

2016 NSBA ANNUAL MEETING

SPONSORSHIP OPPORTUNITIES AND EXHIBITOR INFORMATION



NEBRASKA
State Bar Association

**OCTOBER 26-28, 2016
EMBASSY SUITES OMAHA - LA VISTA
HOTEL & CONFERENCE CENTER**

SPONSORSHIP OPPORTUNITIES

The Nebraska State Bar Association is holding its Annual Meeting on October 26-28, 2016. The convention will be held at the Embassy Suites Omaha-La Vista Hotel and Convention Center. The convention features continuing legal education, opportunities to study and grow professionally in an informal setting, social gatherings, prominent speakers, and entertainment. Traditionally, the Annual Meeting has drawn over 1,700 attendees and this number is expected again this year to celebrate the NSBA's 116th year. Attendees expected to attend include nationally-known speakers, bar-related group leaders, NSBA past presidents, former and present NSBA leadership, local bar delegations from across the state, member attorneys and allied legal professionals.

The Nebraska Legal Community will be there . . .

- **GREAT EXPOSURE FOR YOUR CORPORATE IMAGE**
- **VALUABLE RETURN ON YOUR INVESTMENT**
- **EXCEPTIONAL ACCESS TO THE LEGAL COMMUNITY**
- **EXCELLENT OPPORTUNITY TO DEVELOP BUSINESS CONNECTIONS**

Sponsorship of any event at this convention will benefit your company's image and presence in the legal community. We invite you to participate in this unique event. Call us to work out details for the best exposure possible for your company.

\$ 3,500	General Session
\$ 3,500	President's Reception and OctoBARfest (Limited to 3 sponsors)
\$ 3,000	Hotel Key Cards
\$ 2,000	Wireless Internet Sponsor
\$ 2,000	Mobile App Sponsor
\$ 2,000	Coffee Break Sponsor (Limited to 3 sponsors)
\$ 2,000	Snack Break Sponsor (Limited to 3 sponsors)
\$ 1,000	Public Service Project (Limited to 3 sponsors for the 10:00-11:00 am time slot)
\$ 650	Exhibitor

SPONSOR OF GENERAL SESSION

\$3,500

The General Session will be held the afternoon of Thursday, October 27th. This year's speaker is Jordan Furlong. The General Session is one of the major events of the convention and is very well attended. As sponsor, your company would be guaranteed high visibility. The print advertising value exceeds \$1,300.

BENEFITS TO YOUR COMPANY

- Sponsor listing in the registration brochure, onsite program, *The Nebraska Lawyer*, and E-Counsel, the NSBA's electronic newsletter
- 1/2 page ad in the registration brochure (sent to approximately 6,500 attorneys in early August)
- 1/2 page ad in the onsite program
- Exhibitor booth at the meeting
- (2) 1/2 page ads in *The Nebraska Lawyer*
- (2) company representatives may attend all educational seminars
- Table for 10 people at Friday's Legacy Luncheon
- Podium recognition at the General Session and President's Reception and OctoBARfest



Jordan Furlong of Ottawa, Canada, is a leading legal industry analyst and consultant who forecasts the impact of the changing legal market on lawyers, clients, and legal organizations. Jordan has addressed dozens of law firms, lawyer associations, state bars, law societies, courts, and law schools throughout the United States, Canada, Europe and Australia regarding the impact of legal market forces on members of the legal profession. Jordan is a Fellow of the College of Law Practice Management and Advisory Board Co-Chair of the Institute for Law Practice Management and Innovation at Suffolk University Law School in Boston, where he also serves as the Legal Strategist in Residence.

More than 450 articles and posts by Jordan can be accessed through his website, Law21.ca.

