



# *the* MIDDLESEX LAW ASSOCIATION

## 2024 SPONSORSHIPS

Continuing Professional Development Event – Part-day

### One Sponsorship Level - \$500 + HST

#### Sponsor Focus

- This CPD sponsorship can be profiled as a supporting Conference sponsor or a reception sponsor. These options are the same level at \$500 + HST.

#### Conference Profile

- Sessions of 2-3.5 hours will be offered for attendees.
- Part-day session attendance at MLA's CPDs ranges from 30-45 individuals, dependent on a particular year or agenda.

#### Sponsor Inclusions

- If in-person, the associated meal/catering being provided will be included as part of the sponsorship fee for 1 representative (more by request).
- 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:
  - On event registration page and MLA web page;
  - In weekly MLA updates to 950+ members;
  - On all MLA SM platforms – FB, X, and LinkedIn;
  - In CPD follow-up story in the MLA's Snail newsletter;
  - On site – poster cards will be on each table and at registration/welcome area.
- 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 reception period.
- The event may be recorded and available at CPDOnline where sponsor logos will be centrally profiled.

