



# Empower YOU Balanced for Business

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BCLMA 2024 Conference & Marketplace  
April 18-19, 2024 | Vancouver Convention Centre East



#bclma2024 | [conference@bclma.org](mailto:conference@bclma.org)

# BCLMA Conference & Marketplace

More than ever, law firm leaders are striving to find balance in their lives. Balancing professional and personal requirements has never been more crucial as we adapt to the new ways of working. Our lineup of powerful presentations and breakout sessions will leave delegates empowered and equipped to take on challenges they may face. In addition to providing valuable learning opportunities, BCLMA's "Empower YOU Conference" will facilitate and encourage networking opportunities between delegates and sponsors.

Join us for two unforgettable days of wisdom from industry leaders through keynote presentations, an engaging panel discussion, and hands-on skills-building breakout sessions.

## New and Notable

The 2024 Marketplace will be hosted over cocktails and canapés prior to the conference dinner. Delegates (and sponsors) will have the opportunity to mix and mingle while visiting your booth during the 2-hour session.

Upon arrival at the Marketplace, delegates will receive a unique and enhanced vendor passport. With this innovative design, delegates will be enticed to visit your booth and will leave the Marketplace with a takeaway gift. This design is brand new to the BCLMA and is included in the cost of your booth. This interactive vendor passport will be revealed at the Marketplace and will greatly enhance both the delegate and vendor experience. We can't wait to share it with you!

Sponsors are invited to join us at the Pan Pacific Crystal Pavilion for our conference dinner. This event promises a glamorous evening of delicious food in addition to providing ample networking opportunities for further connection between delegates and sponsors.

As an organization that's mindful of our environmental footprint, the BCLMA Conference is proud to partner with the renowned **BOMA GO GREEN** certified Vancouver Convention Center in the heart of Downtown Vancouver.

We hope to see you there!

## Sponsorship – What's in it for you!

The 2024 Conference Organizing Committee is delighted to offer a limited number of sponsorship opportunities. By sponsoring this major event, your company will gain visibility and the opportunity to develop new business relationships with prominent legal professionals. Our forum will allow you to connect with a dynamic group of decision-makers, including Administrators and Managers in the BC Legal Profession. Currently, our association boasts 550 members representing over 185 law firms across the province. Our members are law firm leaders in administration, finance, human resources, facilities, knowledge management, information technology, learning and development, litigation support technology, and marketing.

BCLMA greatly values the support we receive from our sponsors, and we strive to provide superior value in return. We have made a conscious effort to keep venue pricing and costs in line with today's economy.

Please see below for all sponsorship opportunities.

# Sponsorship Opportunities

## Ambassador: 16 Booths Available – \$1,500

- Company name & logo on conference material for delegates
- 1 Marketplace booth
- 2 Booth personnel badges
- Opportunity to distribute promotional items in delegate bag
- Acknowledgement of participation in BCLMA newsletter & on social media
- Logo on delegate Marketplace passport

## Champion: 5 Available – \$4,000

- Company name & logo on conference material for delegates
- Opportunity to host one of the following:
  - Thursday Lunch
  - Friday Lunch
  - Continental Breakfast in each breakout session room (3)
  - AV/Services
  - Coffee Stations
- Sponsorship partner signage at event entrance
- Acknowledgement of participation in BCLMA newsletter & on social media

### Marketplace Perks

- 1 complimentary booth
- 2 booth personnel badges
- Signage recognition at the booth & level of sponsorship
- Opportunity to distribute promotional items in delegate bag
- Logo on delegate Marketplace passport

## Innovator: 5 Available – \$6,000

- 2 tickets to Friday's keynote & lunch
- 2 tickets to the conference dinner
- Opportunity to sponsor one of the following:
  - Thursday panel
  - Breakout session 1
  - Breakout session 2
  - Breakout session 3
  - Wi-Fi
- Company and speaker introduction during sponsored section
- Verbal acknowledgement as the event sponsor & sponsorship partner signage at event entrance
- Acknowledgement of participation in BCLMA newsletter & on social media

### Marketplace Perks

- 1 complimentary booth
- 2 booth personnel badges
- Signage recognition at the booth & level of sponsorship
- Opportunity to distribute promotional items in delegate bag
- Logo on delegate Marketplace passport

