



the MIDDLESEX LAW ASSOCIATION

2024 SPONSORSHIPS

Continuing Professional Development Event – Full-day

Lead Sponsorship - \$750.00 + HST
Supporting Sponsorship - \$500 + HST

Sponsor Focus

- There is an opportunity to be the *Lead* CPD sponsor (\$750 + HST), or a breakfast/lunch sponsor (\$500 + HST). One can also be profiled as a general Conference sponsor under the 'Supporting' category (\$500 + HST).

Conference Profile

- Sessions of 4-5 hours will be offered for attendees.
- Full-day attendance at MLA's practice-specific CPDs range from 40-60 individuals, dependent on a particular year or agenda.

Sponsor Inclusions

- If in-person, the associated meal being provided will be included as part of the sponsorship fee for 2 representatives attending (*Lead*) and 1 representative attending (*Supporting*).
- Sponsors will receive a list of registrants following the event.
- Sponsors can be provided with a table to set up a small company display.

Sponsor Recognition

- All sponsors will be recognized in the following ways (with *Lead* sponsor getting top/larger display in all promotions):
 - On event registration page and MLA web page
 - In weekly MLA updates to 950+ members
 - On all MLA SM platforms – FB, X, and LinkedIn
 - On site – poster cards will be on each table and at registration/welcome area.
 - Lead sponsor will receive top profile
- Sponsors will be thanked and recognized as part of the event welcome and wrap-up.
- Sponsors will have dedicated time to liaise with attendees over the breakfast and/or lunch.
- The event will be recorded and available at CPDOnline where sponsor logos will be centrally profiled.

