SPONSORSHIP OPPORTUNITIES

2020 CCCA NATIONAL CONFERENCE
APRIL 26-28, 2020 | Montreal, QC
FAIRMONT QUEEN ELIZABETH
The CCCA National Conference serves as a community hub for in-house counsel across Canada, offering education, inspiration and a lively meeting place. This event will provide our sponsors and delegates alike with three consecutive days of exciting networking events and engaging program content.

The Canadian Corporate Counsel Association (CCCA) is the national voice and forum for in-house counsel in Canada. Our members work in corporations, business enterprises, associations, institutions, not-for-profit organizations, government and regulatory boards and agencies, Crown corporations, and regional or municipal corporations. We represent over 5,000 regular (in-house counsel) members working in over half of the Globe and Mail's Top 100 Companies.

Our National Conference provides a program targeted solely to in-house counsel needs and attracts a vast cross-section of experience and sectors from the Canadian in-house community.

**DID YOU KNOW?**

74% of in-house counsel rate talks given by external lawyers as an important influence when hiring law firms. (Via the Legal Digital Canadian Survey)
**CONNECT AS:**

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>VALUE</th>
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</thead>
<tbody>
<tr>
<td><strong>CONFERENCE PARTNER</strong></td>
<td>$25,000</td>
</tr>
<tr>
<td>Your organization's name listed as “Partner” on all conference promotional materials, and sponsor of a high-profile plenary reaching approximately 300+ delegates. Plenary topic to be jointly determined by your organization and the CCCA. <strong>4 Opportunities (1 Canadian, 1 American, 1 International and 1 Community)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>MONDAY SOCIAL EVENT SPONSOR</strong></td>
<td>$25,000</td>
</tr>
<tr>
<td>Title sponsor of an exciting social event for delegates. <strong>1 Opportunity</strong></td>
<td></td>
</tr>
</tbody>
</table>

As a Premium Sponsor, you will also receive:

- Five (5) complimentary full conference passes
- Your logo on the conference teaser, mailed to all regular members
- Access to opt-in physical mailing list of delegates
- A booth space in our exhibit hall
- Recognition in onsite program / signage
- Announcement of sponsorship one-time on CCCA Twitter feed
- Your link and logo on both the Homepage and Sponsorship pages of the conference microsite
- Recognition in one issue of CCCA Magazine
- An insert in the delegate bags

**ENGAGE AS:**

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
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</thead>
<tbody>
<tr>
<td><strong>SPRING TRAINING CAMP SPONSOR</strong></td>
<td>$15,000</td>
</tr>
<tr>
<td>Sole sponsor of the all-day Sunday Spring Training Camp sessions and Sunday lunch for Spring Training Camp attendees. <strong>1 Opportunity</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SUNDAY SOCIAL SPONSOR</strong></td>
<td>$10,000</td>
</tr>
<tr>
<td>Sole sponsor of a Sunday evening social event to kick off the conference. <strong>1 Opportunity</strong></td>
<td></td>
</tr>
<tr>
<td><strong>MONDAY LUNCH SPONSOR</strong></td>
<td>$12,500</td>
</tr>
<tr>
<td>Title sponsor of the Monday lunch featuring a prominent keynote, garnering an audience of approximately 300 delegates. <strong>1 Opportunity</strong></td>
<td></td>
</tr>
<tr>
<td><strong>MONDAY COCKTAIL RECEPTION SPONSOR</strong></td>
<td>$8,500</td>
</tr>
<tr>
<td>Sole sponsor of a late afternoon cocktail reception for delegates. <strong>1 Opportunity</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TUESDAY LUNCH SPONSOR</strong></td>
<td>$12,500</td>
</tr>
<tr>
<td>Title sponsor of the Tuesday lunch featuring a prominent keynote, garnering an audience of approximately 300 delegates. <strong>1 Opportunity</strong></td>
<td></td>
</tr>
<tr>
<td><strong>WORKSHOP SPONSOR</strong></td>
<td>$10,000</td>
</tr>
<tr>
<td>Includes a maximum of two (2) speaker(s) from your organization on the panel you sponsor, allowing you to showcase your organization’s expertise. <strong>Multiple Opportunities</strong></td>
<td></td>
</tr>
<tr>
<td><strong>DELEGATE BAGS SPONSOR</strong></td>
<td>$7,000</td>
</tr>
<tr>
<td>Customized with your organization’s logo and the CCCA logo on a stylish, reusable grocery bag. <strong>1 Opportunity</strong></td>
<td></td>
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</tbody>
</table>
For sponsorships between $6,000 and $15,000 you will also receive:

- Two (2) full complimentary conference passes
- Your link and logo on the Sponsorship page of the conference microsite
- Recognition in onsite program / signage
- Recognition in one issue of CCCA Magazine
- Access to opt-in physical mailing list of delegates
- Announcement of sponsorship one-time on CCCA Twitter feed

