ENGAGING LAW STUDENTS WITH TECH

CALIcon18
June 7-8, 2018
American University
Washington College of Law
Washington, DC

2018.calicon.org

Sponsorship & Exhibitor Prospectus

Great Opportunities Available
CALIcon18 is a two-day conference focusing on the advancement of legal education technology. You will be able to build and develop relationships with 300+ legal education professional representing law schools across all the United States.

**BENEFITS OF EXHIBITING**
CALIcon is fun and informal. Exhibit tables do not reside in a separate showroom but instead are in close proximity to food and resources. We go to great lengths to make sure you, as a sponsor and exhibitor, are a part our conference community. The cost and red tape associated with exhibiting in large conference showrooms does not exist at our conference. This does mean, however, that space is limited, so reserve your opportunity as soon as possible.

- Increase brand awareness
- Generate leads
- Establish and nurture relationships

**BECOME PART OF THE EXPERIENCE!**
Get involved directly with your market by sponsoring the premiere conference in our industry. Bring focus to your brand and ensure your target audience becomes exposed to your products or services.

**CALIcon17 Registration Breakdown**

- IT: 7%
- Administration: 3%
- Librarian: 7%
- Faculty: 15%
- CALI Staff: 34%
- Other: 4%
- Sponsors: 30%

To reserve your sponsorship opportunity or obtain more information, contact:

Scott A. Lee CTSM, CME, CMP
Community Marketing Specialist
scott@cali.org
312-906-5316
GENERAL INFORMATION:

Venue:
American University Washington College of Law
4300 Nebraska Ave NW,
Washington, DC 20016

Conference Hours:
Thursday, June 7 .............................................................. 8:00am to 5:00pm
Friday, June 8 ................................................................... 8:00am to 4:00pm

Exhibit Installation Dates and Hours:
Wednesday, June 6 ........................................................... 1:00pm to 7:00pm
Thursday, June 7 .............................................................. 7:00am to 8:00am

Exhibit Dismantle Dates and Hours:
Friday, June 8 ................................................................... 4:00pm - 7:00pm

Hotel Accommodations:
Omni Shoreham Hotel
Group Rate: $209 per night
SPONSORSHIP OPPORTUNITIES

Keynote Session Sponsorship
$5,000 exclusive
- Recognition as the General Session Keynote Speaker with signage at the event entrance
- Invitation to introduce your company (up to five minutes) and the keynote speaker
- Opportunity to distribute literature on each seat in the General Session
- Your company will receive two (2) complimentary conference registrations

Exhibit Table
$1,000 each (limit two (2) per exhibitor)
- A six foot table with chairs in high traffic area
- Your company will receive two (2) complimentary conference registration
- Pre/Post show attendee list (based on opt-in approvals)
- One (1) 500w electrical outlet
- Free access WiFi
- Access to all sessions and food functions

Conference Meal Sponsorships
$500 each / $5,000 exclusive
Recognition as the sponsor of the Conference meal with signage at the food and beverage stations on the day/time of your choice. Your company will receive two (2) complimentary conference registrations as an exclusive sponsor.

Conference Refreshment Break Sponsorships
$400 each / $4,000 exclusive
Recognition as the sponsor of the Conference meal with signage at the food and beverage stations on the day/time of your choice. Your company will receive two (2) complimentary conference registrations as an exclusive sponsor.

Conference Lanyards
$1,000 exclusive
Your company logo will appear on the conference attendee lanyards at the CALIcon18 Conference. The lanyards will feature a one-color logo on one side and will be distributed to conference attendees at registration.

Included with the purchase of any sponsorship opportunity:
- Logo exposure on CALIcon18 website
- Logo exposure on all published marketing materials
- Logo exposure on all conference promotional emails
EXHIBIT and SPONSORSHIP APPLICATION

Company Name: ____________________________________________________________
Address: _________________________________________________________________
City: ___________________________ State: ___________ Zip Code: ________________
Tel: ___________________________ Website: _________________________________

PRIMARY CONTACT: This person will be the point of contact for all communications and will be sent all information related to your application.
Contact Name: ______________________ Title: _______________________________
Contact Phone: _____________________ Contact Email: ______________________

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Total - ____________

On completion, we will call you to go through the specifics to ensure everything is exactly how you expect it to be. An invoice will be sent and your sponsorship will be active upon us receiving payment.

Sponsor registration policy: Additional registration are $395 per person (includes access to all sessions and food functions)

Please submit application to:
Scott A. Lee
CALI
565 W. Adams Street, Suite 531
Chicago, IL 60661
Phone: 312-906-5316
Email: scott@cali.org
ABOUT US

The Center for Computer-Assisted Legal Instruction (CALI) is a 501(c)(3) consortium of law schools. Over 200 US law schools are members.

CALI conducts applied research and development in computer-mediated legal education, publishes open casebooks and develops software and services for legal education and access to justice.

OUR MISSION

CALI advances global legal education through computer technology, employs research, collaboration, and leadership to assist a diverse audience in the effective use of this technology in legal education, and promotes access to justice through the use of computer technology.