

CAAA CONVENTION SPONSORSHIPS & CO-HOST SPONSORSHIPS

Sponsorship Registration Form

2011 SUMMER CONVENTION - LAS VEGAS

Company Name

CAAA Member's Name

Contact Name if Different from Member

Address

City State Zip

Phone Fax

E-mail

SPONSOR NAME

(This will be the Name that is on the sign)

SPONSORSHIP OPPORTUNITIES

- | | |
|--|---|
| <input type="checkbox"/> USB Flash Drives..... SOLD | <input type="checkbox"/> Badge Insert**\$ 500 |
| <input type="checkbox"/> Specialty Coffee Cart* (prominent signage near cart in vendor hall)...\$ TBA | <input type="checkbox"/> Tri-Fold insert Convention Schedule |
| <input type="checkbox"/> Breakfast ** (prominent signage near station in vendor hall).....\$ 2,000 | <input type="checkbox"/> Welcome Digital Sign.....\$ 500 |
| <input type="checkbox"/> Lunch** (prominent signage near station in vendor hall)\$ 2,000 | <input type="checkbox"/> Digital Screens Placed at Entrance of Convention |
| <input type="checkbox"/> Registration Areas (4 color logo on registration booth kick panel).....\$ 1,000 | <input type="checkbox"/> Daily Program Schedule Signs**\$ 500 |
| <input type="checkbox"/> CAAA Kids Club (4 color logo at entrance of kids club rooms)\$ 1,000 | <input type="checkbox"/> Placed near General Session & Exhibit Area |
| | <input type="checkbox"/> Convention Mobile App Advertisement\$ 300 |

* Speciality Coffee Cart sponsorship is per day / ** Co-Sponsorships

COFFEE SERVICE SPONSORSHIPS

- Platinum*\$ 2,500 and Up
- Gold\$ 1,500 to \$ 2,499
- Silver\$ 1,000 to \$ 1,499
- Bronze\$ 500 to \$ 999
- Friends of CAAA Under \$ 500

Platinum Sponsors can list their company name, personal name, and associate names.

Sponsorships include: Signage Recognition, Convention Break Slide Presentation, and and online www.caaa.org

PAYMENT OPTIONS

Enclosed is our check (Please make checks payable to "CAAA.") in the amount of: \$.....

If you prefer payment by credit card, please complete the information below. Please circle card choice;

We do not except American Express, Diner's Club or Discover Card.



Card Number: _____

Expiration Date: _____ | _____

I authorized my credit card to be charged in the amount of: \$.....

Name of Card

Signature Date.....

EMAIL to:

or MAIL to:



Isabel Pires
Director of Marketing
bel@caaa.org
www.caaa.org

California Applicants' Attorneys Association
1303 J Street, Suite 420
Sacramento, CA 95814
Phone: (916) 444-5155 Fax to: (916) 444-0661

Please send all company graphics and logos to: bel@caaa.org or mail electronic files to CAAA

SAMPLE OF BANNER FOR MOBILE APP ADVERTISEMENT

cost is only \$300 today and app is available for 3 months

Banner Advertisement

Sizing:

The screen size for each device varies. As an example:

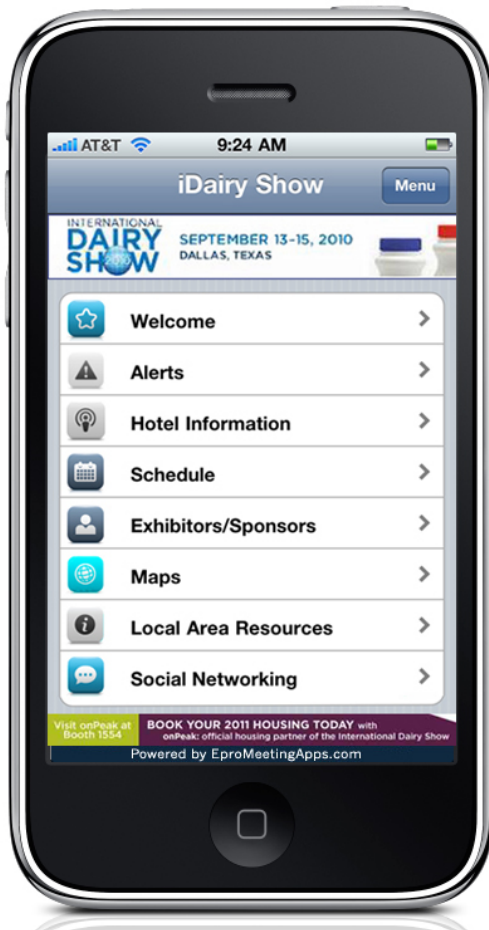
- Iphone is 320 pixels held vertically of 480 pixels held horizontally
- iPad is 800 pixels

