

25<sup>th</sup> Annual

# Bench Bar Conference

September 29-30, 2016

Horseshoe Bay Resort in the Texas Hill Country



Exhibitor Opportunities



The Dallas Bar Association Bench Bar Conference provides excellent opportunity for you to market your business to our members. In addition to being recognized on our website and conference promotional materials sent to over 11,000 DBA members, you receive first-rate exposure at the conference which is attended by approximately 300 Dallas-area lawyers and judges. Many of our attendees are the decision makers at a variety of firms across DFW and beyond. The conference setting is casual and promotes a sense of camaraderie among all our guests.

**ALL SPONSORS RECEIVE:**

- Recognition on website, signs, slides and other collateral materials
- Company logo and link on [www.dallasbar.org](http://www.dallasbar.org)
- Exhibit sponsorships \$800 and above include a two-day exhibit table for legal service providers
- Opportunity to collect attendee data through a drawing to be held at your exhibit
- Letter verifying donation for IRS income tax deduction

DBA Community Service Fund Nonprofit Organization Status 501(c)(3) ID number: 75-2410525

**\$6,000 Wi-Fi Sponsor**

- Prominent recognition as Wi-Fi sponsor in conference materials, website and on banner in ballroom foyer
- Recognition as a Platinum Sponsor in all conference materials

**\$5,000 Thursday Pre-Dinner Reception**

- One-hour cocktail reception of 300 lawyers and judges Thursday night. DBA will provide signage
- Sponsor may provide personalized cocktail napkins

**\$3,500 Room Key Sponsor**

- Your logo displayed on front of room key card distributed to approximately 300 guests
- Prime exhibit space
- Complimentary list of registrants upon request

**\$3,000 Cocktail Reception on the Palm Patio Thursday after dinner (2 available)**

- Recognized as sponsor of upscale, candlelit poolside lounge featuring our Judiciary
- Sponsorship covers \$2,000 of beer and wine
- Cash bar for liquor and/or when limit is reached
- Sponsor may provide personalized cocktail napkins (up to 300 guests)
- Prime exhibit space
- Complimentary list of registrants upon request

**\$2,500 Distillery Tour**

- Law firm or vendor will be recognized as bus takes guests to area distillery for a tour and tasting
- Sponsor may provide drinks, snacks and goody bags for tour participants (up to 30)

**\$2,500 Registration desk**

- 2 representatives present to welcome lawyers and judges at conference check-in (300 guests)
- Sponsor will be recognized on special signage at registration

**\$2,500 Golf Title Sponsor** (Approx. 35 golfers, Friday, September 30 at 1:30 p.m., Apple Rock Course)

- Company name will appear in tournament title in all collateral materials including promotions, press release, flyers, golf sponsor signs and more
- Entry for two golfers
- Opportunity to provide 40 items to be inserted into golfer goody bags

**\$2,500 T-Shirt Sleeve** (*limit two*)

- Name of law firm or company on shirt sleeve of 300 t-shirts given to registrants

**\$2,000 Thursday Buffet Dinner** (*up to 10 sponsors*)

- Signage at the meeting and on big screen
- Recognition on each table
- Sponsor(s) may place business brochures on all dinner tables and/or gift at each place setting

**\$2,000 Thursday Meeting Breaks** (2 available)

- Signs in meeting break area
- Recognition on break tables and on big screen
- Sponsor(s) may provide cups and napkins with company logo (300-600)
- Break provides drinks, cookies and popcorn for approximately 300 guests

**\$2,000 Signage**

- Vendor responsible for up to 30 recognition signs
- Vendor may print company logo on signs

**\$1,000 Friday Meeting Breaks** (2 available)

- Signs in meeting break area
- Recognition on break tables and on big screen
- Sponsor(s) may provide cups and napkins with company logo (300-600)
- Break provides drinks for approximately 300 guests

**\$1,000 Registration Packets Sponsor**

- Company provides 300 labels with logo to be placed on outside of each registration packet

**\$1,000 Thursday Dinner Table Decorations**

(3 available)

