

Ypsilanti Marriott at Eagle Crest

Qualify for Early Bird specials—register by **May 12, 2006**

# REACH MICHIGAN'S LEGAL MARKET!

Hundreds of decision-makers,  
your products & services,  
all in one place.

## STATE BAR OF MICHIGAN ANNUAL MEETING

13  
14  
15  
SEPTEMBER 2006

ACHIEVING BALANCE & SUCCESS

personal professional civic

### Exhibit Schedule\*

*(Schedule subject to change)*

- **Wednesday**, September 13, 2006  
12:00 p.m. – 5:00 p.m. Golf Outing  
11:00 a.m. – 5:00 p.m. Exhibitor Set-up  
6:00 p.m. – 6:30 p.m. Awards Banquet Reception  
6:30 p.m. Awards Banquet
- **Thursday**, September 14, 2006  
8:00 a.m. Continental Breakfast  
8:15 a.m. – 10:15 a.m. Tech Talk Seminars  
8:00 a.m. – 5:00 p.m. Exhibits Open  
12:00 p.m. Inaugural Luncheon  
2:00 p.m. Refreshment Break
- **Friday**, September 15, 2006  
8:00 a.m. Continental Breakfast  
8:15 a.m. – 10:15 a.m. Tech Talk Seminars  
8:00 a.m. – 3:30 p.m. Exhibits Open  
12:00 p.m. SBM Luncheon  
2:00 p.m. – 3:30 p.m. Exhibits Tear Down

\*Schedule does not include detailed section and seminar information.

## Exhibitor/Sponsorship Opportunities ...

You are invited to participate as an exhibitor and/or sponsor at the State Bar of Michigan Annual Meeting, the single largest gathering of the Michigan legal profession.

### As a sponsor or exhibitor, you will receive the following benefits.

- Meet face to face with qualified buyers of your products and services.
- Gain high profile exposure through statewide event promotion.
- Special discounted ad rates in the Annual Meeting sections in the July and August issues of the *Michigan Bar Journal*.
- Company name listed in the July and/or August issue of the *Michigan Bar Journal*.
- Company name plus 35-word description in our special Annual Meeting section of the SBM website.
- Company name plus 35-word description in the on-site program.
- Company logo on applicable conference signage, program book and other sponsorship acknowledgement materials.
- Additional acknowledgement opportunities based on sponsorship levels.

#### Exhibitor Table

Showcase your company's products or services in the Annual Meeting exhibit area. Don't miss this opportunity to meet and talk with lawyers, judges and other top legal professionals.

Included in your exhibit price:

- 6' draped table and two chairs.
- Two registered staff (additional staff registrations at \$50 each).
- Complimentary continental breakfast and afternoon breaks each day located near exhibit area.
- Two mailing lists: One-time use of our list of pre-registrants one month prior to the conference and one-time use of our list of all attendees following the event.

*Note: Based on our member privacy policy, those who choose to opt out of mailings will not be included in this list.*

Price: \$650

#### Additional Opportunities

##### Tote Bag Flyer Inserts

Each registrant will receive a tote bag containing all meeting-related materials.

Provide a copy of your 8<sup>1/2</sup>" x 11" flyer to insert in each bag.

Price: \$300

##### Exhibitor Door Prize Drawings

A great way to attract people to your table. As attendees visit your table, you can collect business cards and valuable contacts by offering a prize or gift to be drawn at the end of each conference day. Through the on-site meeting program and the message board, we can help promote your prizes and notify the winner you select. It's a great showcase for your company – we encourage you to take part.

#### Exclusive Opportunities

**Lanyards** - Let each attendee wear company name or logo as the sponsor of the lanyards distributed with every Annual Meeting attendee name badge.

Price: \$3,500 (or supply 1,500 pieces)

**Tote Bags** - Promote your product or service year round by displaying your logo on the official conference tote bag distributed to every attendee.

Price: \$3500 (or supply 1,500 pieces)

**PENS** - As sponsor of the official conference pens, attendees will see your company name and logo as they take notes during the conference sessions and back in their offices.

