



# **LAW FIRM TRANSFORMATION**

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BCLMA Conference & Market Place | April 19 - 20, 2018  
Vancouver Convention Centre East | #bclma2018 | [info@bclma.org](mailto:info@bclma.org)



IN AN EVER EVOLVING LEGAL INDUSTRY LANDSCAPE LAW FIRMS IN THE 21ST CENTURY ARE CONTINUALLY RE-INVENTING THEMSELVES. THE BCLMA WILL EXPLORE HOW LAW FIRM LEADERS CAN SUCCESSFULLY NAVIGATE **LAW FIRM TRANSFORMATION**, THE THEME OF OUR 2018 CONFERENCE.

The conference will focus on three main aspects of Transformation in the legal industry by exploring how firm leaders and administrators can ENGAGE, PLAN and COMMUNICATE a wide variety of firm changes from the easiest vendor selection to the most complicated office move.

By sponsoring this major event you are guaranteeing your company visibility and the opportunity to develop new business relationships. This forum will allow you to connect with a dynamic group of decision makers (Administrators & Managers) in the BC Legal Profession. Currently our association has 490 members representing 174 law firms across the province. These individuals are leaders in their law firms in the area of administration, finance, human resources, facilities and services, knowledge management, information technology, training, litigation support, and marketing.

### **SPONSORSHIP OPPORTUNITIES**

BCLMA greatly values the support we receive from our sponsors. The 2018 Conference Organizing Committee is offering a limited number of sponsorship opportunities. We strive to provide superior value to our sponsors and have made a conscious effort to keep costs in line with while adjusting to today's economy and the venue pricing. We also continue to be environmentally friendly by taking measures to make our conferences a "less paper" event.

### **NEW THIS YEAR**

In 2018 the conference is moving from Richmond to Vancouver and will be held at the Vancouver Convention Centre East. Our Market Place will take place during an extended networking lunch and a pre-dinner reception. We are also pleased to introduce an expanded social media component to the 2018 conference. Supported by a dedicated BCLMA social media team we will be interacting with our sponsors, members and supporters on LinkedIn, Twitter, Instagram and Facebook through the lead-up to and during the conference, utilizing the hashtag #bclma2018.

The BCLMA Conference offers great exposure in a positive environment, (the VCC East Centre's East building is certified BOMA GO GREEN), in downtown Vancouver making it easy for your organization to participate. We hope to see you there.



# PLATINUM

## SPONSORSHIP PROGRAM | PLATINUM LEVEL 2 AVAILABLE - \$7,500

### PLATINUM SPONSOR BENEFITS

- Company name and logo, linked to their website, on BCLMA conference website home page, and Business Partners' page
- Company name/logo on conference printed material and/or electronic material
- Company name and logo on conference marketing material
- Signage recognition as a Platinum sponsor throughout the conference
- Verbal acknowledgement of company's sponsorship at the beginning and end of conference
- Invitation for 4 to attend Thursday's Kick-off Reception, Friday breakfast, lunch and dinner
- Opportunity to host a conference session
- Verbal acknowledgement as the session sponsor
- Sponsor may introduce speaker at their sponsored session
- Signage at entrance to event indicating sponsorship
- Opportunity to attend all delegate sessions
- Opportunity to co-host Market Place reception
- Complimentary drinks and appetizers at Market Place reception
- 2 complimentary booths at the Market Place
- Choice of location for booths
- Signage recognition at the booth and level of sponsorship
- 4 booth personnel badges
- Opportunity to distribute promotional items in delegate bag
- Acknowledgement of sponsorship, including company logo, in BCLMA newsletter and on social media
- Complimentary company listing in BCLMA Business Directory for 1 year
- Complimentary list of delegates (1 week in advance)



# GOLD

## SPONSORSHIP PROGRAM | GOLD LEVEL

3 AVAILABLE - \$4,500

### GOLD SPONSOR BENEFITS

- Company name and logo, linked to their website, on BCLMA conference website home page and Business Partners' page
- Company name/logo on conference printed material and/or electronic material
- Signage recognition as a Gold sponsor throughout the conference
- Invitation for 3 to attend Thursday night's kick-off reception
- Invitation for 3 to attend Friday's dinner
- Opportunity to co-host Thursday Kick-off Reception, Friday night dinner\*, or a conference session
- Verbal recognition as the social event sponsor or conference session sponsor
- Signage at entrance to event indicating sponsorship
- 1 complimentary booth at the Market Place
- Choice of location of booth
- Signage recognition at the booth and level of sponsorship
- 3 booth personnel badges
- Complimentary drinks and appetizers at Market Place reception
- Opportunity to distribute promotional items in delegate bag
- Acknowledgement of sponsorship, including company logo, in BCLMA newsletter and on social media
- Complimentary company listing in BCLMA Business Directory for 1 year
- Complimentary list of delegates (1 week in advance)

*\*Friday dinner attendance is not sponsor exclusive. All sponsors are invited to attend.*



# SILVER

## SPONSORSHIP PROGRAM | SILVER LEVEL

4 AVAILABLE - \$3,200

### SILVER SPONSOR BENEFITS

- Company name and logo, linked to their website, on BCLMA conference website's home page
- Company name/logo on conference printed material and/or electronic material
- Signage recognition as a Silver sponsor throughout the conference
- Invitation for 2 to attend Friday's dinner
- Opportunity to co-host Friday morning breakfast or lunch
- Verbal acknowledgement as the event sponsor
- Signage at entrance to event indicating sponsorship
- 1 complimentary booth at the Market Place
- Signage recognition at the booth and level of sponsorship
- 2 booth personnel badges
- Complimentary drinks and appetizers at Market Place reception
- Opportunity to distribute promotional items in delegate bag
- Acknowledgement of sponsorship in BCLMA newsletter and on social media