- Sponsor(s) will be recognized on sign at dinner
- Sponsor(s) will be recognized on table tents
- Sponsor(s) may place business brochures on all dinner tables and/or gift at each place setting

**\$1,000 Friday Pre-Dinner Reception**

- Up to 100 guests in attendance for one-hour cocktail reception
- DBA will provide signage
- Sponsor may provide personalized cocktail napkins

**\$1,000 Friday Buffet Dinner** (up to 5 sponsors)

- Sign at dinner and recognition on big screen
- Recognition on each table
- Sponsor(s) may place business brochures on all dinner tables and/or gift at each place setting

**\$1,000 Friday Evening Cocktail Lounge**

- DBA will provide signage
- Sponsorship covers up to \$800 tab for beer and wine
- Sponsor may provide personalized cocktail napkins (100 guests)

**\$1,000 Golf Beverage Cart Sponsor**

(Approx. 40 golfers, Friday, September 29<sup>th</sup> at 1:30 p.m., Apple Rock Course)

- Firm name on golf beverage cart signage
- Opportunity for rep to be on course to greet golfers

- Opportunity to provide 40 items to be inserted into golfer goody bags

**\$1,000 T-Shirt Back** (unlimited – does not include exhibit table)

- Name of law firm or company on back of 300 t-shirts given to registrants

**\$800 Saturday Breakfast** (2 sponsors)

- Sign at breakfast Saturday morning (50 guests)
- Company logo printed on breakfast tickets distributed to 300 guests

**\$850 Friday Dinner Table Decorations**

- Sponsor(s) will be recognized on sign at dinner
- Sponsor(s) will be recognized on table tents
- Sponsor(s) may place business brochures on all dinner tables and/or gift at each place setting

**\$800 Copying**

- One page flyer included in registration materials
- 300 flyers to be provided by sponsor by September 16

**\$750 Table Top Exhibitor** (only)

- One six-foot skirted table with two chairs
- Meals both days for up to two representatives. Additional meals plans available at the rate of \$305 per person

**\$250 Cards Game**

- Recognized on signage at Thursday Night Cards Game
- Sponsor to provide cards, poker chips and snacks
- Sponsor may opt to provide beverages

**\$250 Fun Run, Sporting Clays Shoot, or Game On!** (unlimited)

- Recognized on signage at respective sponsored event
- Opportunity to provide giveaways to individual event participants (sport towel, koozie, t-shirt, goody bag, etc.)
- Opportunity to provide prizes for winners

**\$250 Golf Hole Sponsor** (limited to 18)

- Exclusive recognition on your sponsored golf hole
- Opportunity to provide 40 items to be inserted into golfer goody bags

**\$100 Registration Packets Insert**

- Vendors submit 350 brochures for registration packets
- Or, sponsor may provide one of the following for each Insert Sponsorship: 300 bags, 300 notepads, 300 pens, 300 thumb drives, etc. Promotional item to be approved by DBA

In order to confirm your exhibit space at the DBA Bench Bar Conference, please return the Exhibit Space Application with your payment to Rhonda Thornton at [rthornton@dallasbar.org](mailto:rthornton@dallasbar.org) or 2101 Ross Avenue, Dallas Texas 75201.

## ROOM BLOCK

We have a limited block of rooms for \$159 per night. Exhibitors are allowed up to two rooms each at this special reduced rate. You may also take advantage on this rate on consecutive nights before and after the conference as available. Please reference **Dallas Bar Vendor block** when reserving your room. Call (877) 258-4512 or [click here](http://bit.ly/1sq2wCa) for reservations. <http://bit.ly/1sq2wCa>

Other lodging close to Horseshoe Bay Resort Marriott includes Hampton Inn Marble Falls (830) 798-1895, and Best Western Marble Falls Inn (830) 693-5122.

## CONFERENCE LOCATION, DIRECTIONS AND PARKING



We will be at the Horseshoe Bay Resort for the 12<sup>th</sup> year. The resort address is 200 Hi Circle North, Horseshoe Bay, Texas 78657. [Click here](#) for driving directions. When you arrive at the hotel, there should be free parking as well as valet parking at the main hotel entrance.

