

NATIONAL LGBT  
BAR ASSOCIATION  
AND FOUNDATION

SPONSORSHIP  
INVITATION

2020 VIRTUAL  
LAVENDER LAW®  
CONFERENCE  
& CAREER FAIR

August 12 – 14, 2020



SPONSOR BENEFITS	PARTNER \$40K	COUNSEL \$30K	PATRON \$15K	SUPPORTER \$10K	ADVOCATE \$7,5K
Full conference passes	8	6	4	3	3
Premium position in the virtual exhibit hall	★	★	★		
Larger more detailed booth space	★	★			
Designated exhibit space including full customization with content including video and other logo promotions	★	★	★	★	★
Cycling logo placement on navigation bar (visible to attendees throughout the entire environment) (only 10 available)	★				
Rotating logo on the lobby's jumbotron (visible to attendees in lobby environment) (only 6 available)	★	★			
Logo in general attendance plenary session (two available)	★				
Logo in awards session (two available, please identify whether Wed or Thu)	★				
Ad in program guide	★	★	★	★	★
Broadcast message video to all attendees thanking the sponsor	★				
Early access to law student resumes	★	★	★		
Tickets to Out & Proud Receptions	8	5	3	2	1
Invitation to exclusive VIP sponsor event with corporate counsel	★				
Logo placement in session environment or in networking lounge			★		
Ability to provide prize for gamification	★	★	★	★	
Corporate counsel speed networking	★	★	★	★	

### ADD-ON OPTIONS \$10,000 PER OPTION

Exclusive sponsor for leaderboard to drive activity and engagement

Exclusive logo placement in main stage session (with intro)

Exclusive giveaways for winners

Exclusive sponsor hosted public chat in the Networking Lounge



## ABOUT

Now in its 32nd year, the LGBT Bar is pleased to return virtually with our **ANNUAL CONFERENCE & CAREER FAIR, LAVENDER LAW<sup>®</sup>, on August 12–14, 2020.**

By sponsoring this unparalleled event, your organization has the opportunity to demonstrate its support of LGBT diversity in the legal field all while experiencing the unique business and professional development opportunities the LGBT Bar has to offer. Sponsors will not only have the opportunity to meet with students and laterals during the career fair, but you'll also have access to over 190 firms and corporations participating in the conference. Finding new talent and accessing the client has never been easier. We hope you will join us at the nation's largest diversity bar conference & career fair, where you will meet the future leaders of the legal profession.



