

THE STATE BAR OF CALIFORNIA

85th Annual Meeting

October 11-14, 2012

Profile your company in a print ad in the Annual Meeting Printed Program. Advertising space is limited.

For assistance call the meeting specialists at (415) 538-2210. Guarantee placement with a reservation and payment before August 3. Submit camera-ready artwork by August 17.

Please fill out below info and mail back to reserve your advertising space today.

Company: _____
Address: _____
Contact: _____
Phone: _____ Email: _____

Mail to:
The State Bar of California
Annual Meeting Office
180 Howard Street, 4th Floor
San Francisco CA 94105

Specifications:

- Centerfold: 16.667" x 11" plus bleeds
- Full Page (including inside front/back): 7.5" x 9.75" w/border or 8.5" x 11" w/bleeds
- Half page: 7.5" x 4.75"
- Trim Size: 8.5" x 11"
- Bleeds: .125
- Line Screen: 133 or 150

Rates (check your preference):

4 Color Ads:

- Inside Front/Back Cover or Centerfold: \$2,000
- Full Page: \$750 Half Page: \$375

Black & White Ads:

- Full Page: \$500 Half Page: \$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 _____

Signature _____

DEADLINE is August 3, 2012.

Sponsorship Opportunities

Connect with 3,000 attorneys at the State Bar of California Annual Meeting, October 11-14, 2012 in Monterey, California.

Establish a powerful presence and make critical connections with key decision-makers.

The State Bar of California has developed many exciting sponsorship opportunities that can highlight your organization to more than 3,000 attorneys and legal professionals. The Annual Meeting is the largest legal professional gathering for you to reach these audiences and key decision-makers. If you are a law firm, legal association or provider of products/services for legal professionals and want to expand your outreach, contact either Theresa Raglen at 415-538-2393 Theresa.raglen@calbar.ca.gov or Carol Zlongst at 415-538-2585 carol.zlongst@calbar.ca.gov to discuss other options.

Note that certain opportunities already have been reserved. If you do not see an opportunity that matches your needs, please call the Annual Meeting sponsor coordinators at (415) 538-2210.

Platinum Sponsors—\$15,000

A *premier* Sponsor of the President's Reception and State Bar Dinner, or a Sponsor of meeting merchandise (merchandise type to be determined, with a minimum of 3,000 pieces)

- Two complimentary Annual Meeting registrations (transferrable)
- Complimentary tickets to the sponsored activity
- Full-page, 4-color advertisement in the Annual Meeting Printed Program (excludes centerfold)
- Recognition in Annual Meeting Preview and other marketing materials (150,000 audience)*
- Recognition on Annual Meeting meter board signage
- Logo imprint on merchandise
- Listing in Annual Meeting Exhibitor Guide (both printed and in Online Exhibit Hall on Bar's website)
- Post Attendee mailing list (excludes emails)

Gold Sponsors—\$10,000

A *premier* Sponsor of a State Bar Annual Meeting Luncheon with Keynote Speaker, or Attendee Refreshment Break

- Two complimentary Annual Meeting registrations (transferrable)
- Complimentary ticket(s) to the sponsored State Bar Luncheon or Special Event
- Full-page advertisement in the Annual Meeting Printed Program (excludes inside cover/back and centerfold)
- Personalized coffee cups may be distributed at sponsored break (with disposable cups provided upon request)
- Recognition in Annual Meeting Preview and other marketing materials (150,000 audience)*
- Recognition on Annual Meeting meter board signage
- Listing in Annual Meeting Exhibitor Guide (both printed Guide and posting in Online Exhibit Hall)
- Post Attendee mailing list (excludes emails)

Silver Sponsors—\$5,000

A *premier* Sponsor of the 5K Run/2K Walk (joint event with CJA) t-shirt, or a Sponsor of Ice Cream or other themed attendee break served in the Exhibit Hall

- Banner signage at finish line for 5K Run/2K Walk Sponsor (Sponsor furnishes banner)
- Name and/or logo on 5K Run/2K Walk event t-shirt
- One complimentary Annual Meeting registration
- Half-page advertisement in the Annual Meeting Printed Program
- Recognition in Annual Meeting Preview and other marketing materials (150,000 audience)*
- Recognition on Annual Meeting meter board signage
- Post Attendee mailing list (excludes emails)

Bronze Sponsors—\$1,000

General meeting sponsorship

- Half-page advertisement in the Annual Meeting Printed Program
- Recognition in Annual Meeting Preview (if commitment received by May 1)
- Recognition on Annual Meeting meter board signage
- Post Attendee mailing list (excludes emails)

*If commitment received before May 15, 2012.

