

THE STATE BAR OF CALIFORNIA

88TH ANNUAL MEETING

OCTOBER 8-11, 2015 | ANAHEIM
ANAHEIM MARRIOTT



EXHIBITOR PROSPECTUS





Hello Exhibitors!

Come establish a presence at the Annual Meeting of California lawyers.

Exhibit at this year's Annual Meeting which will take place October 8-11, 2015 in Anaheim.

Take advantage of this opportunity to share your innovative legal services and solutions with *thousands of attorneys.*

- Meet legal professionals who are ready to conduct business.
- Expand your client base.
- Market your products and services and build quality sales leads.
- Take orders from the Exhibit Hall floor.
- Profile your services in the Annual Meeting Printed Program & Exhibitor Directory, App, and the State Bar's online Exhibit Hall.

The Annual Meeting Printed Program advertising and Annual Meeting Sponsorship Opportunities yield more smart investments. Associate your brand with thousands of meeting attendees, and establish a presence and make critical connections with key decision-makers at the largest statewide meeting of California attorneys and legal professionals.

Please take a moment to review the great opportunities available to you this year.

Don't hesitate to contact us if we can be of any assistance to you.

We look forward to greeting you in Anaheim.

Theresa Raglen
Meeting & Event Administrator
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PROJECTED ANNUAL MEETING ATTENDANCE
2,000+ Attorneys/Legal Services Professionals

EXHIBIT HALL ACTIVITIES

Opening Day Networking Lunch

A great networking opportunity free to all attendees to be held in the Exhibit Hall

Morning Coffee Breaks

Complimentary morning coffee for all attendees inside the Exhibit Hall

Classrooms Leading Through Exhibit Hall

Popular education courses will be held in the classrooms adjoining the Exhibit Hall. Attendees will enter and exit these classrooms exclusively through the Exhibit Hall.

Exhibit Hall Happy Hour

The Exhibit Hall will remain open on Thursday and Friday after the education courses for a “no-host” Happy Hour to which all attendees are invited.

24 Hour Exhibit Hall Security

The Exhibit Hall will remain secure with 24-hour security along with Security posted outside the Exhibit Hall entrances during show hours.

Annual Meeting Registration

The Annual Meeting Registration area will be located directly outside the Exhibit Hall

More events and activities to be announced.



EXHIBITOR INFORMATION

LOCATION

Anaheim Marriott
700 West Convention Way
Anaheim, CA 92802

MEETING DATE

October 8 – 11, 2015

EXHIBIT HOURS

Thursday, October 8
12:30 p.m. – 6:30 p.m.
Friday, October 9
8 a.m. – 6 p.m.
Saturday, October 10
8 a.m. – 2 p.m.

SETUP

Wednesday, October 7
2 p.m. – 8 p.m.
Thursday, October 8
8 a.m. – 11:30 a.m.

DISMANTLING

Saturday, October 10
2 p.m. – 4 p.m.

No display may be dismantled, nor packing started before 2 p.m. on Saturday, October 10, 2015. All items must be removed from exhibit floor no later than 4 p.m. on Saturday, October 10, 2015.

