

THE LAW SOCIETY OF NSW

2024 ANNUAL CONFERENCE

10 & 11 OCTOBER • HYATT REGENCY

10+ CPD UNITS • 30+ TOTAL SESSIONS

SPONSORSHIP AND EXHIBITOR PROSPECTUS



The *Law Society Journal* presents

THE CURIOUS LAWYER

10

OCT

THURSDAY

Attendees will indulge their curiosity as some of the biggest, brightest and boldest voices in the legal profession come together for a day of thought-provoking and high impact sessions, brought to them by the LSJ Media team. In a series of keynotes, panel discussions, and masterclasses, they ask, explore, and debate the biggest questions facing lawyers today.

TARGETED STREAMS

11

OCT

FRIDAY

Day two allows attendees to tailor their experience, with four targeted streams relevant to government lawyers, private and regional practitioners, early career lawyers, and in-house corporate practitioners. The Exhibitor space will run across both days, giving attendees and our Exhibitors ample opportunity to connect.



2023 HIGHLIGHTS

273
DELEGATES
ATTENDED VENUE ON
DAY 1

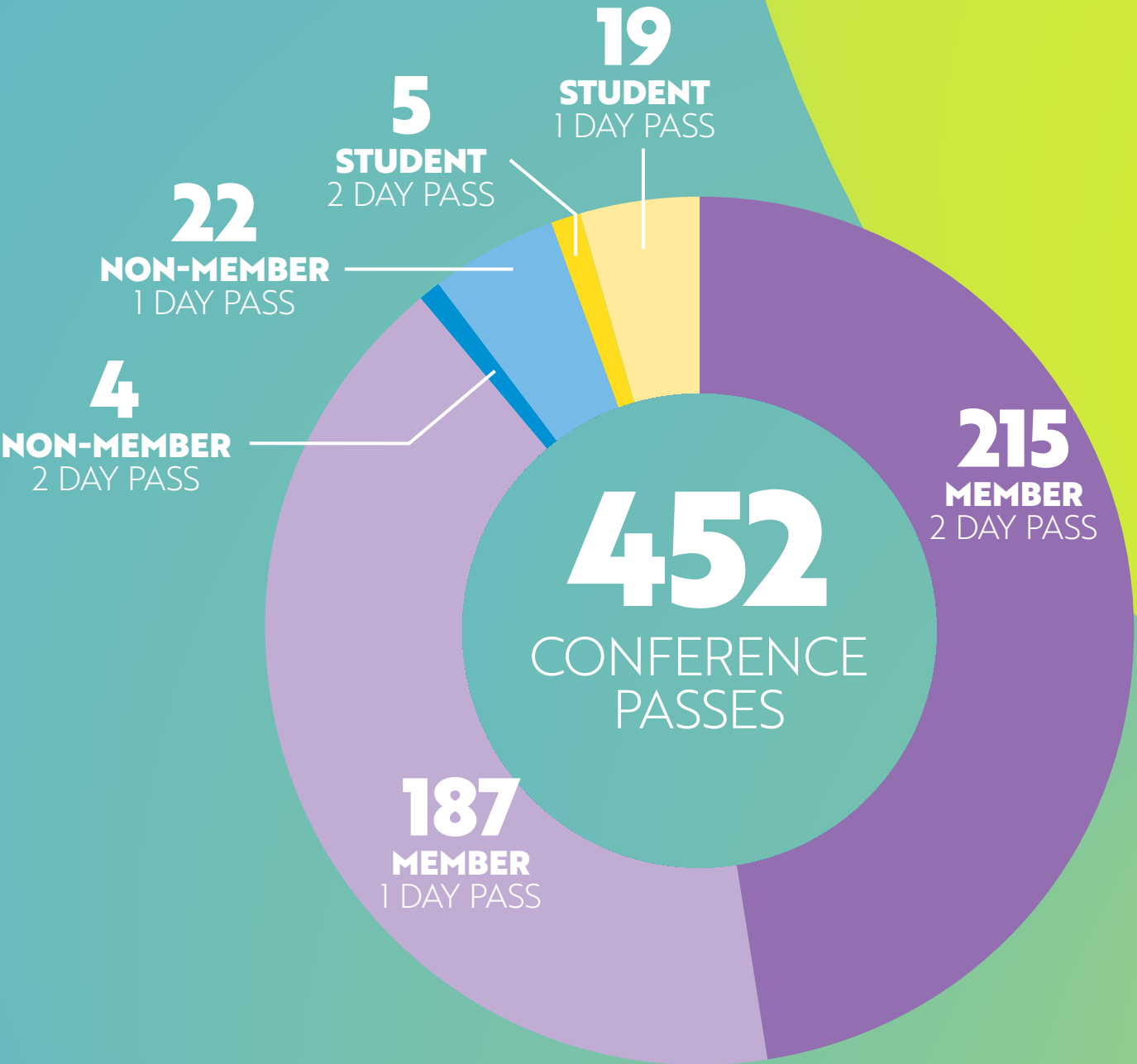
225
DELEGATES
ATTENDED VENUE ON
DAY 2

2
STREAMS
ON DAY 1

4
STREAMS
ON DAY 2

27
TOTAL
SESSIONS

88
TOTAL
SPEAKERS



2023 HIGHLIGHTS

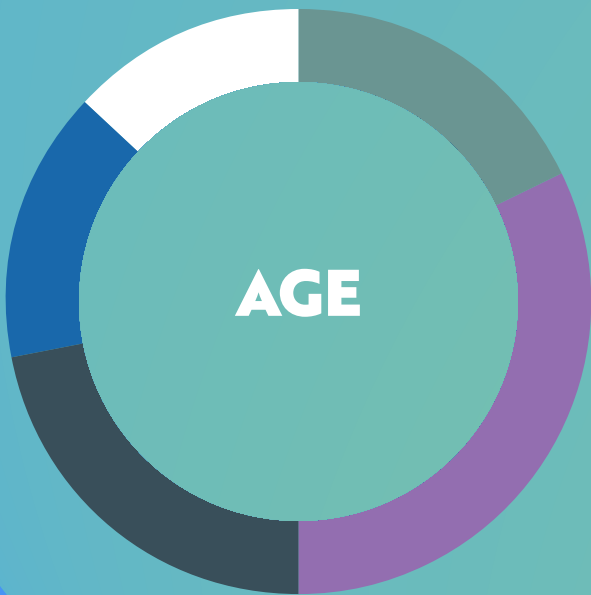


2024 SPONSORSHIP AND EXHIBITOR PROSPECTUS

NSW PROFESSION PROFILE



● Female **53%**
● Male **47%**



● Under 29 **18%**
● 30-39 **32%**
● 40-49 **22%**
● 50-59 **15%**
● 60+ **13%**



● Private **67%**
● Corporate **16%**
● Government **12%**
● Community **3%**
● Other **2%**



● City **53%**
● Suburban **34%**
● Rural **10%**
● Unknown **3%**

Source: Urbis 2022 National Profile of Solicitors FINAL (26 April 2023)

KEY EVENT SPONSORSHIP OPPORTUNITIES

INCLUSIONS – MAJOR SPONSOR – \$40,000 EX GST

SOLD

PRE-CONFERENCE:

- Prominent placement of your company logo with hyperlink to sponsor's website with acknowledgement as the "Major Sponsor of the Law Society of New South Wales 2024 Annual Conference" on:
 - Invitation eDM distributed to all Law Society members
 - Advertising and promotional material
 - Conference website / webpage inclusive of a 250-word company profile