SPONSOR OF PRESIDENT'S RECEPTION AND OCTOBARFEST

\$3,500 (LIMITED TO 3 SPONSORS TOTAL)

We are excited to invite you to the President's Reception and OctoBARfest! This event combines three of our prior events, the Leadership Academy Reception, the President's Reception and the Young Lawyers Reception, into one big celebration! On Thursday, October 27th from 5:00 pm to 10:00 pm, all members of the Nebraska legal community are invited to celebrate the profession, recognize achievements throughout the legal community, and enjoy the company of friends and colleagues. The evening will begin with a reception honoring the current NSBA Leadership Academy class and past graduates. The Leadership Academy was started in 2006 with a focus on developing the leadership skills of attorneys to allow them to make great contributions to the legal profession and their community. Following the reception, attendees will have the opportunity to play casino games, win prizes, eat dinner and enjoy the camaraderie of their fellow lawyers.

BENEFITS TO YOUR COMPANY

- Sponsor listing in the registration brochure, onsite program, *The Nebraska Lawyer*, and E-Counsel, the NSBA's electronic newsletter
- 1/2 page ad in the registration brochure (sent to approximately 6,500 attorneys in early August)
- 1/2 page ad in the onsite program
- Exhibitor booth at the meeting
- (2) 1/2 page ads in *The Nebraska Lawyer*
- (2) company representatives may attend all educational seminars
- Table for 10 people at Friday's Legacy Luncheon
- Podium recognition at the General Session and President's Reception and OctoBARfest

This is a major event of the convention and we look forward to great attendance each year. As sponsor, your company would be guaranteed high visibility. The print advertising value exceeds \$1,300.

SPONSOR OF HOTEL KEY CARDS

\$3,000

Advertise your company name on the key cards of every attendee staying at the hotel. This opportunity provides invaluable company name recognition and over \$1,300 in advertising publicity.

BENEFITS TO YOUR COMPANY

- Sponsor listing in the registration brochure, onsite program, *The Nebraska Lawyer*, and E-Counsel, the NSBA's electronic newsletter
- 1/2 page ad in the registration brochure (sent to approximately 6,500 attorneys in early August)
- 1/2 page ad in the onsite program
- Exhibitor booth at the meeting
- 1/2 page ad in *The Nebraska Lawyer*
- (2) company representatives may attend all educational seminars
- Table for 10 people at Friday's Legacy Luncheon
- Podium recognition at the General Session and President's Reception and OctoBARfest

WIRELESS INTERNET SPONSOR

\$2,000

Wireless service provides attendees access to the Internet and e-mail, throughout the main areas of the Convention Center, via their wifi-enabled devices.

A banner ad (640x480) noting that "Wireless internet service provided by (your logo)", with a link to your website will be provided to our wireless internet sponsor(s).

BENEFITS TO YOUR COMPANY

- Sponsor listing in the registration brochure, onsite program, *The Nebraska Lawyer*, and E-Counsel, the NSBA's electronic newsletter
- 1/4 page ad in the registration brochure (sent to approximately 6,500 attorneys in early August)
- Exhibitor booth at the meeting
- First Option for 2017 meeting
- Podium recognition at the General Session and President's Reception and OctoBARfest

MOBILE APP SPONSOR

\$2,000

The mobile app for the 2016 Annual Meeting is Sched. This application will update the schedule in real time, providing detailed information regarding things such as presenter bios, panel descriptions and much more.

BENEFITS TO YOUR COMPANY

- Sponsor listing in the registration brochure, onsite program, *The Nebraska Lawyer*, and E-Counsel, the NSBA's electronic newsletter
- 1/4 page ad in the registration brochure (sent to approximately 6,500 attorneys in early August)
- Exhibitor booth at the meeting
- First Option for 2017 meeting
- Podium recognition at the General Session and President's Reception and OctoBARfest
- The only platinum gold level sponsor on the mobile app
- Company logo as a web header or footer

COFFEE BREAK SPONSOR

\$2,000/DAY (LIMITED TO 3 SPONSORS TOTAL)
(YOU MAY CHOOSE WEDNESDAY, THURSDAY, FRIDAY
OR SPONSOR ALL 3 DAYS FOR \$5,000)

The coffee breaks are set up in high-traffic areas near the education classrooms and the registration and exhibitor area. Your sponsorship of the coffee breaks offers invaluable exposure for your company.