CONTACT INFORMATION

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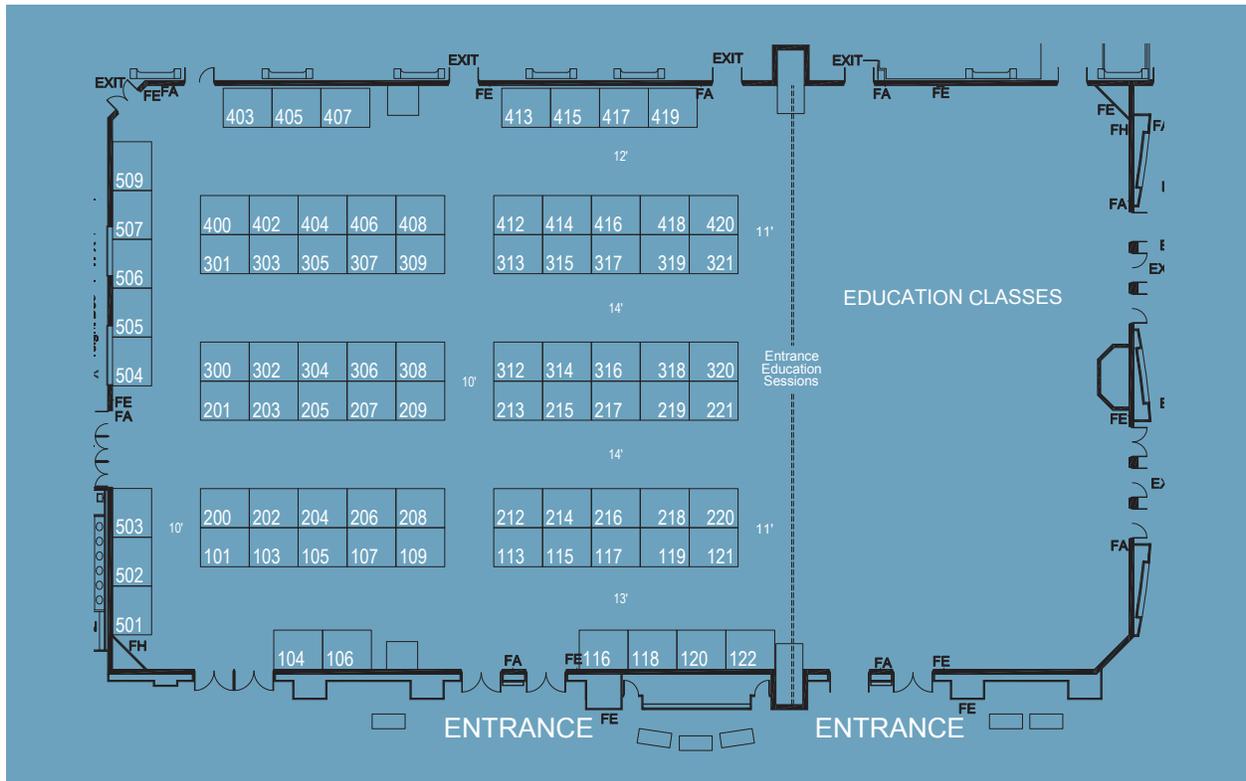
| Booth Space | Before May 22 | After May 22 |
|--------------------------|---------------|--------------|
| Corner Booth 8' x 10' | \$1,675 | \$1,875 |
| Inside Booth 8' x 10' | \$1,475 | \$1,675 |

BOOTH SPACE STANDARD AMENITIES & BENEFITS

- 8' x 10' draped booth space with 3' high side rail and 8' high back wall drape
- 7' x 44" identification sign with name and booth number
- Profile in Annual Meeting Printed Program, App, and online Exhibition Hall on State Bar website
- Post-show attendee mailing list (excludes e-mails)
- Identification badges for booth staff, which includes complimentary registration and access to State Bar Education programs and social events (a \$495 value)
- Access to official State Bar of California Annual Meeting App to post and promote exhibit booth
- Fully-carpeted exhibit hall
- Special value-priced Exhibitors Show Booth Package (table/chairs) available from show Decorator

EXHIBIT HALL FLOOR PLAN

The 2015 State Bar Exhibition in Anaheim will sell out early – book today!



ASSIGNMENT OF SPACE

Booths are assigned in order of receipt of application and payment. Full pre-payment must be received before confirmation of a booth space assignment. See the *Exhibit Application and Exposition Rules and Regulations and General Terms and Conditions* for details.

BOOTH SERVICES

Global Experience Specialists, Inc. (GES) is the official 2015 State Bar of California Annual Meeting Exhibition Decorator. GES will provide all services in the Exhibit Hall, including booth equipment, carpeting, rental furnishings, electrical, freight and material handling, and labor and hanging capabilities. Confirmed Exhibitors will receive a link to the online Exhibitor Service Kit with information and forms.

Please act now to guarantee your place. Mail in the enclosed Exhibit Space Application today and we will work to assign you a great booth location.



ADVERTISING OPPORTUNITIES

The Annual Meeting Printed Program is the comprehensive convention guidebook. It features 86+ pages containing key general information, facility maps, daily events and education program descriptions and schedule, speaker listing, and the full exhibitor directory. This program is heavily utilized onsite, and after the meeting as a reference guide. The inside and back cover and centerfold pages are available for print ads.

COLOR AD RATES

| | |
|--|---------|
| Inside Front Cover or Back Cover..... | \$2,000 |
| Centerfold..... | \$2,500 |
| Full page with or without bleed..... 8.5" x 11" w/bleed or 7.5" x 9.75" | \$750 |
| Half page..... 7.5" x 4.55" | \$375 |

BLACK& WHITE AD RATES

| | |
|---|-------|
| Full page with our without bleed..... 8.5" x 11" w/bleed or 7.5" x 9.75" | \$500 |
| Half Page..... 7.5" x 4.55" | \$350 |

Printed Program trim size is 8.5" x 11". Bleed dimensions include overrun of 0.125 inched at each edge. Line screen is 133 or 150.

