



REGISTER TODAY! michbar.org/sbmnext

WHAT: The **NEXT** CONFERENCE, formerly known as the Annual Meeting/Solo and Small Firm Institute, is now bigger, better, and focuses on the future of the practice of law. What will be different for you, an exhibitor, is that we have added an all-member reception on Thursday from 4-5 with no conflicting events running during that time, created an all-member lunch event that you are welcome to attend to network with our members, and are offering individual education sessions for our members to attend and for you to sponsor. We hope that you will join us for our new 2017 **NEXT** CONFERENCE in Detroit!

WHERE: COBO CENTER, DETROIT, MI

WHO: Over 1,200 lawyers from all areas of practice and all firm sizes are looking for solutions to enable them to work smarter and more effectively. This is your opportunity to meet face-to-face with qualified buyers of your products and services, and gain high-profile exposure through this statewide event.

WHEN: WEDNESDAY, SEPTEMBER 27, 2017

Move-in 2:00–5:00 pm

THURSDAY, SEPTEMBER 28, 2017

Exhibit hall open 8:00 am–5:00 pm

NEW THIS YEAR!

All-Member Networking Reception
4:00-5:00 pm in Exhibit Hall
(No other events planned during this time)

FRIDAY, SEPTEMBER 29, 2017

Exhibit Hall open 8:00 am–noon
Move-out noon–2:00 pm

EXHIBITOR FEE

BOOTH PACKAGE

\$850 per booth or

\$1,500 for a double booth

The booth fees include:

- One 8' x 10' carpeted booth
- 8' high back drape; 3' high side drapes
- One 6' x 30" skirted table, two chairs and a wastebasket
- One 7" x 44" booth identification sign
- Four complimentary exhibitor badges per company
- Your company's name, logo, and information included in pre-event materials (early registration required)
- Listing in on-site program and conference app

Reserve your booth online at michbar.org/sbmnext

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available at the platinum, gold, silver, and bronze gavel levels—one size to fit every budget. By helping to sponsor the conference, you not only provide added exposure for your company, but also receive enhanced benefits before, during, and after the conference. Go to michbar.org/sbmnext to see the many sponsorship opportunities offered.

QUESTIONS?

Contact Stacy Ozanich (517) 346-6315 or sozanich@michbar.org

Sponsorship Opportunities

REACH YOUR AUDIENCE

Show your support—become a sponsor! The 2017 **NEXT** CONFERENCE would not be possible without your generous support and participation. Your presence is essential to the success of our events, adding value that our members recognize and expect. Previous sponsors will have first right of refusal and sponsorships will be awarded on a first-come-first-served basis.

PLATINUM GAVEL—FOUR AVAILABLE, \$5,000 EACH

- ★ Wednesday Annual Awards Dinner
 - ★ Thursday Inaugural Luncheon
 - ★ Thursday All-Member Luncheon
 - ★ Friday 50-Year Golden Celebration Luncheon
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- Double exhibit booth package
 - One full-page ad in the on-site program
 - One promotional tote bag insert
 - One news and information item
 - Mobile app sponsor listing
 - Event sponsor signage where applicable
 - 4 tickets to the sponsored event or all-member lunch
 - One full-page post-event ad in the *Michigan Bar Journal*
 - Post-event acknowledgment in the *Michigan Bar Journal*

GOLD GAVEL—TWO AVAILABLE, \$4,000 EACH

- ★ Thursday continental breakfast exclusive
 - ★ Friday continental breakfast exclusive
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- One exhibit booth package
 - One half-page ad in the on-site program
 - Mobile app sponsor listing
 - One promotional tote bag insert
 - One news and information item
 - Event sponsor signage where applicable
 - One free half-page post-event ad in the *Michigan Bar Journal*
 - Post-event acknowledgment in the *Michigan Bar Journal*

BRONZE GAVEL—\$1000 each

- ★ Education Session Sponsor—
Sponsor will receive additional acknowledgment on the conference website and in the **NEXT** CONFERENCE on-site program. Additionally, sponsors will be recognized during introductions of the speakers by moderators in their respective educational tracks and on signage outside the room.

SILVER GAVEL—THREE AVAILABLE, \$3,000 EACH

- ★ Thursday afternoon refreshment break—sponsor may provide giveaway items that will be placed strategically in the break area
 - ★ Thursday All-Member Networking Reception (in Exhibit Hall, not exclusive)
 - ★ Thursday evening State Bar of Michigan Celebrating Diversity Reception (off-site)
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- One half-page ad in the on-site program
 - Mobile app sponsor listing
 - One news and information item
 - Event sponsor signage where applicable
 - One half-page post-event ad in the *Michigan Bar Journal*
 - Post-event acknowledgement in the *Michigan Bar Journal*

MOBILE APP SPONSORSHIP

- ★ Splash page \$2000
- ★ Push notification (2 available) \$1500
- ★ Sponsor listing & exhibitors (10 available) \$150
- ★ Map pins \$1500
- ★ Surveys & interactive polling \$1000
- ★ Banner ads (5 available) \$500

QUESTIONS?

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CUSTOM SPONSOR PACKAGE

Items and events may be purchased a la carte or can be combined to create a customized package.

Contact Stacy Ozanich, sozanich@michbar.org, to create your specialized sponsorship.