BENEFITS TO YOUR COMPANY

- Signage at coffee break station. Napkins with company name and logo (provided by your company)
- Helium Balloons with company name and logo at every station (provided by your company)
- Sponsor listing in the registration brochure, onsite program, *The Nebraska Lawyer*, and E-Counsel, the NSBA's electronic newsletter
- 1/4 page ad in the registration brochure (sent to approximately 6,500 attorneys in early August)
- Exhibitor booth at the meeting
- Podium recognition at the General Session and President's Reception and OctoBARfest

SNACK BREAK SPONSOR

\$2,000/DAY (LIMITED TO 3 SPONSORS TOTAL)
(YOU MAY CHOOSE WEDNESDAY, THURSDAY, FRIDAY
OR SPONSOR ALL 3 DAYS FOR \$5,000)

The snack breaks are set up in high traffic areas near the education classrooms and the registration and exhibitor area. Your sponsorship of the snack breaks offers invaluable exposure for your company.

BENEFITS TO YOUR COMPANY

- Signage at snack break station. Napkins with company name and logo (provided by your company)
- Helium Balloons with company name and logo at every station (provided by your company)
- Sponsor listing in the registration brochure, onsite program, *The Nebraska Lawyer*, and E-Counsel, the NSBA's electronic newsletter
- 1/4 page ad in the registration brochure (sent to approximately 6,500 attorneys in early August)
- Exhibitor booth at the meeting
- Podium recognition at the General Session and President's Reception and OctoBARfest

PUBLIC SERVICE PROJECT SPONSOR

\$1,000 (LIMITED TO 3 SPONSORS TOTAL, FOR THE 10:00 - 11:00 AM TIME SLOT)

Our first annual Public Service Project was such a success last year, we are doing it again - only twice! You will have the opportunity to stand shoulder-to-shoulder with other lawyers and work as a team to package 20,000 meals to help feed some of the 842 million people across the globe suffering from hunger. We will package 10,000 meals from 9:00 -10:00 am and another 10,000 meals from 10:00 - 11:00 am.

BENEFITS TO YOUR COMPANY

- Company name/logo on a tee shirt given to all participants
- Sponsor listing in the registration brochure, onsite program, *The Nebraska Lawyer*, and e-counsel, the NSBA's electronic newsletter
- Podium recognition at the General Session and President's Reception and OctoBARfest

SPONSORSHIP REGISTRATION FORM

IN APPRECIATION

Thank you for taking the time to review our sponsorship proposals for the 2016 Nebraska State Bar Association Annual Meeting. As we celebrate our 116th year of service to the legal community, we invite you to participate with us. We need and appreciate your support, and pledge to provide the best possible exposure for your company.

Company Name: *(as you wish it to appear on promotional materials)*

Contact Person: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____

Email: _____

Sponsorship Choice: _____

Amount of Sponsorship: _____

Total Enclosed: \$ _____ *Payment may be cash, check or credit card.*

Card Holder Name: _____

Card Type: Mastercard Visa Discover AMEX **Exp Date:** _____

Card #: _____ **3 or 4 digit CSC:** _____

Mail form and payment to:

Sam Clinch, Nebraska State Bar Association, 635 S 14th St. #200, Lincoln, NE 68508
(402) 475-7091 • Fax (402) 475-7098 • sclinch@nebar.com

EXHIBITOR

\$650

The exhibit hall, open October 26-28, 2016, will feature businesses that provide products and services for the legal profession. By exhibiting, your company will have an excellent opportunity to meet face-to-face with the attorneys you want to reach.

