

The 2020 Virtual Spring Conference gives this year's theme – **Improvise ◦ Innovate ◦ Inspire** – a whole new meaning. The theme of this year's Annual Spring Conference – Improvise. Innovate. Inspire has found new meaning. The Section of Dispute Resolution has found the silver lining in "the cloud." The 22nd Annual Spring Conference will take place online for five days, from May 18 to May 22, 2020.

The virtual conference will allow attendees to participate in educational programs and a broad array of engaging social activities from the convenience and comfort of their computers, telephones, and mobile devices.

Each day of the conference will include:

- At least four live webinars (some of which will provide CLE credits).
- Relevant recorded sessions from dispute resolution experts.
- Engaging Connect with Colleagues opportunities:
 - Virtual coffee chats
 - Happy hours
 - Focused discussions
 - Committee meetings

Why sponsor the virtual conference?

- The 22nd Annual Spring Conference will be advertised in e-mails, newsletters, social media, podcasts, and the Section's two periodicals: Just Resolutions Newsletter and our flagship Dispute Resolution Magazine.
- The advertising will target a national and international audience of dispute resolution professionals, including arbitrators and mediators, end users of ADR processes, and advocates for parties in arbitrations and mediations.
- Registered conference attendees will be able to access all content and activities during the conference and will have access to the recorded programs for one year.
- The Virtual Spring Conference will connect you with potential customers, the entire community of dispute resolution.

Sponsorship Package Opportunities

Terabyte (Diamond) – Level \$15,000

Terabyte Level Sponsor Benefits

1. Six complimentary Conference registrations, which includes attendance at all additional programs that are open to regular conference attendees.
2. One full-page advertisement in an issue of *Dispute Resolution Magazine*, distributed to 12,000 subscribers.
3. A banner ad in the Virtual Conference Web Page and the Virtual Conference Platform. In 2019, the Virtual Conference Platform was used by over 500 Conference attendees and the banners had more than 60,000 impressions.
4. Opportunity to sponsor a program, workshop, or Coffee Chat as part of the Conference and receive special mention and thanks at the beginning of the program or workshop and at the end of the workshop by presenter(s).
5. Virtual Exhibit Hall or Booth via Zoom room to be staffed throughout the Conference by Sponsor, at times determined by sponsor.
6. Access to preregistration list of conference attendees' names.
7. Opportunity to develop a unique educational workshop to be presented via future webinar and/or other virtual Section programming by working with the Distance Learning Program planning committee. (Note that all programs must follow all Section of Dispute Resolution Conference and ABA program guidelines).
8. Opportunity to sponsor a webinar, member benefit programming, or *Resolutions Podcast* program during the year immediately following the Conference close.
9. Opportunity to work with the Section's Distance Learning Committee on development of relevant episodes of *Resolutions Podcast*.

Recognition in or on the following:

1. Conference registration web site (with a link to the sponsor's web site)
2. Pre-Conference E-Blasts (with a link to the sponsor's web site)
3. Sponsor information listed within the Virtual Conference Platform including logo display with embedded web site link.
4. Conference Email and Push Notifications to attendees. Each day of the Conference the ABA will email all attendees and use push notifications. Sponsor's name and logo will be prominently displayed on each communication.
5. Section Social media pages (Facebook and LinkedIn) will feature Sponsor logo with embedded link to Sponsor web page and Sponsor referenced in social media postings by Staff.
6. Conference Welcome message from Section Chair acknowledging Sponsors with special mention of Terabyte Level Sponsor.
7. Prerecorded message thanking all Sponsors before every program.
8. Post Conference Email Blast to all Section members, Conference attendees and ABA members with Dispute Resolution as an Area of interest thanking Sponsor and including Sponsor logo with embedded link (estimated 25,000 e-mail recipients).