## EXHIBIT SPACE

All exhibit tables will be in the Granite Ballroom Foyer surrounding our meeting space (see diagram). Attendees will pass exhibits as they enter and exit ballroom. Dallas Bar Association will provide one draped six-foot table with two chairs and name badges for company representatives. You are welcome to bring additional displays, banners or table cover. You will find your **registration packet on your assigned table** by 8 a.m. Thursday morning. Your packet will include name badges for your representatives, a complete listing of our conference registrants and an updated agenda. There is no need to register to attend the receptions or meals.

## **BOOTH SETUP/TEARDOWN, MEALS**

Set up will begin **Thursday, September 29 from 8 to 10 a.m.** Exhibitors will not be allowed to move in and/or install before Thursday morning at 8 a.m. Our registration begins at 10:00 a.m. Our first event will be lunch at 11:30 a.m. Meals for two representatives are included in your sponsorship. Please refer to the agenda for meal times and locations.

Meetings end at Noon on Friday, September 30th. Plan to tear down your exhibit Friday after lunch. I hope you will plan to stick around and take advantage of Friday afternoon activities and dinner that evening.

You are invited to attend:

- Pre-dinner receptions both Thursday and Friday evenings
- Cocktail receptions both Thursday and Friday after dinner
- Hospitality Suite/Karaoke
- Friday recreation activities. Please note that you will be responsible for any related cost (e.g., golf is \$120 per person). Please let us know as soon as possible if you plan to play golf or attend one of the activities.

## **SHIPPING TO THE HOTEL**

If you need to have something shipped to the hotel, please direct it to the attention of our Conference Manager: Libby DeShazo, Horseshoe Bay Resort, 200 Hi Circle North, Horseshoe Bay, Texas 78657.

## **ELECTRICITY AND WI-FI**

**IF YOU NEED POWER OR WI-FI FOR YOUR BOOTH**, please contact [Eugene Calancea](mailto:ecalancea@hsbresort.com) ([ecalancea@hsbresort.com](mailto:ecalancea@hsbresort.com)) at the Horseshoe Bay Resort. Power is \$95 per day and Wi-Fi is \$40 per user per day. [Click here](#) for the hotel request form.

## **BAG INSERTS**

For \$100, you may include a flyer or brochure in the registration packets. Please let me know right away if you would like to add that. We will need 300 inserts by Friday, September 16.

## **BOOTH GIVEAWAYS**

You are welcome to collect business cards for a prize drawing. This is a great way to collect attendee information. Please let me know if you choose to do so and we will announce the winners in the general session. Winners will be directed to collect from your exhibit.

Please let me know if you have any questions. Thank you for your support--I look forward to seeing you at the Conference!

## **SOCIAL MEDIA**

Please share **#DBABenchBar** through your social media promotions and communications before and during the conference!

# EXHIBIT SPACE APPLICATION

## PLEASE COMPLETE AND RETURN

### Sponsor Company Information (to be listed in registration and distributed to our conference attendees)

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Web Address: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Brief description of products or services (**60 CHARACTERS MAX**):

\_\_\_\_\_  
\_\_\_\_\_

Representatives Attending the Conference for name badges (please print):

\_\_\_\_\_  
\_\_\_\_\_

### PAYMENT INFORMATION

\$ \_\_\_\_\_ Payment Total for \_\_\_\_\_ Sponsorship

- |  |   |
|--|---|
| <input type="checkbox"/> Check Payable to <b>DBA Community Service Fund</b> is enclosed.   | <input type="checkbox"/> I paid online at <a href="http://www.dallasbar.org">www.dallasbar.org</a> .  |
| <input type="checkbox"/> Please invoice me at the above address, Invoices will be sent. Payment is due within 30 days of receipt—no later than September 16, 2016. | <input type="checkbox"/> Please charge my credit card for the above amount. <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Amex |

Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ PIN: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return this page to Rhonda Thornton via email, [rthornton@dallasbar.org](mailto:rthornton@dallasbar.org) or fax 214-220-7465.

Return as soon as possible to confirm your sponsorship. Checks should be payable to  
**DBA Community Service Fund, 2101 Ross Avenue, Dallas TX 75201.**