Banner Ad Size = 800 pixels width x 50 pixels height

Due to the varying sizes of the devices content of banner (Images, Logos, Copy or Tag Line) must be ONLY in the first 320 pixels of width. The Remaining 480 pixels must be blank of the background color of the banner.

Examples

Ideal Banner:



CAAA CONVENTION SYLLABUS Ad Rates and Insertion Order Form

2011 Summer Convention - Las Vegas

1 EDITION INSERTION (FULL COLOR ONLY)

- Full Page** \$ 625
 Half Page \$ 425
 Quarter Page \$ 325

ARTWORK:

Please submit all artwork to bel@caaa.org or mail electronic file to CAAA State Office 1303 J St., Ste. 420, Sacramento, CA 95814

Correspondence to your Company regarding advertising in the Syllabus should be sent to:

Company Name
CAAA Member's Name
Contact Name if Different from Member
Address.....
City..... State..... Zip
Phone..... Fax.....
E-mail.....

PAYMENT OPTIONS

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If you prefer payment by credit card, please complete the information below. Please circle card choice; We do not except American Express, Diner's Club or Discover Card.



Card Number:

----- Expiration Date: ____ | ____

I authorized my credit card to be charged in the amount of: \$

Name of Card.....

Signature..... Date.....

All advertisements are required to be submitted in one of the following mediums. PC or Macintosh (preferred) .tif (300 dpi-high resolution), high resolution), .jpg (300 dpi-high resolution), .eps, .pdf (high quality print), and/or complete native files in Adobe In-Design (.indd).

California Applicants' Attorneys Association does not create ad artwork, and is not responsible for errors in submitted ad artwork and/or ad materials.

EMAIL to:

or MAIL to:

Syllabus Ad Deadline:



Isabel Pires
Director of Marketing
bel@caaa.org
www.caaa.org

California Applicants' Attorneys Association

1303 J Street ♦ Suite 420
Sacramento, CA 95814
Phone: (916) 444-5155 ♦ Fax to: (916) 444-0661

Wednesday - JUNE 1, 2011

CAAA CONVENTION SYLLABUS Ad Material Specifications

FULL PAGE-Vertical

Non-Bleed

Live Image Area Dimensions (metric): 7.75" w x 10.25" h

Live Image Area Dimensions (inches): 7 $\frac{3}{4}$ " w x 10 $\frac{1}{4}$ " h

Bleed

Live Image Area Dimensions (metric): 8.5" w x 11" h

Live Image Area Dimensions (inches): 8 $\frac{1}{2}$ " w x 11" h

Please ADD: 0.125" to 0.25"

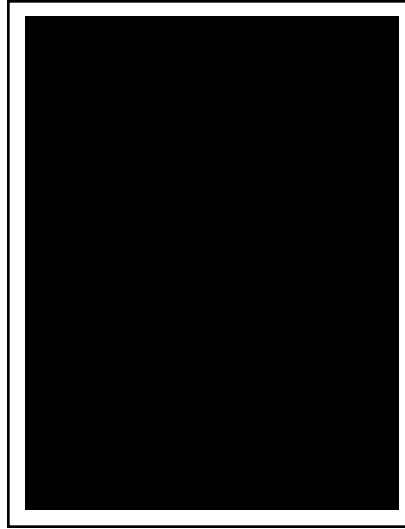
"bleed" around "live ad image area".

