

The State Bar of California

REQUEST FOR INFORMATION



This document is a Request for Information (“RFI”) for State Bar Annual Meeting Financial Sponsorships. The State Bar of California is looking for sponsors who will provide a five-year financial commitment to assist with underwriting the expenses for special events at the Annual Meeting.

This RFI is non-binding. The State Bar will have no obligations under it and no contract will be awarded based on it. A response to the RFI is optional and not a requirement of any subsequent procurement. Responses may be used to structure a Request for Proposals (“RFP”), which may serve as the basis of a contract. If the State Bar decides to issue an RFP, the RFP will be distributed to all respondents to this RFI and posted on the State Bar Web site.

I. INTRODUCTION

The State Bar of California (“the State Bar”) created in 1927 by the Legislature and adopted into the California Constitution in 1960, is a public corporation within the judicial branch of state government. The State Bar is a unified, or integrated bar, and membership is mandatory for all attorneys who are licensed to practice law in the state. In addition to its mandated licensing and disciplinary and certification functions, the State Bar offers a number of other programs designed to assist, educate and protect its members and the public. The State Bar has offices located in Los Angeles, Sacramento and San Francisco. More information about the State Bar can be found at http://calbar.ca.gov/state/calbar/calbar_home_generic.jsp?cid=10102

II. GENERAL INFORMATION

The State Bar of California Annual Meeting (“Annual Meeting”) is the largest annual gathering of California attorneys. The Annual Meeting is held pursuant to statute, Bus. & Prof. Code § 6026) and is often a joint venture with the California Judges Association (CJA) and in 2009 will be held with the Judicial Council of California and CJA. The Judicial Council is the constitutional governing body for all California state judges within the State of California Judicial Branch. More than half of all California judges will attend the 2009 Annual Meeting.

The Annual Meeting provides participants with continuing education classes, professional exhibits, headline speakers and many networking opportunities. The

Annual Meeting is also the home of the Conference of Delegates of California Bar Associations where over 100 resolutions are debated over a 3-day period.

Speakers from previous Annual Meetings and attendance statistics are provided as Attachment A to this RFI.

Future Annual Meeting dates and locations are as follows:

2009	September 10 -13	San Diego
2010	September 23 - 26	Monterey
2011	August 18 - 21	San Diego

III. ANNUAL MEETING DETAILS

A. 2009 Annual Meeting

In 2009 leaders of the judicial branch from throughout the state will meet together. The State Bar Annual Meeting and Judicial Conferences will take place on the following dates:

- 1. State Bar of California Annual Meeting, September 10 –13
- 2. Statewide Judicial Branch Conference, sponsored by the Judicial Council of California, September 9-11
- 3. California Judges Association Annual Conference, September 11-13

These conferences will provide numerous opportunities for lawyers and judges to share knowledge and insights on issues affecting the justice system. The anticipated attendance at the 82nd Annual Meeting of the State Bar of California is 4,000.

B. What We Are Looking For

The State Bar is looking for sponsors who will provide a five-year financial commitment to assist with underwriting the expenses for special events at the Annual Meeting.

C. Event Opportunities

There are 3 luncheons featuring headline speakers and up to 3 different evening events. The specific opportunities for 2009 are as follows:

- 1. THURSDAY, September 10, 2009
 - a. State Bar of California Luncheon
 - b. Welcome Reception for the Bench and Bar on the USS Midway

2. FRIDAY, September 11, 2009
 - a. State Bar of California Luncheon
 - b. Evening Event – TBD
3. SATURDAY, September 12, 2009
 - a. State Bar of California Luncheon
 - b. State Bar Dinner and Night Club

D. What You Get For Sponsorship

1. Company name listed in the Annual Meeting Preview that is mailed to 55,000 members and included in 4-6 E-blasts sent to 112,000 members.
2. Company name listed in the Annual Meeting promotional material posted on the State Bar of California website.
3. Company name listed as a sponsor of the event in the Annual Meeting printed program distributed to all meeting attendees.
4. Complimentary full page add in the Annual Meeting printed program.
5. Luncheon sponsors may have up to 2 representatives placed at the head table with other dignitaries at the luncheon.
6. Company literature may be distributed at the luncheon.
7. Company will be included on special posters placed at the Annual Meeting.

