

State Bar of California

82nd Annual Meeting & Exhibition



The Gathering of California Lawyers and Legal Professionals

- ◆ Premier Educational & Networking Event Draws Participants Ready to Conduct Business
- ◆ Showcase your Products and Services to California Attorneys and Legal Professionals
- ◆ Build a Quality Contact List—Show, Sell and Take Orders from the Exhibit Floor
- ◆ Maintain Your Company Profile in the State Bar Annual Meeting Exhibit Guide Distributed Onsite and in the State Bar “Online Exhibit Hall” for a Full Year
- ◆ *Opening Night Reception and Bench Bar Art Show* Presented in the Exhibit Hall

SAN DIEGO • SEPTEMBER 10–12, 2009

Exhibiting

Highlights of the exhibitor application and agreement are given below. Refer to the *Exhibit Space Application and Agreement* for complete information.

Assignment of Space

Booth space assignments are made on a priority basis, in order of application and payment receipt. Full pre-payment must be received before confirmation of a booth space assignment. See the exhibitor agreement for complete details and registration.

Booth Decoration & Tradeshow Services

GES Exposition is the 2009 State Bar Annual Meeting & Exhibition decorator. Confirmed exhibitors receive an Exhibitor Service Kit containing the necessary order forms for exhibit furniture, electricity, lighting, etc. Contact GES National Service Center at (800) 475-2098.

Booth Space Standard Amenities

- 8' [deep] x 10' [wide] draped booth space with 3' side drape and rails and 8' back wall drape
- 2009 Exhibit Hall is carpeted
- 7" x 44" identification sign with name and booth number will be provided by State Bar
- Listing in Exhibitor Directory that is distributed to all meeting attendees
- *Online Exhibit Hall* posting on State Bar of California website for one year
- Post-show attendee mailing list
- Identification badges for booth staff
- Exhibit staff may attend State Bar education programs
- Security provided during move-in, move-out, and closed hours
- Refreshments offered during move-in for exhibit staff

Installation of Exhibits

Exhibitors may have access to booths for installation from 2:00 pm - 4:30 pm, Wednesday, September 9, and from 8:00 am - 2:00 pm on Thursday, September 10. Exhibitors must have booth installation complete by 2:00 pm on Thursday, September 10 to allow for the set-up of the State Bar's *Opening Night Reception* which opens at 5:30 pm.

Dismantling and Removal of Exhibits

No display may be dismantled, nor packing started before 5:00 pm, Saturday, September 12. Exhibitors must remove items from exhibit area not later than 12:00 pm, Sunday, September 13.

Assistance & Questions

For information or assistance contact by phone or email: Theresa Raglen (415-538-2393 Theresa.Raglen@calbar.ca.gov) or Carol Zlongst (415-538-2585 Carol.Zlongst@calbar.ca.gov)

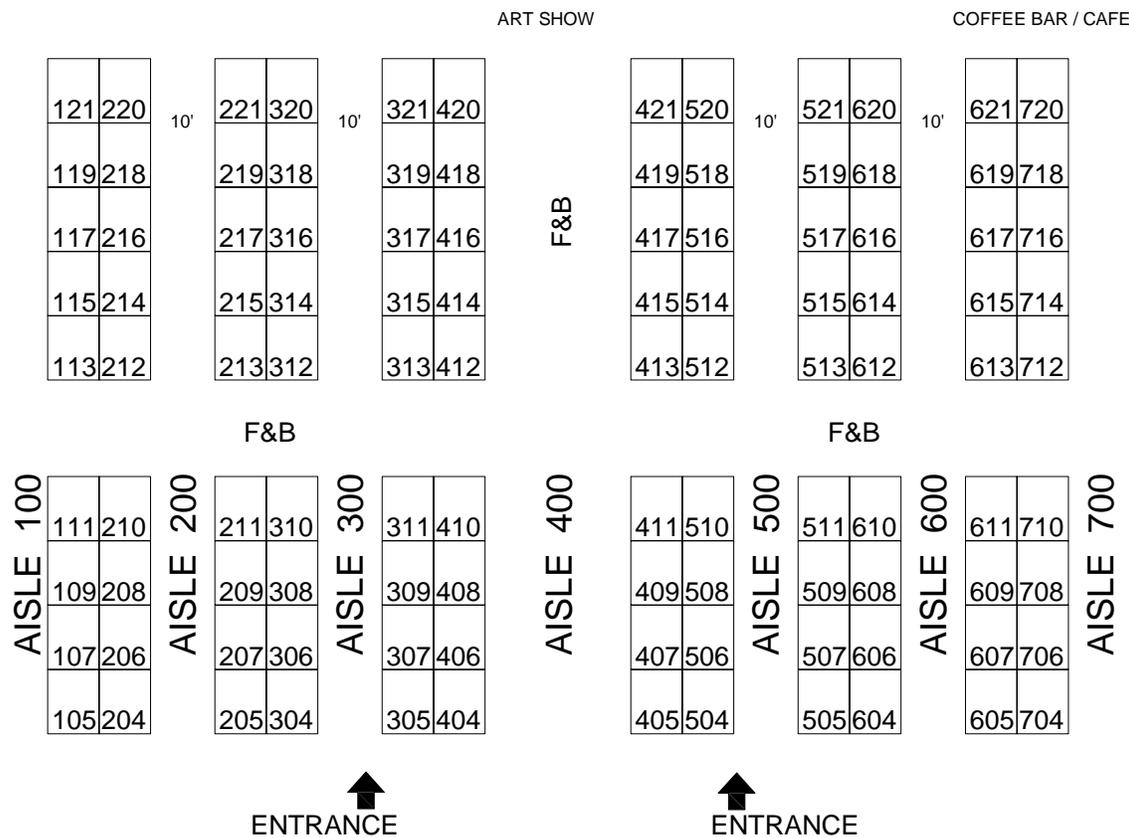
Advertising in the Printed Program (print ads)

