

 **NAPABA**  
**CONVENTION**  
**2019**

# Austin<sup>★</sup>

November 7–10, 2019



Sponsorship Opportunities

# SPONSOR BENEFITS

Connect with a diverse network of attorneys, including general counsel of Fortune 500 and Fortune 1000 companies, federal and state judges, and law professors from across the U.S. and Canada.

## Build relationships

- Develop relationships with over 2,000 attendees
- Network with peers at committee receptions and dinners
- Schedule one-on-one meetings with in-house counsel to forge new relationships and pitch new business
- Cultivate relationships with other like-minded organizations and attorneys

## Develop professional skills

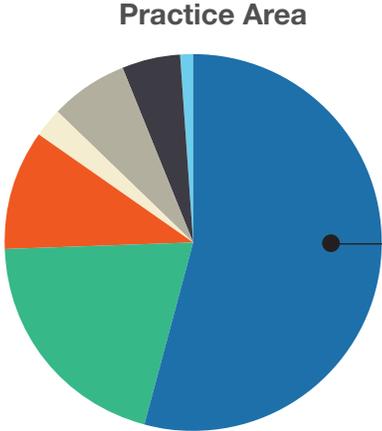
- Be mentored by senior partners and general counsels of some of the largest U.S. and Canadian law firms and companies
- Keep abreast of cutting edge legal developments by attending CLE panels presented by leaders in their fields
- Develop leadership and advocacy skills at special seminars for bar and community leaders
- Promote your personal brand in the APA legal community

## Promote your organization

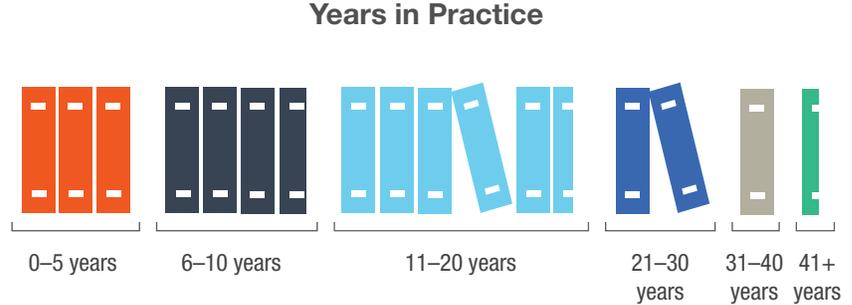
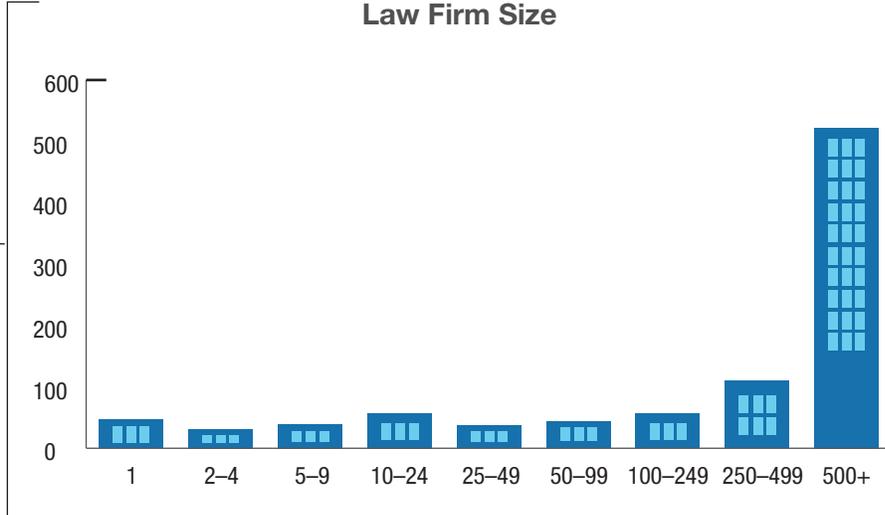
- Support diversity and inclusion in the legal profession
- Expand your job candidate pool
- Publicize your organization by hosting receptions and dinners
- Promote your organization's brand through promotional materials, gift bags, webpages, and newsletters