## Visionary: 2 Available – \$10,000

- 2 full access conference tickets
- 5 conference dinner tickets
- Opportunity to sponsor Thursday keynote session, including a company & speaker introduction
- Verbal acknowledgement as the event sponsor & signage at entrance to event
- Complimentary company listing in BCLMA Business Directory for 1 year
- Acknowledgement of participation in BCLMA newsletter & on social media (including sponsor spotlight)
- Opportunity to provide a 30 - 60 second video introduction to your organization

### Marketplace Perks

- 1 complimentary booth, with choice of location
- 3 booth personnel badges
- Signage recognition at the booth & level of sponsorship
- Opportunity to distribute promotional items in delegate bag
- Logo on delegate Marketplace passport

### Change-Maker: 1 Available – \$15,000

<ul style="list-style-type: none"> <li>• 4 full access conference tickets</li> <li>• Table for 10 for the conference dinner</li> <li>• Opportunity to host the conference dinner</li> <li>• Opportunity to sponsor introduce and thank Friday keynote session, including a company &amp; speaker introduction</li> <li>• Verbal acknowledgement as the event sponsor &amp; signage at entrance to event</li> <li>• Complimentary company listing in BCLMA Business Directory for 1 year</li> <li>• Acknowledgement of participation in BCLMA newsletter &amp; on social media (including sponsor spotlight)</li> <li>• Opportunity to provide a 30 - 60 second video introduction to your organization</li> <li>• Opportunity to place one (1) half page complimentary advertisement or advertorial in BCLMA Newsletter "Topics" in 2024</li> </ul>	<b>Marketplace Perks</b> <ul style="list-style-type: none"> <li>• 2 complimentary booths, with choice of location</li> <li>• 4 booth personnel badges</li> <li>• Signage recognition at the booth &amp; level of sponsorship</li> <li>• Opportunity to distribute promotional items in delegate bag</li> <li>• Logo on delegate Marketplace passport</li> </ul>
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### Additional Opportunities

- Marketplace Cocktail Sponsor: 1 Available - \$1,500
  - Includes a themed cocktail & mocktail to be served during the Marketplace
  - Signage at the Marketplace indicating sponsorship
  - Company logo on drink garnish
- Marketplace Canapés Sponsor: 1 Available - \$1,500
  - Includes company logo on canapé cocktail picks
  - Signage at the Marketplace canapé stations indicating sponsorship
- Lanyard Sponsor: 1 Available - \$1,200
  - Includes sponsor name/logo on all delegate lanyards, handed out upon delegate arrival to the conference
- Centerpiece Sponsor: 1 Available - \$1,000
  - Includes signage amongst flower centerpieces on all tables at the conference dinner

Interested in getting involved, but in another capacity? Please let us know and we will do our best to work within your budget and interest!

## Sponsorship Opportunity Comparison

	Ambassador	Champion	Innovator	Visionary	Change-Maker
Cost	\$1,500	\$4,000	\$6,000	\$10,000	\$15,000
Opportunities available	16	5	5	2	1
Booths	1	1	1	1	2
Booth personnel badges	2	2	2	3	4
Delegate bag promotional items	Yes	Yes	Yes	Yes	Yes
BCLMA newsletter & social media promotion	Yes	Yes	Yes	Yes	Yes
Logo on delegate passport	Yes	Yes	Yes	Yes	Yes
Signage & sponsor recognition at booth	-	Yes	Yes	Yes	Yes
Opportunity to host or sponsorship of panel/breakout/Wi-Fi	-	Choice - details above	Choice - details above	-	Conference Dinner
Sponsorship partner signage at event entrance	-	Yes	Yes	Yes	Yes
Access to Friday keynote & lunch			2 Tickets	2 Conference Tickets	4 Conference Tickets
Conference dinner	-	-	2 Tickets	5 Tickets	Table for 10
Company and speaker introduction	-	-	Yes	Yes	-
Verbal acknowledgement as event sponsor	-	-	Yes	Yes	Yes
Complimentary business directory listing	-	-	-	Yes	Yes
Sponsor spotlight on social media	-	-	-	Yes	Yes
Video promotion	-	-	-	Yes	Yes
Full conference access	-	-	-	2 Tickets	4 Tickets
Keynote presentation sponsor	-	-	-	Thursday	Friday
Advertisement in BCLMA newsletter "Topics"	-	-	-	-	Yes