Gigabyte (Platinum) Level – \$10,000

Gigabyte Level Sponsor Benefits

1. Four complimentary conference registrations.
2. One half-page advertisement in an issue of *Dispute Resolution Magazine*, distributed to 12,000 subscribers.
3. Access to preregistration list of attendees' names.
4. A banner ad in the Virtual Conference web site and the Virtual Conference Platform. In 2019, the Virtual Conference Platform was used by over 500 Conference attendees and the banners had more than 60,000 impressions.
5. Opportunity to work with the Section's Distance Learning Committee on development of one relevant episode of *Resolutions Podcast*.
6. Opportunity to sponsor a program, workshop, or Coffee Chat as part of the Conference and receive special mention and thanks at the beginning of the program or workshop and at the end of the workshop by presenter(s).

Recognition in or on the following:

1. Conference registration web site (with a link to the sponsor's web site)
2. Pre-Conference E-Blasts (with a link to the sponsor's web site)
3. Conference Welcome message from Section Chair acknowledging Sponsors with special mention of Terabyte and Gigabyte Level Sponsors.
4. Sponsor information listed within the Virtual Conference Platform including logo display with embedded web site link.
5. Prerecorded message thanking all Sponsors before each program.
6. Post Conference Email Blast to all Section members, Conference attendees and ABA members with Dispute Resolution as an Area of interest thanking Sponsor and including Sponsor logo with embedded link (estimated 25,000 e-mail recipients).

Megabyte (Gold) Level – \$5,000

Megabyte Level Sponsor Benefits

1. Three complimentary Conference registrations.
2. A quarter page advertisement in an upcoming issue of *Dispute Resolution Magazine*, mailed to 12,000 subscribers.
4. Opportunity to work with the Section's Distance Learning committee on development of one relevant episode of *Resolutions Podcast*.
3. Opportunity to sponsor a Coffee Chat within the Conference and receive special mention and thanks at the beginning and conclusion of the Coffee Chat by host(s).

Recognition in or on the following

1. Conference registration web site (with a link to the sponsor's web site).
2. Pre-Conference E-Blasts (with a link to the sponsor's web site).
3. Logos on Facebook and LinkedIn Section pages.
4. Conference Welcome message from Section Chair with acknowledgement of Sponsors.
5. Sponsor information listed within the Virtual Conference Platform including logo display with embedded web site link.
6. Post Conference Email Blast to all Section members, Conference attendees and ABA members with Dispute Resolution as an Area of interest thanking Sponsor and including Sponsor logo with embedded link (estimated 25,000 e-mail recipients).

Kilobyte (Silver) Level – \$2,500

Kilobyte Level Sponsor Benefits

1. Two complimentary Conference registrations.
2. Opportunity to work with the Section's Distance Learning committee on development of one relevant episode of *Resolutions Podcast*.

Recognition in or on the following

1. Conference registration web site (with a link to the sponsor's web site).
2. Pre-Conference E-Blasts (with a link to the sponsor's web site).
3. Sponsor information listed within the Virtual Conference Platform including logo display with embedded web site link.
4. Conference Welcome Message from Section Chair with Sponsor recognition.
5. Post Conference Email Blast to all Section members, Conference attendees and ABA members with Dispute Resolution as an Area of interest thanking Sponsor and including Sponsor logo with embedded link (estimated 25,000 e-mail recipients).

Byte (Bronze) Level – \$1,500

Byte Level Sponsor Benefits

1. One complimentary conference registration.

Recognition in or on the following:

1. Conference registration web site (with a link to the sponsor's web site).
2. Pre-Conference E-Blasts (with a link to the sponsor's web site).
3. Sponsor information listed within the Virtual Conference Platform including logo display with embedded web site link.
4. Conference Welcome Message from Section Chair with Sponsor recognition.
5. Post Conference Email Blast to all Section members, Conference attendees and ABA members with Dispute Resolution as an Area of interest thanking Sponsor and including Sponsor logo with embedded link (estimated 25,000 e-mail recipients).

FRIEND of the CONFERENCE – \$100 - \$1,250

Be a Friend of the Conference and show your support by donating a monetary contribution between \$100 and \$1,250. Friends of the Conference will be recognized on the Conference web site. Friends of the Conference will have the opportunity to provide a brief congratulations and best wishes to the Section and the Conference virtually.

