



State Bar of California

81st Annual Meeting

September 25-28, 2008

Program Advertising &
Meeting Sponsor Opportunities Guidelines & Rates

Enhance Your Presence
at the LARGEST GATHERING of
Legal Professionals
IN CALIFORNIA

w w w . c a l b a r . c a . g o v / a n n u a l m e e t i n g

Monterey

Casa Munras • Hyatt Regency Monterey • Marriott Monterey
Monterey Conference Center • Portola Hotel & Spa



We are pleased to facilitate your advertising and sponsorship requests. For personal assistance contact the State Bar Annual Meeting specialists at (415) 538-2210, or by email to Theresa.Raglen@Calbar.ca.gov or Carol.Zlongst@Calbar.ca.gov.

ADVERTISING

Profile your company in a print ad appearing in the official Program of the State Bar of California's Annual Meeting. Advertising space is limited. Guarantee placement with a reservation and **payment before July 11**, and provide **camera-ready artwork by July 25**.

Rates & Specifications:

4 Color Ads:

Inside Front - Color	\$2,000
Inside Back - Color	\$2,000

Black & White Ads:

Inside Front - black & white	\$1,500
Inside Back - black & white	\$1,500
Centerfold - black & white	\$2,000
Full Page - black & white	\$ 500
Half Page - black & white	\$ 350

Ad Copy Specifications:

- Full Page:** 7.5" wide by 9.75" high with border or 8.5" wide by 11" high, plus bleeds
- Centerfold:** 16.667" wide by 11", plus bleeds
- Half Page:** 7.5" wide by 4.75"
- Trim Size:** 8.5" wide by 11" high
- Bleeds:** .125" (if ad bleeds)
- Line Screen:** 133 or 150
- Art:** Black and White Only (unless providing art for the inside front/back covers in color)
 Film, Velox, or Macintosh Discs.
 If submitting on film, provide right reading emulsion down, and a contact print.
 Disc submission must also include a laser print.

SPONSORSHIPS

Showcase your company by signing up as an official Sponsor of an Annual Meeting event, activity, or product. Underwrite the Annual Meeting Printed Program, affix your logo to meeting merchandise, or sponsor a “signature” activity. Sponsors are prominently noticed, recognized in Annual Meeting printed material, and acknowledged on the official website of the State Bar of California Annual Meeting, plus other perks as indicated. *Sponsors confirmed by April 14 receive additional publicity in the Annual Meeting Preview (mailed to 75,000 people).*

PRINTING

Annual Meeting Printed Program
(5,500 copies) **\$10K**

A four-color, 68-page hourly guide to all Annual Meeting activities. The outside back cover is available for your advertisement, as well as other general acknowledgements.

Exhibitor Directory (3,000 copies) \$5K

A two-color, 16-page guide to the Annual Meeting Exhibitors. The inside front cover is available for advertisement.

Hotel Room Key Cards to be determined

Display your company name and logo on the sleeping room key cards presented to attendee guests at the Annual Meeting headquarter hotel(s).

MERCHANDISE

Registration Gift for all Attendees
(5,000 item minimum) (varies)

Attendees may receive portfolios, lanyards or tote bags with their registration. Sponsors may add a logo or special insignia to the State Bar Annual Meeting design.

Signature Event Merchandise
(1,000 item minimum) (varies)

Personalized apparel, hats, etc. may be provided to guests at State Bar designated special ticketed events (i.e. off-site events at special venues). Sponsors may add their company logo or special insignia to the State Bar design on the merchandise, and Sponsor representative(s) may attend the event to distribute item.

EVENTS

Annual Meeting “Opening Night”
Receptions in Exhibit Hall \$15K

Host the Opening Night Annual Meeting Reception, held in the Exhibit Hall. More than 1,000 people attend the annual Exhibit Hall opening and closing celebrations.

Annual Meeting “Dinner Dance, Casino, Night Club” (Saturday evening) \$10K

Sponsor the official State Bar Annual Meeting Dinner with an estimated attendance of 300-500 people. Sponsors also recognized on table tent signs placed at dining tables.

Annual Meeting Luncheons
with Celebrity Speaker \$10K

Lend your name to one of two State Bar major luncheon events held on Thursday or Friday, each featuring prominent well-known speakers. Estimated attendance is 300-500 people. Sponsors also recognized on table tent signs placed at dining tables.

Ice Cream Coupons \$6K

Print your company’s name on thousands of complimentary ice cream coupon given to annual meeting attendees.

Refreshment Break
(Morning & Afternoon) \$6K

Sponsor a morning or afternoon coffee/refreshment break for all meeting registrants.

State Bar Fun Run T-Shirt (varies)

Serve as an official Sponsor of the annual State Bar fun-run, held each year on Sunday morning.

Advertising & Sponsorship

RESERVATION FORM

DEADLINES

- April 14** Advance Publicity Acknowledgment for Sponsor
July 11 Advertising Reservations Due
July 25 Camera-ready Advertising Copy Due

MAIL TO

The State Bar of California • Annual Meeting Office
180 Howard Street
San Francisco, CA 94105-1639
Phone: (415) 538-2210 • Fax: (415) 538-2368

Name: _____

Business Name: _____

Street Address: _____

City, State, Zip: _____

Telephone, Fax, Email: _____

ADVERTISING

Reserve space for:

- | | |
|---|---------|
| <input type="checkbox"/> Inside Front - Color | \$2,000 |
| <input type="checkbox"/> Inside Back - Color | \$2,000 |
| <input type="checkbox"/> Inside Back - black & white | \$1,500 |
| <input type="checkbox"/> Inside Front - black & white | \$1,500 |
| <input type="checkbox"/> Centerfold - black & white | \$2,000 |
| <input type="checkbox"/> Full Page - black & white | \$500 |
| <input type="checkbox"/> Half Page - black & white | \$350 |

PAYMENT OF ADVERTISING (Check or Credit Card)

- Enclosed is my check in the amount of \$ _____ (made payable to The State Bar of California)
 Charge my credit card in the amount of \$ _____ (VISA or MASTERCARD only)

Card type: _____ Card #: _____

Expiration: _____ Signature: _____

SPONSORSHIP

I commit sponsorship of the following (specify): _____
_____ @ \$ _____.

Please telephone me to confirm arrangements and payment.