Price: \$2,500 (or supply 1,500 pieces)

#### "Tech Talk" Mini-Seminars

Want a chance to talk about how your company can help busy lawyers and law offices solve some of the challenges in today's fast-paced business environment? Then sign up for a time slot in our "Tech Talk" seminar series. (Exhibitors and sponsors only.)

Scheduled on Thursday from 8:15 a.m. – 10:15 a.m. and Friday from 8:15 a.m. – 10:15 a.m. these educational sessions can be a great way to explore a topic, present some fresh ideas and showcase your products or services in a small classroom-type setting. *No straight sales pitches, please!* Let us help you select a topic that works for you and our attendees.

Price: \$150 per 25-minute seminar plus any audio/visual costs associated with your presentation.

## Exhibitor/Sponsor Packages

Show your support by becoming a sponsor of the 2006 State Bar Annual Meeting. All sponsorship packages include all exhibitor benefits such as advertising discounts, recognition on the SBM website and more.

Platinum Sponsorship Packages	<p><b>\$6,000 exclusive</b></p> <p>Exclusive overall sponsorship of the SBM Annual Meeting to be included in all promotional and press materials.</p> <ul style="list-style-type: none"> <li>• A double exhibitor table area (plus all exhibitor/sponsor benefits; see page 1).</li> <li>• Banner signage, provided by your firm, to be displayed in a central location throughout the Annual Meeting.</li> <li>• One brochure or premium promoting your company inserted into the conference tote bag distributed to all attendees.</li> <li>• Full-page ad in the on-site program.</li> <li>• Half-page ad in the July and August pre-conference issues of the <i>Michigan Bar Journal</i> (deadline restrictions apply).</li> <li>• Two tickets to our ticketed events (Wednesday's Annual Awards Dinner, Thursday's Inaugural Luncheon and Friday's SBM Luncheon) for your own use.</li> </ul>
Gold Sponsorship Packages	<p><b>\$5,000 (not exclusive)</b></p> <ul style="list-style-type: none"> <li>• Sponsorship of the Wednesday night Annual Awards Dinner, the premiere social event of the SBM, you will receive:</li> <li>• One exhibitor table (plus all exhibitor/sponsor benefits; see page 1)</li> <li>• Banner signage, provided by your firm, to be displayed in a central location throughout the Annual Meeting.</li> <li>• One brochure or premium promoting your company inserted into the conference tote bag distributed to all attendees.</li> <li>• Full-page ad in the Annual Dinner program.</li> <li>• Half-page ad in the on-site program.</li> <li>• Quarter-page ad in the July and August pre-conference issues of the <i>Michigan Bar Journal</i> (deadline restrictions apply).</li> <li>• Two tickets to the Annual Awards Dinner.</li> </ul>
Silver Sponsorship Packages	<p><b>\$4,000 (three to choose from)</b></p> <p>Subject to availability, you can choose to support one of these high-profile events:</p> <p>A.) Awards Banquet Reception (Wednesday evening) — Be the first to get your message in front of State Bar of Michigan leadership and attendees with your signage and support of our kick-off event.</p> <p>B.) Inaugural Luncheon (Thursday) — Your company's signage will be on display at our Inaugural Luncheon, which typically draws 350 of the state's top lawyers. Includes two tickets to the event.</p> <p>C.) SBM Luncheon (Friday) — Mark Friday's Luncheon with your company's signage and support.</p> <p><b>Your Silver Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>• One exhibitor table (plus all exhibitor/sponsor benefits; see page 1)</li> <li>• One brochure or premium promoting your company given to attendees at your sponsored event or in conference tote bags.</li> <li>• Quarter-page ad in the July and August pre-conference issues of the <i>Michigan Bar Journal</i> (deadline restrictions apply).</li> </ul>
Bronze Sponsorship Packages	<p><b>\$3,000 (three to choose from)</b></p> <p>Subject to availability, you can choose to support one of these high-profile events:</p> <p>A.) Thursday continental breakfast and refreshment breaks—A great opportunity to showcase your company signage and message to attendees at the start of their day and throughout.</p> <p>B.) Friday continental breakfast and refreshment breaks—A great opportunity to showcase your company signage and message to attendees at the start of their day and throughout.</p> <p>C.) Message Board — Your logo will have top billing on the conference bulletin board featured prominently in the registration area during the conference. The bulletin board will be the place people go to find out if they are a winner of our exhibitor prize drawings.</p> <p><b>Your Bronze Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>• One exhibit table (plus all exhibitor/sponsor benefits; see page 1)</li> <li>• Sixth-page ad in the July and August pre-conference issues of the <i>Michigan Bar Journal</i> (deadline restrictions apply).</li> </ul>
Custom Package	<p>Want to customize a sponsorship package for your company? Contact Kari Brandel at (517) 346-6371 or e-mail <a href="mailto:kbrandel@mail.michbar.org">kbrandel@mail.michbar.org</a>.</p>

