CALLicon19

June 6 - 7
University of South Carolina
School of Law
2019.callicon.org

Sponsorship Prospectus
The CALIcon19 theme is...

PARADIGM SHIFT

“A fundamental change in an individual's or a society's view of how things work in the world.”

The way we think about legal education is changing and not just at the edges. The crash of 2008, the collapse of law school applicants and the access to justice gap have inspired law schools to launch new programs to compete in this shifted world. Incubators, Innovation Clinics, Hackathons, Distance Learning, Academic Success, Learning Outcomes, Education Analytics …. we are doing different things and doing things differently. Almost all of these have a technology component too and so are relevant for this year’s conference. What is your law school doing? What should you be doing? Come to CALIcon19 to share your plans and discuss the new shifted present tense of legal education.
CALIcon19 is a two-day conference focusing on the advancement of legal education technology in the classroom. You will be able to build and develop relationships with 300+ legal education professional representing law schools across all the United States.

**BENEFITS OF EXHIBITING**
CALIcon is fun and informal. Exhibit tables do not reside in a separate showroom but instead are in close proximity to food and resources to attract attendees. We go to great lengths to make sure you, as either a sponsor and exhibitor, are a part of our conference community. The cost and red tape associated with exhibiting in large conferences do not exist at our conference.

Reasons to Participate:
- Increase brand awareness
- Generate leads
- Establish and nurture relationships

**BECOME PART OF THE EXPERIENCE!**
Get involved directly with your market by sponsoring the premier conference in our industry. Bring focus to your brand and ensure your target audience becomes exposed to your products or services. Space is limited, so reserve your opportunity as soon as possible.

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% Breakdown of Attendee by Role

- CALI Staff: 34%
- Administration: 23%
- Faculty: 29%
- IT: 5%
- Other: 4%
- Librarian: 3%
GENERAL INFORMATION

Venue:
University of South Carolina
School of Law
1525 Senate Street
Columbia, SC 29208

Conference Hours:
Thursday, June 6 .......................................... 8:00 a.m. to 5:00 p.m.
Friday, June 7 ............................................... 8:00 a.m. to 4:00 p.m.

Exhibit Installation Dates and Hours:
Wednesday, June 5 ........................................ 1:00 p.m. to 7:00 p.m.
Thursday, June 6 ........................................... 7:00 a.m. to 8:00 a.m.

Exhibit Dismantle Dates and Hours:
Friday, June 7 ............................................... 4:00 p.m. to 7:00 p.m.

Hotel Accommodations:
Columbia Marriott Downtown
Group Rate: $159.00 per night plus sales tax
Titles of Attendees from CALIcon18 (Sample)

- Law Library Director
- Director, IT Services
- Professor of Law
- Assistant IT Director
- Assistant Director of Instructional Design & Technology
- Head of Acquisitions
- Head of Public, Faculty & Student Services
- Head of Electronic & Digital Services
- Digital Content Librarian
- Assistant Dean, Academic Success
- Director of Instructional Technology
- Director of Curriculum Development
- Director of Strategic Initiative
- Associate Dean for Faculty Development
- Assistant Dean for Institutional Advancement
- Special Advisor for Strategic Engagement

Participating Law Schools from CALIcon18

- American University Washington College of Law
- Arizona State University Sandra Day O’Connor College of Law
- Ave Maria School of Law
- Barry University Dwayne O. Andreas School of Law
- Boston College Law Library
- Boston University School of Law
- Brooklyn Law School
- Cornell University Law School
- Penn State Dickinson Law
- University of Denver Sturm College of Law
- Duke University School of Law
- The George Washington University
- Georgetown Law
- Georgia State University College of Law
- Harvard Law School
- IIT Chicago Kent College of Law
- Maurer School of Law at Indiana University Bloomington
- University of North Carolina School of Law
- Loyola Law School Los Angeles
- University of Maine School of Law
- Maurice A. Deane School of Law at Hofstra University
- Northwestern Pritzker School of Law
- University of Notre Dame Law School
- Rutgers Law School
- Seattle University School of Law
- St. Thomas University School of Law
- Suffolk University Law School
- Syracuse University College of Law
- New York Law School
- The Ohio State University Moritz College of Law
- University of Illinois College of Law
- University of Nevada Las Vegas William S. Boyd School of Law
- University of South Carolina School of Law
- University of Tennessee College of Law
- Vanderbilt Law School
- West Virginia University College of Law
- Yale Law School
SPONSORSHIP OPPORTUNITIES

