

# 2020 SPONSORSHIP OPPORTUNITIES

NJAJ is proud to present its portfolio of sponsorship and support options for the upcoming Boardwalk Seminar® taking place April 29 – May 1, 2020 at the Harrah's Resort and Conference Center.

Choose sponsorship items and exhibit space that meet your business needs. If you have a concept in mind that is not listed herein, we are happy to create a customized sponsorship package to meet your goals. Contact Noreen Cournoyer at (609) 396-0096 or by email at [exhibits@nj-justice.org](mailto:exhibits@nj-justice.org) to discuss additional options.

## Recognition of Support

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All a la carte sponsorships include the benefits described plus:

- A Premium Booth Location (while supplies last)
- Pre and Post Seminar Mailing lists (\$300 value)
- Full page ad placed on speaker materials page
- Acknowledgement of support in the Boardwalk Seminar® 2020 Brochure, NJAJ's Newsletters, on the NJAJ Boardwalk Seminar® website, on the Boardwalk Seminar® Mobile Web App, in the New Jersey Law Journal, in association announcements, and on support signage at the meeting.

Many of our sponsorships are exclusive and some offer a shared opportunity. If an exclusive sponsor is secured, any shared sponsorship of the same item will be contacted and their sponsorship will be moved to another opportunity.

## Branding Opportunities

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### *Hand Sanitizer Stations • \$750 per station*

Help reduce the spread of germs and give attendees the opportunity to participate in breaks with clean hands. Each station includes a customized sign (your artwork) and a battery-operated sanitizer dispenser.

### *Benches • \$1,000 per branded bench (or add floor decal and call it a station)*

Provide a spot for attendees to rest and catch up with colleagues. Park benches are located throughout the conference center. Your company's branding will be placed on each park bench. Sponsors are responsible for submitting graphics. Sponsorship includes production of graphics. Placement of park benches will be determined by NJAJ.

### *Mirror Clings • \$2,000 per set of restrooms with 6 decals per room*

You design a custom image up to 2'x2' and we will have full color decals printed and placed on the mirrors in the restrooms located throughout the meeting space. Each sponsorship includes one women's room and one men's room. Act fast! Limited opportunities available.

### *Water Stations • \$1,000 for 3 water stations*

Help reduce waste by supporting water stations strategically placed throughout the exhibit and meeting spaces. This sponsorship includes three custom-branded water dispensers, replenishing of spring water over the duration of the event, and disposable cups. Attendees will thank you for keeping them refreshed.

### *Seminar Pens • \$2,500*

Place your branded pen in the hand of every attendee. You provide enough pens and NJAJ will distribute them.

### *Seminar Notepads • \$1,500*

Provide a place for attendees to take notes. Your branded notebook or notepad will be distributed to everyone who attends. You provide the product and NJAJ will take care of the rest.

#### *Name Badge Lanyards • \$1,500*

Your company information is featured on attendee lanyards. This opportunity includes distribution at registration to attendees. Sponsor is responsible for providing lanyards to NJAJ specifications.

#### *Speaker Ready Lounge • \$3,500*

This VIP lounge helps NJAJ deliver flawless programming. This is the location sought out by presenters. A place to check in with technicians, upload their slides, meet friends and colleagues and get ready for their presentations. Your sponsorship includes branded signage outside of this private area, an AV technician to support the presenters, a listing in the on-site seminar guide, and the ability to visit with presenters as they arrive and exit.

#### *Conference Bags • \$5,000 per sponsor – Limited to 3 sponsors*

As one of the conference tote bag supporters, your logo and web address or one line of text appears on one side of the conference tote. You provide your artwork and NJAJ will provide the bags and take care of the printing and distribution to all attendees at registration.

#### *Coffee Cups • \$2,000 exclusive*

Perk attendees up with branded coffee cups exclusively featured at all coffee breaks throughout the Seminar, Wednesday - Friday. You provide the 12oz. cups and lids with your own design, and we provide the java! Product specifications and artwork subject to NJAJ approval.

#### *The NJAJ Headshot Café • \$5,000*

The NJAJ Boardwalk Seminar Headshot Café is a Main Exhibit Floor destination for attorneys to have their professional headshots taken. And directly adjacent to this floor traffic generator and Food Beverage Area B, is a popular tables & chairs café area for attendees to eat and socialize throughout the two-day exhibition. The benefits of this sponsorship include: (1) Exclusive sponsorship of the NJAJ Headshot Café. (2) One Co-branded Email sent to all registrants and faculty prior to Boardwalk Seminar. This email will include your logo and give your firm recognition as the sponsor of the Headshot Café. (3) Conference tote bag insert promotion of the Headshot Café. (4) NJAJ pre-event publicity and reminders and NJAJ onsite promotional signage and directional banners to the Headshot Café each containing "... sponsored by XXX." (5) Recognition on the photographer's retrieval card that will be handed to every person who has their picture taken.

#### *Relax and Recharge Lounge • \$5,000*

This lounge is furnished with comfortable seating and a charging coffee table station. It is centrally located in the pre-function area for easy access to program rooms, escalators and the exhibit hall. This is a hub for registrants to relax and check-in with their offices and family using their own devices. The area includes your branding on location signage, furniture, and the charging station with custom graphics.