- Social media graphics with sponsor's logo
- Email footer banner graphic with sponsor's logo
- Permission for sponsor to reference themselves as "Major Sponsor of the Law Society of New South Wales 2024 Annual Conference"
- Inclusion in the dedicated Sponsor & Exhibitor profiling solus eDM
- Opt in function at point of registration for attendees to receive direct Sponsor & Exhibitor communications

DURING CONFERENCE:

- A speaking opportunity at the conference*
- Inclusion of sponsor's company logo on all conference lanyards (TBC)
- Acknowledgement and thank you as the Major Sponsor at the opening and closing address on both Day one and two
- Opportunity to play a 45 second promotional video, subject to Law Society approval
- Branding throughout the conference program including login page, lobby and stage banners, signage and holding slides throughout the conference
- Exhibitor Space (across Day one and two):
 - Display products, services and marketing collateral within Exhibition area
 - 1x trestle table and tablecloth with 2x chairs
 - 1x monitor to display electronic branding (visuals only)
 - 1x power point
 - Opportunity to run a lucky door prize for lead generation from your Exhibitor table
 - Space for 1x promotional pop-up banner (sponsor to provide)

- Co-branded sponsor and Law Society conference tote bags
- Inclusion of sponsor's promotional materials in the conference tote bags
- 5x complimentary conference passes
- 4x exhibitor passes

POST-CONFERENCE

- Recognition as Major Sponsor on any print and digital editorial coverage post-conference in Law Society publications, should this occur
- Logo on the "Thank you for attending" eNewsletter to all registered attendees.
 - Inclusion in the dedicated post-event Sponsor & Exhibitor solus eDM

*All offers of moderating or utilizing a speaking slot are at the Law Society of NSW's sole discretion, and all proposed content must be approved as appropriate, relevant and fit in cohesively with the event structure, timing and overarching ethos

INCLUSIONS – SESSION SPONSOR & EXHIBITOR – \$16,000 EX GST

PRE-CONFERENCE:

