

SILVER SPONSOR - $2,500
Silver Sponsor Standard Benefits:
• Two complimentary conference registrations
• One 16 x 22 poster advertisement placed strategically around the hotel

Recognition in or on the following:
• Conference Website (with a link to the sponsor's website)
• Pre-Conference Brochure
• Pre-Conference E-Blasts (with a link to the sponsor’s website)
• Registration Area Signage
• Conference Final Print Program
• Conference App Recognition (with a link to the sponsor’s website)

PATRON - $1,500
Patron Sponsor Standard Benefits:
• One complimentary conference registration

Recognition in or on the following:
• Conference Website (with a link to the sponsor's website)
• Pre-Conference Brochure
• Pre-Conference E-Blasts (with a link to the sponsor’s website)
• Registration Area Signage
• Conference Final Print Program
• Conference App Recognition (with a link to the sponsor’s website)

Friend
Be a Friend of the Conference (minimum of $100)
The Friend level of sponsorship allows you to show your support for the Section and the Spring Conference by donating a monetary contribution at any level. Friends of the Conference will be recognized in the Conference Program Book, and on the Conference website only.

Submit your Sponsorship Commitment form here.
NETWORKING AND PROGRAM SPONSORSHIP OPPORTUNITIES

Welcome Reception (Exclusive) $7,500
• Your organization’s name and logo displayed on a free-standing sign at the welcome reception
• Your organization’s name and logo posted on the website with a hyperlink to your organization’s homepage;
• Acknowledgement in the On-Site meeting app
• Your organization’s name and logo displayed on each bar and food station
• Option to provide cups and napkins branded with your organization’s name and logo
• An opportunity to display your organization’s promotional and informational literature at the Welcome Reception; and
• Four (4) complimentary Reception tickets

Plenary Session Sponsors $3,500
• Sponsor name and logo recognition as a plenary session sponsor on free-standing program schedule signs
• Your organization’s name and logo posted on the website with a hyperlink to your organization’s homepage
• An opportunity to display your organization’s promotional and informational literature at the sponsored session

Program Track Sponsor $3,500
• The approximately 80 substantive programs at the meeting will be organized by subject matter into a limited number of "tracks." Sponsorships are available for each track.
• Sponsor name and logo recognition as track sponsor on free-standing program schedule signs throughout the hotel
• Sponsor name and logo recognition on marketing emails;
• Your organization’s name and logo posted on the website with a hyperlink to your organization’s homepage;
• Acknowledgement in the On-Site meeting app

PRODUCT/SERVICE OPPORTUNITIES

• Wi-Fi: (Exclusive, pricing dependent on hotel) Provide wireless internet to the Spring Conference. Your logo will be included on the Wi-Fi welcome page and on signage throughout the meeting venue. You will be recognized on the conference website as the exclusive Wi-Fi sponsor.

• Key Cards: (Exclusive, pricing dependent on hotel) You may have the ability to customize the hotel guest room key card with your organization’s message. This device is ever-present in every hotel guest’s pocket, purse, or attaché during their stay. It provides an opportunity to unlock more than just a hotel room door! The opportunity is dependent on the services offered at each meeting venue.

• Tote Bag Insert: $1,500
Your promotional piece will be included in the Spring Conference tote bag distributed to all attendees at registration.

Sponsorships must be submitted by December 6, 2016 for sponsors to be recognized in the pre-conference brochure. Sponsorships must be submitted by February 3, 2017 to be guaranteed placement in conference program book and mobile app. Unpaid Sponsorships will not be advertised.
EXHIBITING OPPORTUNITIES

The exhibit area is open Thursday and Friday and located to maximize exposure to attendees for all exhibitors. The Exhibit Hall will be located outside the conference ballrooms and next to the hotel escalators, ensuring attendee traffic throughout the day on the Thursday and Friday. The welcome reception will be held in the Exhibit Hall on Thursday afternoon/evening, and all breaks will be held in the Exhibit Hall.

Exhibit space is limited to 24 tables and will be assigned first-come, first-serve. We urge you to reserve your spot today for a prime location.

Exhibitor ONLY – $1,150
• Two Exhibit Only registrations for Exhibiting staff (Exhibit-Only registrations mean that the exhibiting staff will not be able to attend conference programs).

Exhibitor Attendee – $1,500
• One complimentary meeting registration (includes all programs except for the few ticketed meal events)
• One Exhibit Only registration for Exhibiting staff (Exhibit-Only registrations mean that the exhibiting staff will not be able to attend conference programs).

*Each member of exhibiting staff who wishes to register for the conference, add $350.00

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 Package Includes:
• One Skirted 6’ table
• Two Chairs
• One waste basket
• Daily Continental Breakfast
• Listing in the program book, conference web site and mobile application

Exhibitor Move-In Schedule
Wednesday, April 19, 2017: 2:00 pm – 6:00 pm Only

Exhibition Schedule
Thursday, April 20, 2017: 7:00 am - 7:00 pm (The conference welcome reception will be held in the Exhibit Hall on Thursday afternoon/evening)
Friday, April 21, 2017: 7:00 am - 5:00 pm

Exhibitor Move-Out Schedule
Friday, April 21, 2017 6:00 – 8:00 pm and Saturday, April 22, 2017 7:00 am -10:00 am
Expectations for Exhibitors:

- All exhibitors **MUST** register at the ABA Registration Desk Counter 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. Dismantling of exhibits will not be permitted before 5:00 pm Friday, April 21, 2017. All Displays must be dismantled and moved out of the exhibition hall by 10:00 am Saturday, April 22, 2017.
- The Saturday programming will include the Legal Educators Colloquium. Any exhibitors that wish to have a table on Saturday please contact ABA staff and we will do everything possible to accommodate you.

Cancellation and Refund Policy:
Cancellations must be made in writing and received by **February 10, 2017** 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 10, 2017** to be guaranteed placement in conference program book and mobile app.

Submit your Exhibitor Commitment Form Here.
ADVERTISING

Each attendee will receive a conference program with your ad placed in the purchased advertisement location. Act now to take advantage of our advertising opportunities!

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

On Site Advertising:

- 22X28 Poster $600
- 20X26 Poster $500

*The advertising posters will be placed strategically throughout the conference location.

Advertiser Specifications

- Conference Program Ad Dimensions Width 7 1/2" Height 10"

Deadlines:

Advertisements must be submitted to ABA Staff by February 10, 2017 to be guaranteed placement in the conference program book or on-site at the conference.

Submit Your Advertiser Commitment Form Here.