### BUILD YOUR BRAND AS:

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<thead>
<tr>
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<tr>
<td><strong>REUSABLE WATER BOTTLES</strong></td>
<td>$6,000</td>
</tr>
<tr>
<td>Your logo featured on a stylish, reusable water bottle provided to every delegate</td>
<td></td>
</tr>
<tr>
<td>~ 1 Opportunity</td>
<td></td>
</tr>
<tr>
<td><strong>EXHIBITOR</strong></td>
<td>$4,000</td>
</tr>
<tr>
<td>A booth space in our Exhibit Hall, reaching approximately 300 delegates over the course of 2 days</td>
<td></td>
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<tr>
<td>~ 17 Opportunities</td>
<td></td>
</tr>
<tr>
<td><strong>LANYARD SPONSOR</strong></td>
<td>$4,000</td>
</tr>
<tr>
<td>Your logo featured on the conference name badge lanyard provided to every delegate.</td>
<td></td>
</tr>
<tr>
<td>1 Opportunity</td>
<td></td>
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<tr>
<td><strong>REFRESHMENT BREAK SPONSOR</strong></td>
<td>$4,000</td>
</tr>
<tr>
<td>Sole sponsor of all refreshment breaks. Your logo displayed via signage in the break area.</td>
<td></td>
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<tr>
<td>1 Opportunity</td>
<td></td>
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<tr>
<td><strong>REGISTRATION AREA SPONSOR</strong></td>
<td>$3,000</td>
</tr>
<tr>
<td>Your banners featured prominently at our Registration Area with the option to display your own publications and materials at the Registration Desk.</td>
<td></td>
</tr>
<tr>
<td>1 Opportunity</td>
<td></td>
</tr>
<tr>
<td><strong>WI-FI SPONSOR</strong></td>
<td>$3,000</td>
</tr>
<tr>
<td>Your logo with Wi-Fi access instructions displayed on conference monitors in the exhibit space</td>
<td></td>
</tr>
<tr>
<td>1 Opportunity</td>
<td></td>
</tr>
<tr>
<td><strong>GRAPHIC RECORDER SPONSOR</strong></td>
<td>$3,000</td>
</tr>
<tr>
<td>Sole sponsor of the Graphic Recordings done during plenaries and keynotes, and displayed afterward throughout the conference venue.</td>
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<tr>
<td>1 Opportunity</td>
<td></td>
</tr>
<tr>
<td><strong>HOTEL KEY CARD SPONSOR</strong></td>
<td>$2,500</td>
</tr>
<tr>
<td>Your logo featured on the hotel key card of each delegate staying in a hotel.</td>
<td></td>
</tr>
<tr>
<td>1 Opportunity</td>
<td></td>
</tr>
<tr>
<td><strong>ONSITE PROGRAM SPONSOR</strong></td>
<td>$2,500</td>
</tr>
<tr>
<td>Title sponsor of the onsite pocket program, featuring your logo and a full-page ad in the onsite program</td>
<td></td>
</tr>
<tr>
<td>1 Opportunity</td>
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### Conference Sponsorship Opportunities

**April 26-28, 2020 • Montreal, QC**

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<tr>
<td><strong>HEADSHOT SPONSOR</strong></td>
<td>$2,500</td>
</tr>
<tr>
<td>Your logo featured in the conference photographer area and in email to delegates who have their headshot photo taken. You may also provide branded USB keys which will be loaded with the digital photos and given to delegates who get headshots.</td>
<td></td>
</tr>
<tr>
<td>1 Opportunity</td>
<td></td>
</tr>
<tr>
<td><strong>MOBILE CHARGING STATION SPONSOR</strong></td>
<td>$2,500</td>
</tr>
<tr>
<td>Logo recognition in the exhibit area where mobile charging stations are provided</td>
<td></td>
</tr>
<tr>
<td>1 Opportunity</td>
<td></td>
</tr>
<tr>
<td><strong>DELEGATE BAG INSERTS</strong></td>
<td>$1,000</td>
</tr>
<tr>
<td>A paper insert in the conference bags of all delegates.</td>
<td></td>
</tr>
<tr>
<td><strong>DELEGATE GIFTS</strong></td>
<td>In-Kind</td>
</tr>
<tr>
<td>Gifts are of the sponsor’s choosing (to be approved by CCCA), and will be placed in each delegate’s conference bag.</td>
<td></td>
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**For sponsorships In-Kind to $5,000 you will also receive:**

- Your link and logo on the Sponsorship page of the conference microsite
- Recognition in one issue of CCCA Magazine
- Recognition in onsite program / signage
- Announcement of sponsorship one-time on CCCA Twitter feed

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**For more information about conference sponsorship, please contact:**

CCCA Marketing & Communications Coordinator, Bobbie Smith at bsmith@ccca-cba.org