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## 2014 CALI® Conference Sponsorship Opportunities Now Available

### About the Conference

CALI®, the Center for Computer-Assisted Legal Instruction, is a non-profit consortium of law schools dedicated to creating technological solutions for legal education and improving access to justice. Each year we host a conference, commonly referred to as "CALIcon", at a newly constructed or remodeled law school. This year our host is Harvard Law School in Cambridge, Massachusetts and our theme is "The Next Wave."

### Who Attends CALIcon?

Our attendees are a mixture of law professors, law librarians and library directors, law school IT staff and law clinic faculty. We are also beginning to see attendees from the legal technology world. They are early-adopters, socially connected and *highly* influential in technology purchasing decisions. We expect 250-325 attendees this year.

### Who Exhibits at CALIcon?

CALIcon exhibitors have traditionally been those in the educational software and legal research industries. However, with the increasing emphasis on creating "practice ready law students", we are also beginning to see companies from the legal practice world use CALIcon as a way to introduce themselves to a new market.

### Benefits of Exhibiting

CALIcon is fun and informal. Exhibitor tables do not reside in a separate showroom but instead are in close proximity to food and resources. We go to great lengths to make sure you, as a sponsor and exhibitor, are a part of our conference community. There are also unique opportunities like the chance to hold your own conference session, which is seamlessly blended into the conference schedule with all of the other presentations. Additionally, the cost and red tape associated with exhibiting in large conference showrooms does not exist at our conference. This does mean, however, that space is limited, so reserve your opportunity as soon as possible.

Questions? Please contact Sarah Glassmeyer, CALI's Director of Community Development at [Sarah@CALI.org](mailto:Sarah@CALI.org) or (312) 906-5316

## Conference Sponsorship Opportunities

Opportunity	Price	Notes
Logo Placement	FREE	On website, displayed at conference and other promotional materials and special thanks from plenary podiums. Included with the purchase of any sponsorship level.
Conference Raffle Door-prize	Cost of the prize of your choice	We host a door-prize raffle at the end of the conference. Past prizes range from iPads to snuggies and everything in between. Attendees enter by submitting sheet showing they have visited majority of exhibits. Name on entry sheet and mention during drawing.
Snack Break Sponsorship	\$400	CALLcon has three snack breaks a day. Sponsors will be identified by name and logo with posters on easels by break stations. CALL will create foam backed posters or you may bring your own.
Meal Sponsorship	\$500	CALLcon provides breakfast and lunch on conference days. Sponsors will be identified by name and logo with posters on easels by meal stations. CALL will create foam backed posters or you may bring your own.
Exhibitor Table	\$1000	Six to eight foot table in high traffic area of conference. Attendees are encouraged to visit exhibitors in order to enter raffle. Free power/internet access. Limit three tables per exhibitor.
Conference Session	\$2000	Your topic/your speaker. Slot on conference agenda blended in with other sessions. No guarantees of time or placement.
Cool Conference Giveaway Item	\$5000	Sponsor the official fun item given to every attendee. Will be somehow related to the theme of "The Next Wave." Single sponsor.
Plenary Dinner Sponsorship	\$5000	Posters at event entrance, mention at podium. Single sponsor

### Notes:

- To reserve your sponsorship, contact Sarah at Sarah@CALL.org or 312-906-5316. We will send an invoice and your sponsorship reservations are made upon payment
- Sponsor attendee policy: Every paid opportunity comes with one free attendee registration (i.e. 1 session + 2 tables = 3 free registrations) Additional registrations are \$395/person. All registrants will have full access to food and sessions.
- Large displays: Space is limited. Please sign up for two or more tables if you have a large display
- Questions? Don't hesitate to ask. We will do whatever we can to make your sponsorship easy and worthwhile.