DEADLINES

Ad Reservations Due Date: **AUGUST 28, 2015**
Camera-Ready Ad Due Date: **SEPTEMBER 4, 2015**

To place your ad complete this form and mail or e-mail to us at AnnualMeeting@calbar.ca.gov.

ANNUAL MEETING PRINTED PROGRAM ADVERTISING

CONTACT:

ADDRESS:

PHONE:

COMPANY:

E-MAIL (REQUIRED):

| | |
|--|---------------------------------------|
| Inside Front Cover (4-color) - \$2,000 | Inside Back Cover (4-color) - \$2,000 |
| Centerfold (4-color) - \$2,500 | Full Page (4-color) - \$750 |
| Full Page (black &white) - \$500 | Half Page (4-color) - \$375 |
| Half Page (black & white) - \$350 | |

PAYMENT METHOD

Enclosed is my check in the amount of \$ _____, payable to: 'The State Bar of California'.

Charge \$ _____ to my Visa or MasterCard (no other card is accepted)

NAME ON CARD:

CARD #:

EXPIRATION DATE:

SIGNATURE:

SPONSORSHIP OPPORTUNITIES

The State Bar of California Annual Meeting has several sponsorship opportunities to advance your organization and brand. Your investment will provide distinctive benefits and recognition. Some opportunities already have been reserved. If you do not see an item of particular interest to you, we may be able to tailor a sponsorship for you. Reserve your sponsorship today.

If you are interested in sponsoring this year's Annual Meeting please contact us for further details.

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PLATINUM LEVEL SPONSOR - \$15,000

Exclusive opportunities include premier sponsorship of the General Session, President's Reception, or State Bar Luncheon with Keynote Speaker.

- Platinum Partner recognition in Preview, e-marketing, and Printed Program*
- Platinum Partner recognition on signage placed in high traffic area
- Full-page, four-color advertisement in Printed Program
- Two complimentary Annual Meeting registrations (transferrable)
- Reserved seating and 10 complimentary tickets if a luncheon or general session sponsor
- Sponsor's collateral may be placed on seats (some restrictions apply)
- Post-meeting attendee mailing list (excludes e-mails)

GOLD LEVEL SPONSOR - \$10,000

Gold sponsor opportunities include USB device containing Annual Meeting Program Materials, Hospitality Reception, Annual Meeting App, or Conference Tote Bag.

- Gold Partner recognition in Preview, e-marketing, and Printed Program*
- Gold partner recognition on signage placed in high traffic area
- Full-page, four-color advertisement in Printed Program
- Branding opportunity unique to USB device and Annual Meeting App
- Two complimentary Annual Meeting registrations (transferrable)
- Post-meeting attendee mailing list (excludes e-mails)

SILVER LEVEL SPONSOR - \$5,000

Silver sponsor opportunities include Reception Beverage Host, Charging Stations, Photo Booth, Exhibit Hall, Refreshment Break(s), Coffee Break, Transportation (i.e. Pedi-Cab) Sponsor, Registration Badge Lanyards, or Select Merchandise Sponsor (up to 3,000 pieces).

- Silver Partner recognition in Preview and Printed Program*
- Silver Partner recognition on signage placed in high traffic area
- Branding opportunity unique to Photo Booth, Pedi-Cab, Charging Station, Or Merchandise
- Half-page, four-color advertisement in Printed Program
- Two complimentary Annual Meeting registrations (transferrable)
- Post-meeting attendee mailing list (excludes e-mails)

BRONZE LEVEL SPONSOR - \$1,000

Bronze level represents a "general" meeting sponsorship

- Bronze Partner recognition in Printed Program*
- Bronze Partner recognition on signage placed in high traffic area
- Half-page, four-color advertisement in Printed Program*
- Post-meeting attendee mailing list (excludes e-mails)

**If commitment is received by print deadline*



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Paper from
responsible sources
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**All Exhibitors will have access to the official
*The State Bar of California Annual Meeting App***

Pre-Event Marketing

The App will be available for all Exhibitors to use before the Annual Meeting. Exhibitors can maximize their pre-event exposure by posting on the App's Activity Feed or supplying a Targeted Offer.

Targeted Offers

Through the Targeted Offers section of the App, Exhibitors will be able to target the Annual Meeting audience directly by posting information on their business and booth while offering appropriate incentives.

Real-Time Promotion

Use the App's Activity Feed as a real-time marketing tool to promote your Exhibit Booth throughout the Annual Meeting.