# CONTRIBUTOR

## SPONSORSHIP PROGRAM | CONTRIBUTOR LEVEL

1 AVAILABLE - \$1,600

- Company name and logo on BCLMA conference website's home page
- Opportunity to sponsor the 2 delegate coffee breaks
- Signage on coffee stations to indicate sponsorship
- Invitation for 2 to attend Friday's dinner
- Opportunity to distribute promotional items in delegate bag
- Acknowledgement on sponsorship in BCLMA newsletter and on social media



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# PARTICIPANT

30 BOOTHS - \$1,100

## MARKET PLACE PARTICIPANT

- Market Place booth\*
- 2 booth personnel badges
- Complimentary drinks and appetizers at Market Place reception
- Company name/logo on conference material for delegates
- Opportunity to distribute promotional items in delegate bag
- Acknowledgement of sponsorship in BCLMA newsletter and on social media

## MARKET PLACE BOOTH DETAILS

- The Market Place will take place at the Vancouver Convention Centre East on April 20 from 12:30 - 2:00 pm during the delegate's lunch and 4:00 - 6:00 pm for a reception. Prize draws take place near the end of the reception. Participants are asked to set up their booth at 10:00 am and be ready at 12:15 pm.
- Market Place booths are 10' d x 8' w preset with one skirted table and two chairs at no charge\*
- We ask Market Place participants to donate a prize for the Prize Draw at the end of the show

\* Market Place participants are invited to join delegates and other sponsors at the Friday night dinner at an additional cost of \$120 per person (wine, taxes and gratuities included)



## SPONSORSHIP AND MARKET PLACE REGISTRATION

Sponsorship opportunities and Market Place booths are available in limited quantities on a first-come, first-served basis; BCLMA has the right to limit the number of companies providing the same service. BCLMA will acknowledge receipt of your registration and confirm your sponsorship or attendance at the Market Place by email.

All registrations must be accompanied by a non-refundable 25% deposit (plus GST) and completed forms on pages 7 and 8 in order to be validated. Cheques made out to BCLMA are the preferred method of payment. The final 75% payment, plus dinner ticket payment for Market Place participants, is due January 12, 2018.

Marketplace or Sponsorship cancellations received prior to January 26, 2018 will receive a refund of monies paid less the 25% deposit. Regretfully, no refunds will be issued for cancellations received after January 26, 2018.

**Company Name:**

(The company name printed here will be used in all printed materials)

**Contact Name:**

**Phone Number:**

**Email of Contact Person:**

**Address:**

**City:**

**Prov:**

**Postal:**

**Website:**

**Phone Number:**

**Company Twitter Handle:**

**Instagram:**

**Company Description:** (50 words or less)



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## SPONSORSHIP AND MARKET PLACE REGISTRATION CONT'D

|   |            |   |              |   |            |
|---|------------|---|--------------|---|------------|
| <input type="checkbox"/> <b>PLATINUM SPONSOR</b>        | \$7,500.00 | + | \$375.00 GST | = | \$7,875.00 |
| <input type="checkbox"/> <b>GOLD SPONSOR</b>            | \$4,500.00 | + | \$225.00 GST | = | \$4,725.00 |
| <input type="checkbox"/> <b>SILVER SPONSOR</b>          | \$3,200.00 | + | \$160.00 GST | = | \$3,360.00 |
| <input type="checkbox"/> <b>CONTRIBUTOR</b>             | \$1,500.00 | + | \$ 75.00 GST | = | \$1,575.00 |
| <input type="checkbox"/> <b>MARKETPLACE PARTICIPANT</b> | \$1,100.00 | + | \$ 55.00 GST | = | \$1,155.00 |

### DINNER TICKET ORDER FOR MARKETPLACE PARTICIPANTS:

Add on \_\_\_\_\_ dinner tickets (max 2) x \$120 each (incl. wine, gratuity taxes).

Amount is due by January 12, 2018 with balance owing for your booth.

### Indicate Payment Method (check one)

☐ Cheque    or    ☐ Visa    or    ☐ Mastercard

I hereby authorize BCLMA to use the below credit card to pay for the 25% deposit upon receipt of this registration form as well as the 75% balance owed, plus additional dinner tickets ordered, on January 12, 2018.

Card Number: \_\_\_\_\_ Expiry: \_\_\_\_\_ CVC: \_\_\_\_\_  
(3 digits on back)

Name (as it appears on card): \_\_\_\_\_ Signature: \_\_\_\_\_

BCLMA GST # 88439-5708

### CONFERENCE SUPPORTER

We are unable to attend this year and are interested in making the following donation:

- ☐ Gift for the prize draw (value \$50 or more)  
☐ 110 items for the delegate bags

**Draw prizes and delegate gift items are to be delivered to the  
BCLMA office by Thursday, April 12, 2018.**

### Please complete and return forms on pages 7 and 8 with payment to:

Jeremy Howe  
Singleton Urquhart LLP  
#1200 - 925 West Georgia Street  
Vancouver, BC V6C 3L2  
P: 604-682-7474 F: 604-682-1283