- Placement of your company logo with hyperlink to sponsor's website with acknowledgement as a Session Sponsor on:
 - Invitation eDM distributed to all Law Society members
 - 'Reminder to Attend' eDM to all registered attendees
 - Conference website / webpage inclusive of a 30-word company profile
- Permission for sponsor to reference themselves as "Proud supporter of the Law Society of New South Wales 2024 Annual Conference"
- Inclusion in the dedicated pre-event Sponsor & Exhibitor profiling solus eDM
- Opt in function at point of registration for attendees to receive direct Sponsor & Exhibitor communications

DURING CONFERENCE:

- The opportunity to moderate or speak at a Session on Day one or two*
- 1x 60 second promotional video to be played at the commencement of your sponsored Session, subject to Law Society approval
- Exhibitor Space (across Day one and two):
 - Display products, services and marketing collateral within Exhibition area
 - 1x trestle table and tablecloth with 2x chairs
 - 1x monitor to display electronic branding (visuals only)
 - 1x power point
 - Opportunity to run a lucky door prize for lead generation from your Exhibitor table
 - Space for 1x promotional pop-up banner (sponsor to provide)
- Inclusion of sponsor's promotional materials in the conference tote bags
- 2x complimentary conference passes
- 2x exhibitor passes

POST-CONFERENCE

- Logo on the "Thank you for attending" eNewsletter to all registered attendees.
- Inclusion in the dedicated post-event Sponsor & Exhibitor solus eDM

*All offers of moderating or utilizing a speaking slot are at the Law Society of NSW's sole discretion, and all proposed content must be approved as appropriate, relevant and fit in cohesively with the session structure, timing and overarching event ethos

INCLUSIONS – EXHIBITOR - \$13,000 EX GST (15 AVAILABLE)

PRE-CONFERENCE:

- Placement of your company logo with hyperlink to your website with acknowledgement as an Exhibitor on:
 - Invitation eDM distributed to all Law Society members
 - 'Reminder to Attend' eDM to all registered attendees
 - Conference website /webpage inclusive of a 30-word company profile
- Permission for Exhibitor to reference themselves as "Proud supporter of the Law Society of New South Wales 2024 Annual Conference"
- Inclusion in the dedicated pre-event Sponsor & Exhibitor profiling solus eDM
- Opt in function at point of registration for attendees to receive direct Sponsor & Exhibitor communications

DURING CONFERENCE:

- Exhibitor Space (across Day one and two):
 - Display products, services and marketing collateral within Exhibition area
 - 1x trestle table and tablecloth with 2x chairs
 - 1x monitor to display electronic branding (visuals only)
 - 1x power point
 - Opportunity to run a lucky door prize for lead generation from your Exhibitor table
 - Space for 1x promotional pop-up banner (sponsor to provide)
- Inclusion of sponsor's promotional materials in the conference tote bags
- 2x exhibitor passes

POST-CONFERENCE

- Logo on the "Thank you for attending" eNewsletter to all registered attendees.
- Inclusion in the dedicated post-event Sponsor & Exhibitor solus eDM

INCLUSIONS – COFFEE CART SPONSOR (INCLUDES EXHIBITOR SPACE) - \$22,000 EX GST (2 AVAILABLE)

PRE-CONFERENCE:

- Placement of your company logo with hyperlink to your website with acknowledgement as an Exhibitor on:
 - Invitation eDM distributed to all Law Society members
 - 'Reminder to Attend' eDM to all registered attendees
 - Conference website / webpage inclusive of a 30- word company profile
- Permission for sponsor to reference themselves as "Proud supporter of the Law Society of New South Wales 2024 Annual Conference"
- Inclusion in the dedicated pre-event Sponsor & Exhibitor profiling solus eDM
- Opt in function at point of registration for attendees to receive direct Sponsor & Exhibitor communications

DURING CONFERENCE:

- Coffee Cart with exclusive Sponsor branding on Day one and two: includes barista and coffee cups supplied by the Law Society with the Sponsor's choice of image and text, subject to final approval by the Law Society
- Exhibitor Space positioned next to the Coffee Cart (across Day one and two):
 - Display products, services and marketing collateral within Exhibition area
 - 1x trestle table and tablecloth with 2x chairs
 - 1x monitor to display electronic branding (visuals only)
 - 1x power point
 - Opportunity to run a lucky door prize for lead generation from your Exhibitor table
 - Space for 1x promotional pop-up banner (sponsor to provide)
- Inclusion of sponsor's promotional materials in the conference tote bags
- 2x exhibitor passes

POST-CONFERENCE

- Logo on the "Thank you for attending" eNewsletter to all registered attendees.
- Inclusion in the dedicated post-event Sponsor and Exhibitor solus eDM

CONTACT US

Thank you for taking the time to review our conference program and your consideration of our event sponsorship opportunities.

To discuss any of the opportunities please contact:

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