## Advertising Opportunities

**Assure maximum exposure and results at this year's Annual Meeting — tell attendees about your company ahead of time and at the meeting!**

### On-Site Program

Attendees' guide to all Annual Meeting events and activities. Your ad here will drive traffic to your booth and business to your company.

Program Advertising Rates (Available only to sponsors and exhibitors):

Quarter Page (3 ½" x 4 ½") \$250

Half Page (3 ½" x 9 ½" or 7" x 4 ½") \$400

Full Page (7 ½" x 9 ½") \$600

Inside Front or Inside Back Cover (7 ½" x 9 ½") \$800

### Bar Journal Advertising Rates

*Michigan Bar Journal* - More than 37,000 readers will view your ad in our special supplements in the July and August issues of the *Michigan Bar Journal*. These sections will include topical articles, meeting news, schedule of seminars and events, exhibitor list and more. It's the perfect preview for all conference attendees and SBM members!

Placement is limited, so reserve early!

Contact Stacy Sage at (517) 346-6315

or e-mail [ssage@mail.michbar.org](mailto:ssage@mail.michbar.org) for more information.

### Advertising Bonus

Return your signed registration form with full payment by May 12, 2006 to receive an advertising bonus in the July 2006 issue of the *Michigan Bar Journal*. Table-only exhibitors will receive a free ninth-page ad; sponsors will be upgraded to the next larger standard ad size, up to full-page. Space is limited. This bonus offer will be honored on a first-come, first-served basis. Sign up today.

### Deadlines

To be included in the pre-conference special sections of the *Michigan Bar Journal*, exhibitors and sponsors must return their signed contract with full payment by:

- July issue: May 12, 2006

- August issue: June 12, 2006

To be included in the on-site program distributed to all attendees, signed contracts and payment as well as all advertising materials, company logos and descriptions must be received by August 11, 2006.

### Additional Information

Once the State Bar of Michigan receives your signed exhibitor application with payment, you will receive a package of materials detailing conference set-up options and services, including electrical and phone installation, identification signs, storage of freight, additional staff registration, etc.

### Hotel Information

As an exhibitor at the State Bar of Michigan Annual Meeting you will qualify for a special rate of \$125 per night at the Ypsilanti Marriot at Eagle Crest. Contact the hotel directly at 734-487-2000 or 800-228-9290. Identify yourself as an exhibitor at the SBM Annual Meeting to receive the discounted rate. To take advantage of this rate your reservations must be made before August 23, 2006.

# Exhibitor/ Sponsor Registration Form side one

Please complete both side one and side two of the form completely and return with full payment. Receive an early bird bonus discount of \$50 if form and payment are received by May 12, 2006.

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_  
( as it should appear on listing )

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_

Brief 35-word description of product or services that will be used in the on-site program. Company name only will appear if this information is not completed.