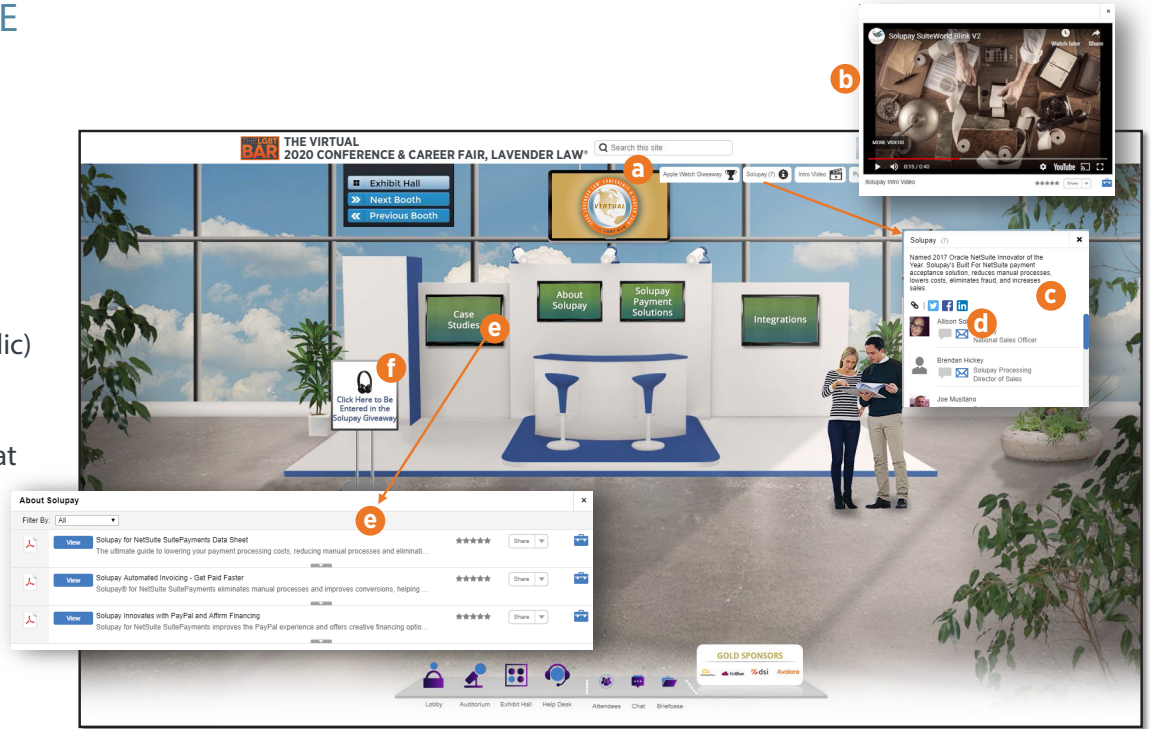
# SPONSOR BOOTHS



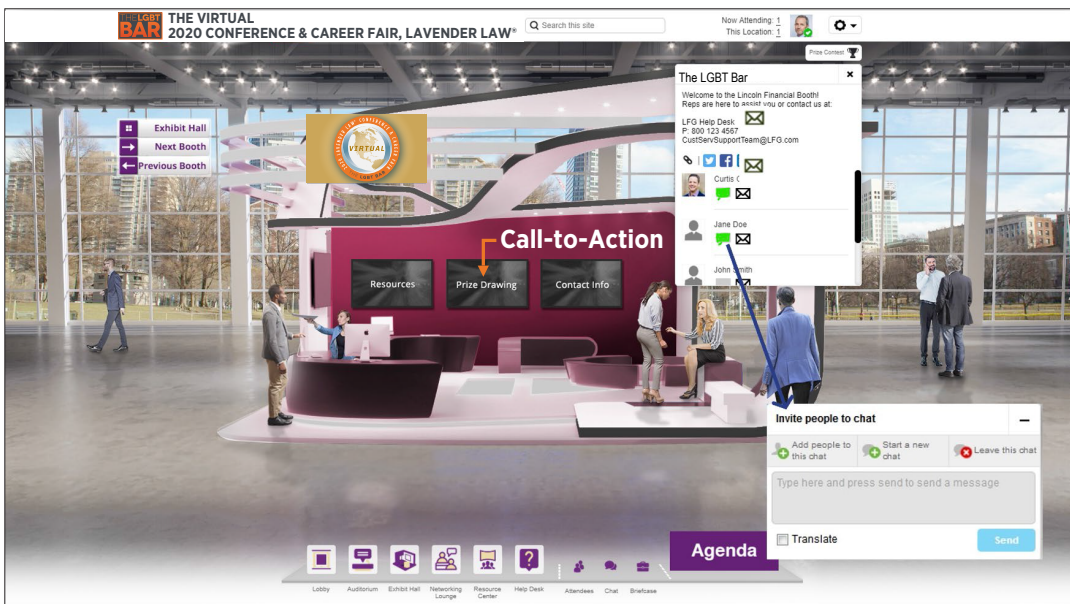
## BOOTH AT A GLANCE

Booths Can Include:

- a Logo/branding
- b Welcome video (can automatically play upon entry into the booth)
- c Chat (1:1 private or group/public)
- d Email contact form
- e Content window signs that can include:
  - Documents
  - Videos
  - Links to external webpages
  - Links to Webinars
- f Call-to-action: prize giveaway, contact me, newsletter sign-up, demo request, etc.



## BOOTH CHAT – TEXT ONLY



- a Private 1:1 Chat –No limited to the number of chat reps assigned to a booth. Booth reps can chat with multiple attendees at once.
- b Public Chat –Open chat visible to everyone
- c Chat Queue –Attendee clicks to enter the chat queue (for private 1:1 chat)
- Video chat is can be enabled through the recruiter's choice of platform (Teams, Zoom, etc.)

**Note:** Chat representatives will hear a chime when someone enters the booth. A separate chime indicates an attendee has initiated chat

Platform will stay live through the end of 2020