INCLUDES:

- 8'x8' exhibit booth, bottled water and two chairs
- 1 sign
- 1 waste basket
- Security guard on Tuesday, Wednesday and Thursday nights
- Raffle drawing at the Legacy Lunch (Please consider donating a raffle item)
- Exhibitor listing in the registration brochure, onsite program, *The Nebraska Lawyer*, and E-Counsel, the NSBA's electronic newsletter



EXHIBITOR INFORMATION

REGISTRATION:

Reservations will consist of a contract, signed by an authorized representative, and payment being received by the NSBA office. The registration fee is \$650 for an 8'x8' exhibit booth. Payment must be received within two weeks of receipt of the signed contract in order for the reservation to be processed. Please make checks payable to the Nebraska State Bar Association. **The deadline for reserving a booth is July 1, 2016.**

The NSBA reserves the right, at its sole discretion, to approve exhibitors to ensure quality and variety of the exhibit hall. The NSBA also reserves the right to request an exhibitor to remove any decoration or signage that does not comply with the fire codes or NSBA philosophy.

SPACE ASSIGNMENT:

Booth space will be assigned for each exhibitor based upon the date of receipt of payment. Exhibitors may purchase more than one booth. The NSBA reserves the right to make the final determination of all exhibitors, but space is limited and may require the return of exhibit booth applications if space runs out. No exhibitor shall transfer, assign, sell, share or barter assigned space without the expressed consent of the NSBA.

EXHIBIT HOURS:

Tuesday, October 25 (Set-Up)	5:00 pm to 9:00 pm
Wednesday, October 26	8:00 am to 5:00 pm
Thursday, October 27	8:00 am to 5:00 pm
Friday, October 28	8:00 am to 3:00 pm

Exhibit set up **MUST** occur on Tuesday, October 25, 2016 between 5:00 and 9:00 pm. Exhibits are to remain intact for the entire convention and are not to be disturbed prior to teardown at 3:00 pm on Friday, October 28.

EXHIBIT AREA SECURITY: Exhibitors will be responsible for their exhibit equipment and displays at all times.

OPERATION OF EXHIBITS: All demonstrations, discussions or other activities, such as distribution of literature, must be confined to the exhibitor's rented space. No signs or placards may be placed outside the exhibit area. Obtrusive sound will not be permitted. Because of music licensing requirements, music will not be permitted at the exhibit booths.

BOOTH MATERIALS:

All materials used within the exhibit area must conform with applicable fire regulations. Electrical wiring and equipment installation must conform to appropriate codes applicable to the Omaha-La Vista Hotel and Convention Center. Matter not conforming to such regulations must be removed immediately at the exhibitor's expense. All booth equipment, furniture, etc. must be confined to the limits of the booth. Nothing may be stapled, glued, nailed or taped to walls or woodwork or hung from the ceiling.

ELECTRICAL AND PHONE LINE FEES:

Those exhibitors requiring electricity or phone lines to their appropriate booth will be assessed a fee based upon the following rates:

110 Outlet	\$35.00 per day
220 Outlet-	\$35.00 per day
Phone Line	\$35.00 per day

EXHIBIT SUPPLIES/DECORATOR: The NSBA is working with La Vista Embassy Suites as the official supplier of equipment and services for the exhibit hall. La Vista Embassy Suites can provide furnishings, carpeting, material handling, installation/dismantle supervision, etc. for your booth. Please contact Rachael White at La Vista Embassy Suites at (402) 408-5469 for further information.

EXHIBITOR INFORMATION

EXHIBITOR ATTENDANCE AT MEETINGS:

Exhibitors may attend any of the meetings or programs during the convention so long as their booth is staffed during exhibit hours. Exhibitors may also attend any of the complimentary social events. Meal function tickets may be purchased at the registration desk.

CANCELLATION BY EXHIBITOR:

Reservations canceled before July 1, 2016 will be refunded **ONLY IF SPACE IS RESOLD**. Reservations canceled after July 1, 2016 will **NOT** be refunded regardless of whether the space is resold.