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

1. Sponsorship: I am interested in the following sponsor package (refer to page 2):

- Platinum** \$6,000       **Gold** \$5,000       **Silver** \$4,000       **Bronze** \$3,000  
 **A**  **B**  **C**       **A**  **B**  **C**

\$ \_\_\_\_\_  
**Sponsorship Fee**

2. Exhibitors: Please reserve \_\_\_\_\_ (#) exhibit table(s) at the SBM Annual Meeting (\$650 each)

*Note: Exhibit tables are assigned on receipt of the exhibit registration and full payment of the registration fee. Assignments are made on a first-come first-served basis. The State Bar of Michigan will make the site determination.*

\$ \_\_\_\_\_  
**Table Fee**

3. Exclusive Opportunity: I am interested in the following exclusive opportunities:

- Lanyards (\$3,500 or supply 1,500 pieces)     Tote bags (\$3,500 or supply 1,500 pieces)  
 Pens (\$2,500 (or supply 1,500 pieces)

\$ \_\_\_\_\_  
**Exclusive Fee**

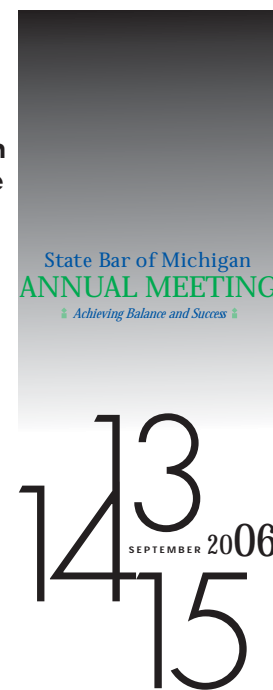
4. Additional Opportunities: I am interested in the following opportunities

- Tote Bag Insert—Insert information about my product/service in Annual Meeting Tote Bag \$300

\$ \_\_\_\_\_  
**Tote Bag Insert Fee**

- Door Prize Drawing—I would like to donate the following door prize: \_\_\_\_\_  
 \_\_\_\_\_

Continue registration on side 2



Fax side one and side two of registration form. Both sides must be received for registration to be valid.

# Exhibitor/ Sponsor Registration Form side two

## Tech Talk Seminars

Sponsors and exhibitors are invited to present 25-minute informative talks on topics of interest to Annual Meeting attendees (no sales pitches please).

Reserve \_\_\_\_ (#) time slot(s) for me at \$150 each.

I would like to speak on the following topic (subject to availability and SBM approval):

\_\_\_\_\_

My preferred day to speak is:  Thursday  Friday  Either

\$ \_\_\_\_\_

**Tech Talk Fee**

## Advertising Opportunities:

See advertising information on page 3.

**On-site Program:** Please reserve the following space (closing date: August 11, 2006)

- Inside front or inside back cover ad \$800
- Inside full page ad \$600
- Inside half-page \$400
- Inside quarter-page \$250

**Michigan Bar Journal:**

Please contact me to reserve space in the July and/or August pre-conference issues of the *Michigan Bar Journal*.

\$ \_\_\_\_\_

**Total for Ads**

**Early Bird Bonus:** \$50 off if form and payment are received by May 12, 2006

\$ \_\_\_\_\_

**Early Bird Bonus**

\$ \_\_\_\_\_

**Total Amount Due  
(include side one)**

## Payment

Payment is required in full with registration to confirm your company's participation.

Cancellations made in writing by August 1, 2006 receive a 50 percent refund.

No refunds will be made after August 1, 2006. Your signature acknowledges that receipt of payment and this form by State Bar of Michigan constitutes a contract to sponsor, exhibit and/or advertise.

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

Check make payable to: State Bar of Michigan

Mail: Attn. Finance, Becky Hunter, 306 Townsend Street, Lansing Michigan 48933

Credit Card: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express

Card # \_\_\_\_\_ Expiration date: \_\_\_\_\_

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

Please print name on card \_\_\_\_\_

**Total Enclosed:** \$ \_\_\_\_\_

**Questions? Contact Kari Brandel at 517-346-6371 or [kbrandel@mail.michbar.org](mailto:kbrandel@mail.michbar.org)**

**Fax side one and side two of registration form. Both sides must be received for registration to be valid.**