Emoji Expert: \$1,250

Bot Buddy: \$1,000

Avatar Acquaintance: \$750

Mashup Mate: \$500

Proxy Server Pal: \$250

Social Networking Sidekick: \$100



For more information about sponsorship, advertising, and exhibiting with the Section of Dispute Resolution, contact Brandon Moore-Rhodes at 202-662-1688 or brandon.moore@americanbar.org.

Please note that sponsors will not be listed on the ABA web site or the Virtual Conference until the sponsor has submitted the sponsor registration to the ABA.

Sponsor benefits are limited and have deadlines. Sponsors must register as sponsors May 8, 2020 to ensure maximum exposure to potential conference attendees and to take advantage of all virtual conference platform opportunities.

[Submit Sponsorship Commitment Form](#)

Sponsor Registration will be also be available at:
ambar.org/drvirtual

For inquiries, please contact:

Brandon Moore-Rhodes
ABA Section of Dispute Resolution Marketing and Membership Specialist
202-662-1688
Brandon.moore@americanbar.org

Virtual Conference Advertising Opportunities

Virtual Conference Platform Push Notification (\$1,000)

One text-based push notification advertising your organization that shows up on every virtual platform user's device at a specific time. Only two virtual conference platform notification advertisements will be sent per each day of the conference

Virtual Conference Platform Banner Advertisement (\$2,000)

The Banner Advertisement appears on all pages of the Virtual Conference Platform when open on all attendee devices. Banner advertisements are a limited opportunity; Terabyte sponsors have the first option for the limited number of banner advertisements.

Advertiser Specifications: Virtual Conference push notification and banner art and text must be provided by the advertiser. ABA staff will provide the specifications for the graphics and text limitations to committed advertisers.

***Dispute Resolution Magazine* and *Just Resolutions* Digital Newsletter**

View the [Section of Dispute Resolution periodicals advertising packet](#) for information on how to advertise in *Dispute Resolution Magazine*, the premier magazine devoted exclusively to dispute resolution, and *Just Resolutions* newsletter, our monthly digital newsletter.

Deadlines

Virtual Conference advertisements and art must be submitted to ABA Staff by May 8, 2020 to be guaranteed placement in the virtual conference platform.

Submit an Advertiser Commitment Form

Advertisement Registration will be also be available at:

ambar.org/drvirtual

Or contact:

Brandon Moore-Rhodes

ABA Section of Dispute Resolution Marketing and Membership Specialist

202-662-1688

Brandon.moore@americanbar.org

Virtual Conference Exhibiting Opportunities

The virtual exhibit area is available to exhibitors throughout the entire time five days of the conference and the exhibitor profile will remain on the Virtual Conference Platform for the following year.

The Exhibit space at the Conference is unlimited but you must reserve a spot no later than May 8, 2020. Exhibitors will be listed on the program agenda, on the Conference web site and within the Virtual Conference Platform.

Exhibiting Fee: \$300

Exhibitor Package Includes

- Listing in the program agenda, conference web site, and virtual conference platform
- One conference registration
- Exhibitors may register one additional member of the exhibiting organization as conference attendees at the Special Discounted Conference Attendee rate. Any other attendees who are affiliated with the exhibiting organization must register at their applicable conference registration rate.

Unpaid Exhibitors will not be advertised.

Exhibition Schedule

The virtual exhibit hall will be open for the duration of the virtual conference, from May 18th to May 22nd. Exhibitor profiles and links will be available for one year after the conference.

Expectations for Exhibitors

We recommend that exhibitors create exhibit booth hours with a Zoom room or other virtual platform. We will list the exhibitor's booth hours in the Virtual Conference Platform.

Cancellation and Refund Policy

Cancellations WILL NOT BE ACCEPTED. All names of exhibiting staff must be provided to the ABA staff by May 15, 2020. Otherwise the exhibiting staff will not have access to the virtual conference platform.

[Submit an Exhibitor Commitment Form](#)

Exhibitor Registration will be also be available at:

ambar.org/drvirtual

Or contact: Brandon Moore-Rhodes ABA Section of Dispute Resolution Marketing and Membership Specialist 202-662-1688 Brandon.moore@americanbar.org

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