CANCELLATION BY MANAGEMENT:

In the event the 2016 NSBA Annual Meeting is canceled at the sole discretion of the NSBA, all exhibit space rental payments made by the exhibitor shall be returned and the NSBA shall be released from all liability due or related to such cancellation.

If the 2016 Annual Meeting should be prevented from being held, or if an exhibitor cannot occupy exhibit space due to any cause beyond the NSBA's control such as, but not limited to, damage to building, riots, labor disputes, acts of government, states of emergency, or acts of God, then the NSBA has the right to cancel all or part of the exhibit with no liability other than a refund of the space rental less the exhibitor's proportional share of the expenses incurred or committed by the NSBA for exhibit space at the time of cancellation. In no case shall the amount of the refund to the exhibitor exceed the amount of the exhibitor's registration fee.

HOTEL ACCOMMODATIONS: Exhibitors identifying themselves as NSBA Annual Meeting participants will be extended the hotel conference rates.

LOSS OR DAMAGE:

The NSBA, Omaha-La Vista Hotel and Convention Center, nor any of their representatives shall be held liable or accountable for any damage, loss, harm or injury to the exhibitor, exhibitor's representatives or exhibitor's equipment from theft, fire, water, accident or any other cause. The exhibitor, by returning the signed contract with payment, hereby agrees to release the NSBA and the Omaha-La Vista Hotel and Convention Center from any and all claims, demands, suits, liability damages, loss, costs, attorney's fees and expenses of any kind or nature which might result from any damage, loss, harm, and all claims exhibitor, the exhibitors' representatives or the exhibitor's equipment involving any actions on the part of the NSBA or Omaha-La Vista Hotel and Convention Center or their failure to act.

UNOCCUPIED SPACE:

Any space not occupied by the exhibitor by 8:00 am. Wednesday, October 26, 2016 shall become the property of the NSBA which shall use the space in the best interest of the exhibit hall without any liability to the exhibitor.

EXHIBITOR CONTRACT

Company Name: _____

Contact Person: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____

Email: _____

We hereby apply for exhibit space at the Nebraska State Bar Association convention at the Omaha-La Vista Hotel and Convention Center, La Vista, Nebraska, October 26-28, 2016. We agree to be bound by, and comply with, the NSBA's rules and regulations as specified in the Exhibitor Information, in consideration of the acceptance of our application for booth space in the exhibit hall.

_____ The registration fee of \$650 is enclosed.

_____ The registration fee of \$650 will be mailed within 2 weeks, payable to the Nebraska State Bar Association.

Our company needs a 110 Outlet. Included is \$ _____

Our company needs a 220 Outlet. Included is \$ _____

Our company needs a phone line. Included is \$ _____

Total Enclosed: \$ _____ *Payment may be cash, check or credit card.*

Card Holder Name: _____

Card Type: ___ Mastercard ___ Visa ___ Discover ___ AMEX **Exp Date:** _____

Card #: _____ **3 or 4 digit CSC:** _____

Form continues on reverse side

EXHIBITOR CONTRACT

The following person(s) will be staffing our booth and will need exhibitor identification badges:

Name(s): *(please print clearly)* _____

Booth sign should read (limit 35 characters): _____

I will be donating a raffle item to be given at the Thursday Night Celebration.

The item I will offer for the raffle is: _____

I have read the information sheet and will comply with the rules and regulations.

Submitted and agreed to this _____ day of _____, 2016.

By: _____

Signature of Authorized Agent

Print Name and Title of Authorized Agent: _____

Company Name: _____

*The Nebraska State Bar Association sincerely appreciates your support
of the 2016 Annual Meeting.*

Mail contract and payment to:

Sam Clinch, Nebraska State Bar Association, 635 S 14th St. #200, Lincoln, NE 68508
(402) 475-7091 • Fax (402) 475-7098 • sclinch@nebar.com

NSBA USE ONLY

Accepted _____, 2016 subject to the NSBA's general rules and regulations for exhibitors.

Sam Clinch, Associate Executive Director _____

Booth Assignment _____