

Business Development Opportunities

There are a variety of sponsorships available to your firm, company or organization.
Underwriter packages may include these features:

- ❑ Speaking opportunity for one or more of your professionals on a panel, discussing an agreed-upon topic
- ❑ Your speakers' bios, photos, and written materials included in the printed program that all attendees receive
- ❑ Your custom marketing materials inserted into the printed program
- ❑ Your logo/firm name on the program cover
- ❑ Your logo/firm name on all event marketing materials
- ❑ Your logo/firm name in print advertising and special inserts in the *Chicago Daily Law Bulletin* (25,000 readership) and *Chicago Lawyer* magazine (24,000 readership)
- ❑ Your logo/firm name included on highly-targeted email and direct mail pieces which reach targeted practitioners
- ❑ Your logo/firm name on the online conference registration page
- ❑ Your logo/firm name on general signage and in large PowerPoint screens at the conference
- ❑ The opportunity to exclusively sponsor a session and hand-pick the panelists
- ❑ Your own tabletop display at the conference for networking and distributing marketing materials
- ❑ The opportunity to receive special recognition as a session, track, event, and series underwriter
- ❑ The opportunity for exclusive sponsorships, including meals, reception, raffles, and giveaway items
- ❑ Negotiated annual or multi-event participation
- ❑ Post conference marketing efforts on your part using a copy of registrant mailing list
- ❑ Complimentary passes for your marketing staff
- ❑ Complimentary passes for colleagues or clients

Benefits of Sponsorship

- Business development through face-to-face interaction with law firm and corporate attorneys at an MCLE-certified event.
- The option to showcase your expertise through speaking on an agreed-upon topic. Speakers receive MCLE credit for their preparation time as well as their speaking time.
- Media exposure in print that would otherwise cost you more than \$7,500. We market our conferences in print ads displaying sponsor logos in the *Chicago Daily Law Bulletin* (30,000 readership) and *Chicago Lawyer* (28,000 readership).
- The *Law Bulletin Seminars* and *Chicago Daily Law Bulletin* web sites provide vast online promotion for the conference, your firm or company, and your speaker(s).
- Since we are the publisher of *Sullivan's Law Directory*, we are able to conduct highly-targeted mail campaigns. Your logo will be seen by your target audience as we market each conference by sending out up to six email "blasts" to Illinois practitioners. This puts your firm or company name on the desktop of thousands of attorneys who may refer you business and corporate counsel who may need your services.
- Your logo will also be seen on direct mail postcards promoting the seminar. The mailing list includes our e-mail list plus those practitioners who haven't provided an e-mail address.
- We limit the number of underwriters at our seminars. Your firm or company will be among a small group who benefit from their association with a respected organization like the *Law Bulletin Publishing Company*.
- Strengthen your client relationships by offering them complimentary passes to the conferences, which are included in your underwriter package. Attorneys who use them will receive MCLE credit.
- Your customized marketing materials are inserted into the printed program given to each attendee, providing continuing promotion of your firm or company and your expert(s).
- You may have a booth or tabletop display to distribute marketing materials and initiate business relationships. Displays are strategically located to drive traffic to your table.
- All attendees see your sponsorship logo as they register online.
- The registrant mailing list is available to you a few days after the conference for follow-up marketing efforts.