

CALIcon17

The Changing Rhythm of Legal Education



June 15-16, 2017
Sandra Day O'Connor College of Law
Arizona State University
Phoenix, AZ
<http://2017.calicon.org>

Sponsorship & Exhibitor Prospectus

Great Opportunities Available



The Center for Computer-Assisted Legal Instruction (CALI) invites you to become a partner at the CALIcon17 Conference in Phoenix, June 15-16. This 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 professionals representing law schools across all the United States.

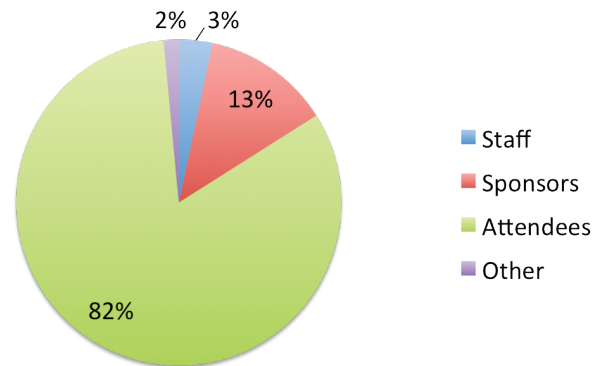
Reasons to become a partner:

- Build brand awareness of your company's products and services;
- Develop relationships with new prospects and strengthen ties with existing clients;
- Access more than 300+ legal education professionals who make buying decisions every day;
- Heighten your credibility through close association with the largest non-profit organization devoted solely to advance global legal education;
- Limited number of exhibitors

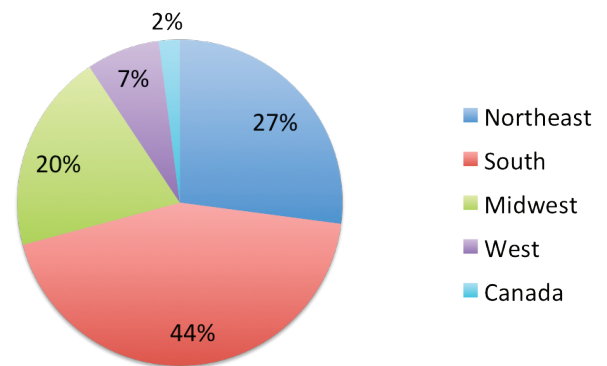
To reserve your sponsorship opportunity or obtain more information, contact:

Scott A. Lee CTSM, CME, CMP
 scott@cali.org
 312-906-5316

CALIcon16 Registration



CALIcon16 Geographical Breakdown





GENERAL INFORMATION:

Venue:

Sandra Day O'Connor School of Law
at Arizona State University
111 E. Taylor Street
Phoenix, AZ 85004
Phone: 480-965-6181

Conference Hours:

Thursday, June 15th 8:00 am to 5:00 pm
Friday, June 16th 8:00 am to 5:30 pm

Exhibit Installation Dates and Hours:

Wednesday, June 14th 1:00 pm to 7:00 pm
Thursday, June 15th 7:00 am to 8:00 pm

Exhibit Dismantle Dates and Hours:

Friday, June 16th 4:00 pm to 7:00 pm

Hotel Accommodations:

Sheraton Grand Phoenix
Group Rate: \$139.00 per night



Titles of Attendees from CALIcon16 (sample)

- Law Library Director
- Director of Electronic Education
- Director, IT Services
- Technology Specialist
- Assistant IT Director
- Assistant Director of Instructional Design & Technology
- Professor of Law
- Manager, Digital Strategies for Collections
- Computing Services Manager
- Head of Public, Faculty, & Student Services
- Digital Content Librarian
- Legal Information Institute
- Reference Librarian
- Head of Electronic & Digital Services
- Director of Instructional Technology
- Head of Acquisitions
- Assistant Dean for Information Technology
- Director of Curriculum Development
- Assistant Director, Center for Teaching and Learning
- Director Instructional Design

Participating Law School from CALIcon16 (sample)

- Georgia State University
- Chicago-Kent Law School
- Cornell Law School
- University of Georgia School of Law
- Atlanta's John Marshall Law School
- American University Washington College of Law
- Albany Law School
- University of Wisconsin College of Law
- Whittier Law School
- Washington University School of Law
- Wake Forest University School of Law
- Vanderbilt University Law School
- University of Hawaii School of Law
- Texas Tech University School of Law
- University of Tennessee College of Law
- Thomas Jefferson School of Law
- Seton Hall University School of Law
- St. Thomas University School of Law
- Rutgers Law School
- Northwestern University School of Law
- New York Law School
- University of North Carolina School of Law
- University of Nebraska - Lincoln College of Law
- University of Minnesota Law School
- Loyola University Chicago School of Law
- Marquette University Law School
- University of Kentucky College of Law

SPONSORSHIP OPPORTUNITIES

Keynote Session Sponsorship

\$5,000 exclusive

- Recognition as the General Session Keynote Speaker Sponsor 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

Cool Conference Giveaway Item

\$5,000 exclusive

- Sponsor the official fun time given to every attendee.
- Your company will receive two (2) complimentary conferences registrations as an exclusive sponsor.

Exhibit Table

\$1,000 each (Limit three (3) per exhibitor)

- A six foot table with chairs in high traffic area
- Your company will receive one (1) complimentary conference registration
- Pre/Post show attendee list (based on opt-in approvals)
- One (1) 500 watt electrical outlet
- Free access to 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 conferences registrations as an exclusive sponsor.

Conference Refreshment Break Sponsorships

\$400 each / \$4,000 exclusive

Recognition as the sponsor of the Conference Refreshment Break with signage at the food and beverage stations on the day/ time of your choice. Your company will receive two (2) complimentary conferences registrations as an exclusive sponsor.

Conference Lanyards

\$1,000 exclusive

Your company logo will appear on the conference attendee lanyards at the CALIcon17 Conference. The lanyards will feature a one-color logo on one side and will be distributed to conference attendees at registration.

Conference Session

\$2,500 each

Your topic / your speaker. Slot on conference agenda blended in with other sessions. No guarantee of time or placement. No sales pitches. Limit to two (2) sessions)

Conference Bag Insert

\$100 each item

Place your brochure or promotional item directly into the hands of all attendees. Bags will be handed out during the registration process.

Conference Badge Holders

\$1,000 + cost of the neck wallets

Literally hang your company logo around the necks of attendees. Providing highly visible recognition, neck wallets are supplied to all attendees and exhibitors. Your company logo appears on the front of the neck wallet, directly above the name badge!

In-Room Hotel Drop

\$200 each item

Achieve an inside advantage by delivering your materials and message straight to the rooms of conference attendees.

Opening Network Reception

\$2,000 each / \$15,000 exclusive

Lucky Strike Phoenix will be the place where we will host our Network Reception on Thursday, June 15 at 6:30 pm. This event is a great way to stand out amongst the other exhibitors. Your logo and/or video commercial will be displayed on all video monitors and mentioned at the podium.

Post-event Presentations

\$500 each / \$5,000 exclusive

At the close of the event, each attendee will be mailed a flash drive with every presentation. Increase your brand exposure by including up to three (3) brochures or promotional materials.

Included with the purchase of any sponsorship opportunity:

- Logo exposure on CALIcon17 website with link to your homepage
- 50-word company profile posted to CALIcon17 website
- Logo exposure on all published marketing materials
- Logo exposure on all conference promotional emails



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.

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