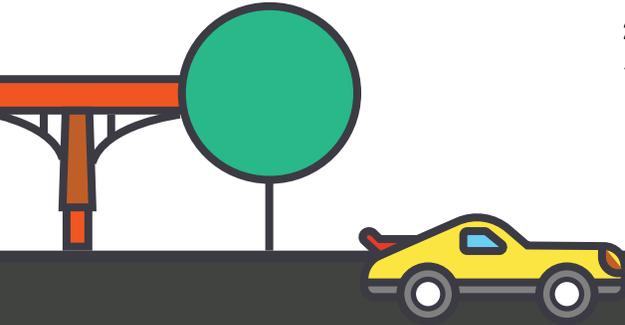
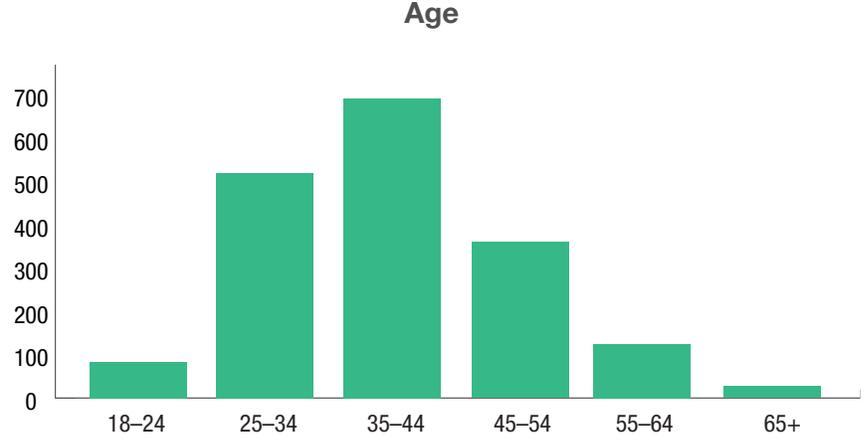
# ATTENDEE DEMOGRAPHICS



- Law Firm
- In-House Counsel
- Academia/Government/Non-Profit
- Judge
- Law Student/Transitional
- Other
- Retired



\*Based on a survey of 2018 Convention attendees.



# SPONSORSHIP LEVELS



	SOLO & SMALL FIRMS \$3,000	VENDORS* \$3,500	BRONZE \$6,500	SILVER \$10,000	GOLD \$15,000	PLATINUM \$25,000	JADE \$35,000	DIAMOND \$50,000	PREMIER \$150,000
Convention registrations (includes Gala admission)	2	2	3	4	5	6	7	8	15
Recognition and acknowledgments on NAPABA website, Convention signage, and mobile app	•	•	•	•	•	•	•	•	•
Digital advertisement			5 seconds	10 seconds	15 seconds	20 seconds	20 seconds	20 seconds	30 seconds
NAPABA Career Center job postings				5	10	20	30	40	50
NAPABA Connects Program**	Access to exclusive touch points and a maximum of 2 one-on-one meetings			Access to exclusive touch points (no one-on-one meetings)	Access to exclusive touch points and a maximum of 2 one-on-one meetings	Access to exclusive touch points and unlimited one-on-one meetings	Access to exclusive touch points and unlimited one-on-one meetings	Access to exclusive touch points and unlimited one-on-one meetings	Access to exclusive touch points and unlimited one-on-one meetings
Reserved table at Anniversary Gala*** (One table includes 10 seats)						1 table	1 table	2 tables	3 tables
Logo on NAPABA website						•	•	•	•
Programming sponsorships						Plenary lunch (speaking opportunity)	Welcome Reception (speaking opportunity)	Trailblazers (speaking opportunity)	Gala (speaking opportunity)
Sponsor spotlight in NAPABA monthly newsletter						1 issue	1 issue	2 issues	3 issues

\* Law firms and corporations do not qualify as vendors.

\*\* The NAPABA Connects Program provides a unique opportunity for law firm attorneys and in-house counsel (IHC) to foster relationships through various touch points throughout the NAPABA Convention, including one-on-one meetings to discuss a potential working relationship.

\*\*\* Platinum, Jade, Diamond, and Premier sponsors' reserved Gala tables include seating for the individuals using the registrations from the sponsorship package. Any remaining seats will be ticketed and the sponsors may distribute the tickets as they choose. Additional ticket holders must register online by Oct. 31.