# Empower YOU Conference Agenda

## Day 1

Thursday, April 18, 2024

1 Hour      **Opening Keynote**

1.5 Hours      **Breakout Sessions**

1.5 Hours      **Moderated Panel Discussion**

2 Hours      **Marketplace & Reception**

3 Hours      **Conference Dinner**

## Day 2

Friday, April 19, 2024

1.5 Hours      **Breakout Sessions**

1 Hour      **Wrap-up Keynote**

# Sponsorship and Marketplace Registration

Limited sponsorship opportunities and Marketplace booths are available on a first-come, first-served basis, and 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 Marketplace by email.

All registrations must be accompanied by a non-refundable 50% deposit (plus GST), and a completed registration form which will be validated. Registrations and payments can be made online at <https://bclmaconference.com/sponsorship-registration> or, via the registration form below. The final 50% payment is due by January 19, 2024.

Cheques payable to BCLMA or credit card payments must be received before your registration is confirmed. Cheques can be mailed to: BCLMA, PO Box 45036 RPO Dunbar Vancouver, BC V6S 2M8.

Cancellations: Marketplace or sponsorship cancellations received prior to January 26, 2024, will receive a refund of monies paid less the 50% deposit. Regretfully, no refunds will be issued for cancellations received on or after January 26, 2024.

## Booth Give-a-ways

The BCLMA greatly appreciates the generosity of our sponsors, and we kindly request that any promotional gifts you provide to our delegates during the Marketplace be available to all delegates. Moreover, please consider the environmental impact of any promotional gifts you provide. We are committed to environmental sustainability and have implemented measures to make our conferences a "less paper" event. Thank you for your understanding and cooperation.

For more information, please contact Marissa Fyles or Maggie He, at [conference@bclma.org](mailto:conference@bclma.org) or Jane Kennedy, BCLMA Administrator, at [info@bclma.org](mailto:info@bclma.org).

## Sponsorship and Marketplace Registration Form

Sponsorship Level	Cost		Taxes		Total	50% Deposit
<input type="checkbox"/> Change-Maker	\$15,000	+	\$750 GST	=	\$15,750	\$7,875
<input type="checkbox"/> Visionary (SOLD OUT)	\$10,000	+	\$500 GST	=	\$10,500	\$5,250
<input type="checkbox"/> Innovator	\$6,000	+	\$300 GST	=	\$6,300	\$3,150
<input type="checkbox"/> Champion	\$4,000	+	\$200 GST	=	\$4,200	\$2,100
<input type="checkbox"/> Ambassador	\$1,500	+	\$75 GST	=	\$1,575	\$788
<input type="checkbox"/> Cocktail Sponsor	\$1,500	+	\$75 GST	=	\$1,575	\$788
<input type="checkbox"/> Canapés Sponsor	\$1,500	+	\$75 GST	=	\$1,575	\$788
<input type="checkbox"/> Lanyard Sponsor (SOLD OUT)	\$1,200	+	\$60 GST	=	\$1,260	\$630
<input type="checkbox"/> Centerpiece Sponsor	\$1,000	+	\$50 GST	=	\$1,050	\$525

**Company Name** (to be used in all printed materials): \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email of Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **Prov:** \_\_\_\_\_ **Postal:** \_\_\_\_\_

**Company Website:** \_\_\_\_\_

**Twitter Handle:** \_\_\_\_\_ **Instagram:** \_\_\_\_\_

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

**Payment Method** (select one):

☐ Cheque

☐ Visa

☐ MasterCard

I hereby authorize BCLMA to use the below credit card to pay for the 50% non-refundable deposit upon receipt of this registration form as well as the 50% balance owed, on January 19, 2024.

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

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

**Signature:**

**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)

☐ 135 items for the delegate bags

☐ Other. Additional supporter ideas/donations welcome!

**Items must be delivered to the BCLMA office by Friday, March 29, 2024.**

Email [info@bclma.org](mailto:info@bclma.org) for delivery address.

**Please complete and return this form with payment to:**

Jane Kennedy – BCLMA PO Box 45036 RPO Dunbar Vancouver, BC V6S 2M8

P: 604-988-1211 E: [info@bclma.org](mailto:info@bclma.org)