4-Color Process or Black & White

Non-Bleed or with Bleed

Per Syllabus Rate

\$ 650.00



Non Bleed: 7.75" x 10.25" Vertical



Bleed: 8.5" x 11" Vertical

ONE HALF PAGE

VERTICAL Non Bleed Only

Live Image Area Dimensions (metric): 3.972" w x 10.25" h

Live Image Area Dimensions (inches): 3 $\frac{9}{32}$ " w x 10 $\frac{1}{4}$ " h

HORIZONTAL Non Bleed Only

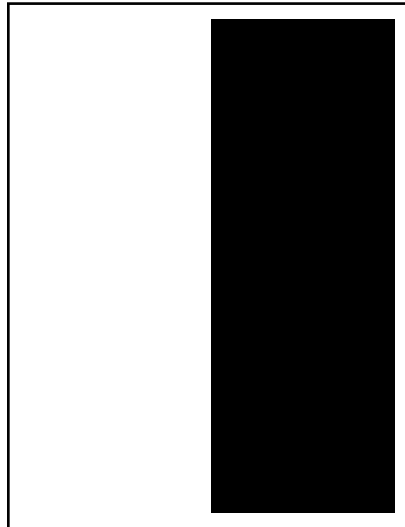
Live Image Area Dimensions (metric): 7.75" w x 5" h

Live Image Area Dimensions (inches): 7 $\frac{3}{4}$ " w x 5" h

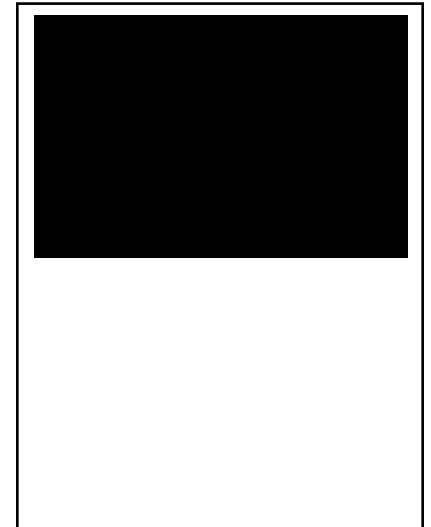
4-Color Process or Black & White (Non-Bleed Only)

Per Syllabus Rate

\$ 450.00



One Half: 3.972" x 10.25" Vertical



One Half: 7.75" x 5.0" Horizontal

ONE QUARTER PAGE

VERTICAL Non Bleed Only

Live Image Area Dimensions (metric): 7.75" w x 2.406" h

Live Image Area Dimensions (inches): 7 $\frac{3}{4}$ " w x 2 $\frac{13}{32}$ " h

HORIZONTAL Non Bleed Only

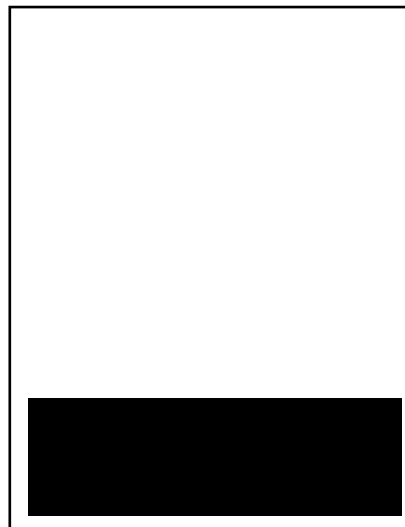
Live Image Area Dimensions (metric): 5.75" w x 3.291" h

Live Image Area Dimensions (inches): 5 $\frac{3}{4}$ " w x 3 $\frac{9}{32}$ " h

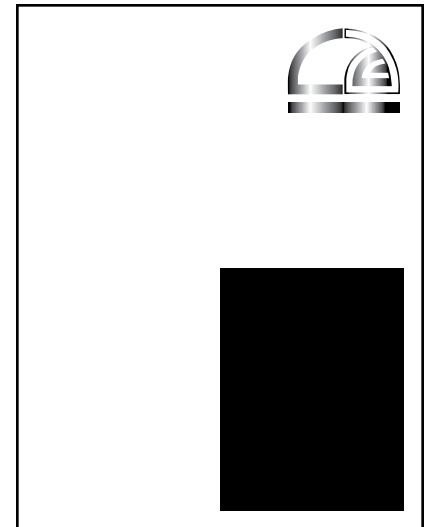
4-Color Process or Black & White (Non-Bleed Only)

Per Syllabus Rate

\$ 350.00



One Quarter: 7.75" x 2.406" Horizontal



One Quarter: 3.291" x 5.0" Horizontal

Advertising Placement Inquiries

CAAA SYLLABUS

1303 J Street, Suite 420
Sacramento, CA 95814
www.caaa.org

Isabel Pires

Tel: (800) 648-3132
Fax: (916) 444-0661
e-mail: bel@caaa.org