E. Existing Partnerships

1. The California Bar Foundation - Sponsor of Thursday State Bar Luncheon
2. CEB – Sponsor of Friday State Bar Luncheon
3. The Alexander F. Morrison Lecture is given at a State Bar Luncheon (typically on Saturday)
4. Californian Women Lawyers Association – Hold their annual fundraiser dinner, which is a ticketed event and typically held on Thursday evening.

IV. RESPONSE ADMINISTRATION

The submission requirements for this RFI are set forth below. Reference to a certain number of days in this RFI shall mean business days unless otherwise specified.

A. Submission Requirements

1. A brief description of the organization's history and position in specific current markets.
2. Any other information or suggestions you make have in providing services designed to meet stated program goals.

B. Questions Regarding the RFI

Questions regarding the RFI may be addressed in writing to Pam Wilson at pam.wilson@calbar.ca.gov.

C. Addenda

The State Bar may modify the RFI prior to the date fixed for submission by posting, mailing, emailing or faxing an addendum to the parties or organizations known to be interested in submitting a response.

D. Responses Due

Please submit 5 copies of your proposal no later than 5 p.m. on October 17, 2008 to:

The State Bar of California
180 Howard Street
San Francisco, CA 94105-1639

Attn: Pam Wilson
Section Education and Meeting Services
415-538-2486
pam.wilson@calbar.ca.gov

Respondents are solely responsible for all expenses associated with responding to this RFI. Responses to this RFI will not be returned. Unless otherwise required by law, the State Bar will treat as confidential those confidential materials clearly marked as such. The State Bar reserves the right to cancel or reissue this RFI, or to change the time for response or any other term of the RFI without obligation or liability.

Attachment A

PAST ANNUAL MEETING LUNCHEON SPEAKERS and CWL DINNER SPEAKERS

2007 – Anaheim

Thursday Luncheon
CWL Dinner
Friday Luncheon
Saturday Luncheon

James Bradley
Eleanor Clift
Antonio Villaraigosa (Morrison Address)
Dr. Jane Goodall

2006 - Monterey

Thursday Luncheon
CWL Dinner
Friday Luncheon
Saturday Luncheon

Martin Luther King, Jr.
Susan Stamberg
Isabel Allende
Judge Alex Kozinski (Morrison Address)

2005 - San Diego

Thursday Luncheon
CWL Dinner
Friday Luncheon
Saturday Luncheon

Richard North Patterson
Mary M. Schroeder
Mark Dietz
Linda Greenhouse (Morrison Address)

2004 - Monterey

Thursday Luncheon
CWL Dinner
Friday Luncheon
Saturday Luncheon

Scott Turow
Faye Wattleton
Juan Williams
The Brown Sisters

Note: The Morrison Address was not given in 2004.

2003 - Anaheim

Thursday Luncheon
CWL Dinner
Friday Luncheon
Saturday Luncheon

Ted Kennedy, Jr.
Linda Wertheimer
Larry Elder
Patricia M. Wald (Morrison Address)

2002 - Monterey

Thursday Luncheon
CWL Dinner
Friday Luncheon
Saturday Luncheon
Sunday Luncheon

Brad Meltzer
Molly Ivins
Andrew Cuomo
Robert E. Hirshon (Morrison Address)
Justice Craig T. Enoch

ANNUAL MEETING STATISTICS

	2002	2003	2004	2005	2006	2007
	Monterey	Anaheim	Monterey	San Diego	Monterey	Anaheim
REGISTERED ATTENDANCE	2463	2662	2622	2630	2613	2873
* Non-registered meeting attendees	960	1020	1020	1140	780	912
TOTAL ATTENDANCE	3423	3682	3642	3770	3393	3785

* Non-registered participants attend section/committee meetings or other non-CLE events ONLY. Numbers are estimated based on an estimated attendance of 12 people per meeting.