#### *Mobile Device Charging Station • \$5,000*

A mobile device charging station is a valuable service for attendees. This charging station provides attendees with a secure locker with a power source to quickly and conveniently charge mobile devices while they have the freedom to walk around or attend programs. This locker station is custom branded to your company with an eye-catching custom skin wrap and signage. As a bonus, you will receive a complimentary tote bag insert. Stations are located in high-traffic areas.

#### *Registration Confirmation Email Notification • \$5,000*

Reach over 1,500 attendees when they pre-register and receive their email registration confirmation that includes your company's electronic banner ad that can link to your website. Your ad will print when the attendee chooses to print their confirmation. As a bonus, this sponsorship item includes a tote bag insert.

## Event Sponsorships: Refreshments, Receptions and Social Gatherings

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#### *President's Reception • \$3,000 exclusive, \$1,000 shared*

Support this upscale post-dinner reception where the board of governors, faculty, and exhibitors gather for evening libations and snacks. Choose to be the exclusive sponsor and NJAJ will provide branded cocktail napkins.

*Wine and Cheese Reception • \$6,000 exclusive, \$750 shared*

Signage and your branded cocktail napkins are featured during this popular evening event that takes place in the exhibit hall on Thursday evening when you are the exclusive sponsor. Shared sponsors enjoy signage in high traffic areas.

*Continental Breakfast • \$3,750 exclusive, \$750 shared*

Mornings are much better with a healthy breakfast. Help keep attendees focused by sponsoring one of NJAJ's continental breakfasts. Exclusive sponsors will be provided with custom-branded napkins along with prominent signage acknowledging your support. Shared sponsors enjoy signage at each buffet.

*Coffee Breaks and Snack Breaks • \$3,000 per break exclusive, \$750 shared*

Morning and afternoon breaks are scheduled to take place throughout the exhibit hall and include light refreshments. Acknowledgment of your support is provided on signage at each buffet. NJAJ will provide our exclusive sponsor with custom branded napkins and signage.

*Lunch Buffets • \$3,000 on Wednesday (Seminar Hallway), \$6,000 on Thursday or Friday (Exhibit Hall) exclusive, \$750 shared*

Acknowledgment of your support is posted at every buffet. If you're an exclusive sponsor, you provide your logo and NJAJ will create branded napkins for use during your sponsored lunch.

*New Lawyers Section Party • \$12,000, \$5,000, \$1,250*

Support this fun event attended last year by 800+ guests. Ensure everyone has a great time at the party by supporting an energetic and fun music production. In addition to standard benefits, your level of support has additional advantages:

Benefit/Level of Support	\$12,000	\$5,000	\$1,250
Signage throughout the event venue	X	X	X
Logo included in event slide show	X	X	X
Event Flyer Mailing and Web Page	X	X	X
Private Cabana Space	2	1	
Branded Throw Pillows	10	6	
Branded Table Tops	6	2	
DJ Booth Stage Branding	X		
Conference Tote Insert	X		
Additional Booth Representatives	2		

*Branded Throw Pillows • \$1,500*

Add some pizzazz to the New Lawyers Section Party with your custom, branded throw pillows placed throughout the pool venue. Each opportunity includes 10 custom throw pillows placed on the existing pool furniture.

*Cabana Party! • \$2,000*

Secure your private cabana where you can entertain guests as you like. Your space includes 2 custom branded throw pillows added to the existing comfortable furniture. Custom branding on monitors will be provided. You are responsible for providing food and beverage to your guests in your private cabana space if you choose to do so.

*Litigation at Sunrise Breakfast • \$5,000 exclusive, \$1,000 shared*

Make attendees happy early Friday morning as they arrive for morning sessions. Be the exclusive sponsor of the breakfast buffet and have your branded napkins in the hand of every attendee. Sponsors at the shared level enjoy acknowledgement on prominent signage at the buffet. NJAJ will supply the food and beverage.

*Litigation at Sunrise Coffee Service • \$2,000 exclusive, \$750 shared*

Signage and your branded coffee cups are featured at the coffee service station when you are the exclusive sponsor during this Friday morning event. Signage is provided for those who support at the shared level.

## Expand Your Reach

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These category do not qualify for sponsorship but rather are advertising opportunities available to you at the Boardwalk Seminar.

*Conference Bag Insert • \$1,000 for exhibitors; \$2,000 for non-exhibitors*

You provide a printed piece to be inserted into each attendee's conference bag. Item shall be no larger than 8.5" X 11". All materials subject to NJAJ approval.

*The Exhibitor Link • \$195*

Share your company information and capabilities with NJAJ members when you add a link from the Boardwalk Seminar® 2020 floorplan to your website. Members see who is exhibiting and can go to a company's web site at the click of a button. The Exhibitor Link is purchased per event and can be viewed at [www.nj-justice.org](http://www.nj-justice.org). For just \$175, your link will remain active for the Boardwalk Seminar® 2020 from July 2019 through May 2020.

*Booth Floor Decal • \$500*

Floor decals grab attention and can help deliver your message and location. Expand your booth presence by placing a 6' X 2' floor decal in front of your booth. You provide the art, NJAJ produces, installs and removes the decal.

*Passport Program • FREE*

Our Passport Program is a unique opportunity to get more people to visit your booth. Participating exhibitors donate prizes for a drawing at the seminar. In order to enter the drawing, an attendee must collect signatures from participating exhibitors. More people will visit your booth because all participating exhibitors are listed inside the "passport" along with their booth number and description of the donated item. The program provides a great opportunity for additional advertising because you can provide a business card & other materials regarding your services along with your gift. Complete details will be provided in the exhibitor kit.