Contributions to NAPABA, a 501(c)(6) organization, are not deductible as charitable contributions.

# GROW YOUR BRAND AND EXPAND YOUR VISIBILITY

## Additional Registrations

Up to 5 additional registrations may be purchased for a discounted fee of \$600 per sponsoring organization.

## Reserved Gala Table

Sponsors may purchase a reserved table of 10 seats for \$2,000.

## NAPABA Exhibit Hall

All sponsors may reserve a booth in the NAPABA Exhibit Hall—an interactive destination to promote your products and services, recruit, or distribute giveaways to attendees. Booths should be staffed during exhibit hours and may not be used to display or distribute brochures only.



## Registration Area Sponsor

**\$20,000** | Add-on to Bronze or higher

- Exclusive sponsor of the NAPABA Convention registration area
- Name/logo integrated into registration area branding

## Webinar Presentation

**\$5,000** | Add-on to Gold

- Opportunity to reach NAPABA members and present your exclusive content prior to the NAPABA Convention
- Promotion and marketing of webinar

## Innovation Lab

presented by the *NAPABA Research Institute*

**\$5,000** | Add-on to Bronze or higher

- Showcase your organization's products or services in this exclusive opportunity to reach NAPABA Convention attendees outside of the classroom setting
- One-hour presentation on Friday or Saturday of the NAPABA Convention
- Promotion and marketing of presentation to NAPABA attendees

## Pipeline & Community Service Opportunities

- Community Service Project
- Law Student Workshop

## COMMITTEE/NETWORK EVENTS

- Opportunity to make brief remarks to attendees
- Invitation to three individuals from the sponsoring organization to attend the event
- Option to distribute giveaways and informational materials

## Reception\*

**\$5,000** | Add-on to Bronze or higher sponsorship

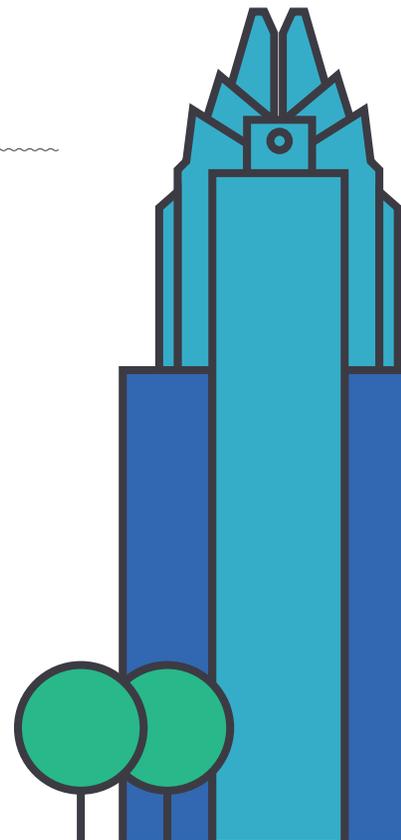
**\$8,000** | Stand-alone sponsorship

\*The NAPABA Best Under 40, In-House Counsel Network, Intellectual Property Committee, and Women's Leadership Network Receptions are \$8,000 as add-ons to Bronze or higher sponsorship and \$12,000 as a stand-alone sponsorship.

## Dinner

**\$8,000** | Add-on to Bronze or higher sponsorship

**\$12,000** | Stand-alone sponsorship





# ABOUT NAPABA

## CONTACT:

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### **National Asian Pacific American Bar Association**

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[www.napaba.org](http://www.napaba.org)



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The National Asian Pacific American Bar Association (NAPABA) is the national association of Asian Pacific American attorneys, judges, law professors, and law students. NAPABA represents the interests of over 50,000 attorneys and 81 national, state, and local Asian Pacific American bar associations across the United States and Canada. Its members include solo practitioners, large firm lawyers, corporate counsel, legal services and non-profit attorneys, and lawyers serving at all levels of government.

Since its formation in 1988, NAPABA has been a leader in addressing civil rights issues confronting Asian Pacific American communities. Through its national network of committees, networks and affiliates, NAPABA engages in legislative and policy advocacy, promotes Asian Pacific American political leadership and political appointments, and builds coalitions within the legal profession and the community at large. NAPABA also serves as a resource for government agencies, members of Congress, and public service organizations about APAs in the legal profession, civil rights, and diversity in the courts.