Profile your company in a print ad in the Annual Meeting *Printed Program*. Advertising space is limited. For assistance call the meeting specialists at (415) 538-2210. Guarantee placement with a reservation and payment before July 27. Submit camera-ready artwork by August 3.

Rates & Layout Specifications:

4 Color Ads:	Inside Front or Inside Back or Centerfold (Color): \$2,000
Black & White Ads:	Inside Front or Inside Back (BW): \$1,500
	Full Page (BW): \$500 Half Page (BW): \$350

Layout Specifications:	Centerfold: 16.667" x 11" plus bleeds
	Full Page (including inside front/back): 7.5" x 9.75" w/border or 8.5" x 11" w/bleeds
	Half page: 7.5" x 4.75"
	Trim Size: 8.5" x 11" Bleeds: .125 Line Screen: 133 or 150



Floor Plan

Manchester Ballroom, Manchester, Grand Hyatt

Cost per 8' x 10' booth space is \$1,600 inside booth, or \$1,800 corner booth

Setup and Tear Down

Wednesday, September 9, 2009

2:00 pm - 4:30 pm (Move-in)

Thursday, September 10, 2009

8:00 am - 2:00 pm (Move-in)

Saturday, September 12, 2009

5:00 pm - 10:00 pm (Move-out)

Sunday, September 13, 2009

8:00 am - 12:00 pm (Move-out)

Exhibit Hours

The exhibit hours listed below are subject to changes authorized by show management.

Thursday, September 10, 2009

5:30 pm - 7:00 pm (*Opening Night Reception*)

Friday, September 11, 2009

8:30 am - 5:00 pm

Saturday, September 12, 2009

8:30 am - 5:00 pm

Sponsorships

Increase your exposure and maximize your opportunity for success by sponsoring an Annual Meeting event, activity, or product. Opportunities include sponsoring an Annual Meeting luncheon event, reception, or product. Examples are given below. Note that certain opportunities already have been reserved. For a personalized sponsor opportunity call the meeting specialists at (415) 538-2210.

Events – host the Exhibit Hall Opening Night Reception, 2009 Midway Reception, Annual Meeting Nightclub or an Annual Meeting Major Luncheon (\$10-20K)

Hotel Room Key – display your company name and logo on guest room keys (\$ varies)

Merchandise – provide a registration gift (1,000 item minimum), sponsor the annual Run/Walk t-shirt, or registration tote bag (\$5-\$15K)

Printing – underwrite the printing cost for the Annual Meeting Printed program or Exhibitor Directory (\$10K)

Refreshments – host morning or afternoon coffee/beverage breaks, ice cream bars, and more! (\$2.5-5K)

When Your Competition Exhibits— So Should You



Successful Repeat Exhibitors

ABA Retirement Funds
ARAG®
Attorney's BriefCase, Inc.
Barry A. Cane & Associates
CEB-Continuing Education of the Bar
Daily Journal Corporation
DataChasers, Inc.
ESQ Sites 123.com
Lawyers' Mutual Insurance Company
Legislative Intent Service, Inc.
LexisNexis
Liberty Mutual Insurance
The Recorder & Cal Law
Robert Half Legal
The Rutter Group A Division of Thomson Reuters
Tabs3/Practice Master
Thomson Tax & Accounting
Thomson West
WealthCounsel, LLC



Decision Makers from These Participating Organizations

American Immigration Lawyers Association
American Inns of Court
Association of Certified Family Law Specialists
California Alliance of Paralegal Associations (CAPA)
California Association of Black Lawyers (CABL)
California Women Lawyers
Legal Secretaries, Incorporated
National Institute for Trial Advocacy
Private Attorneys Group