Keynote Session Sponsorship
$5,000 (exclusive)
• Recognition as the exclusive sponsor of the Keynote Session with signage at the event entrance
• Invitation to introduce your company (up to five minutes) and the keynote speaker
• Opportunity to distribute literature on each seat in the General Session
• Your company will receive ten (10) complimentary conference registrations
• Pre/Post show attendee list (based on opt-in approvals)
• Access to all sessions and food functions

Refreshment Break Sponsorship
$400 each (non-exclusive)
Recognition as the sponsor of the Conference meal with signage at the food stations on the day/time of your choice.

Refreshment Break Sponsorship
$4,000 (exclusive)
Recognition as the sponsor of the Conference meal with signage at the food stations. Your company will receive two (2) complimentary conference registration to access all sessions and food functions.

Conference Lanyards
$1,000 (exclusive)
Your company logo will appear on the conference attendee lanyards at the CALIcon19 Conference. The lanyards will feature a one-color logo on one side and will be distributed to conference attendees when they pickup their badge.

Exhibit Table
$1,000 each (limit two (2) per exhibitor
• A six foot table with two (2) chairs
• Two (2) complimentary registrations
• Pre/Post show attendee list (based on opt-in approvals)
• One (1) 500w electrical outlet
• Free WiFi access
• Access to all sessions and food functions

Conference Meal Sponsorships
$500 each (non-exclusive)
Recognition as the sponsor of the Conference meal with signage at the food stations on the day/time of your choice.

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Thursday Night Networking Reception
$15,000 (exclusive)
CALI’s Thursday Night networking reception has grown into a must-attend event filled with fabulous food and fun activities. This event is a great way to standout amongst the other exhibitors. Your logo and/or video commercial will be displayed on all video monitors and mentioned at the podium.

Included with the purchase of any sponsorship opportunity:
• Logo exposure on CALIcon19 website
• Logo exposure on all published marketing materials
• Logo exposure on all conference promotional emails
EXHIBIT and SPONSORSHIP APPLICATION

Company Name: ____________________________________________________________

Address: __________________________________________________________________

City: ___________________________ State: _____________ Zip Code: _____________

Tel: _____________________________ Website: ________________________________

PRIMARY CONTACT: This person will be the point of contact for all communications and will be sent all information related to your application.

Contact Name: ___________________________ Title: __________________________

Contact Phone: _________________________ Contact Email: ___________________

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Total - __________

On completion, we will call you to go through the specifics to ensure everything is exactly how you expect it to be. An invoice will be sent and your sponsorship will be active upon receipt of payment.

Sponsor registration policy: Additional registration are $295 per person (includes access to all sessions and food functions)

Please submit application to:
Scott A. Lee
CALI
565 W. Adams Street, Suite 531
Chicago, IL 60661
Phone: 312-906-5316
Email: scott@cali.org
ABOUT US

The Center for Computer-Assisted Legal Instruction (CALI) is a 501(c)(3) consortium of law schools. Over 200 US law schools are members.

CALI conducts applied research and development in computer-mediated legal education, publishes open casebooks and develops software and services for legal education and access to justice.

OUR MISSION

CALI advances global legal education through computer technology, employs research, collaboration, and leadership to assist a diverse audience in the effective use of this technology in legal education, and promotes access to justice through the use of computer technology.

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