



# 2025 LAW SEMINAR EVENT APP

## NEW THIS YEAR!

An event-specific mobile app for attendees that provides all conference information including speakers, schedule, session information, maps, resources, exhibitor and sponsor information and more! Each Law Seminar will have its own app specific to the region – NorCal and SoCal. Put your brand and content front and center and right at the fingertips of attendees.

### EVENT APP CAROUSEL BANNER AD

**\$1,000 PER EVENT**  
 Limited availability:  
 Only 4 sponsored banner ads per event.

Promote valuable content to drive clicks and engagement through a banner ad

- Rotating carousel banner ad (ad rotates at the top of the app homepage) and click-through to a landing page of your choice



### EVENT APP PUSH NOTIFICATION

**\$1,000 PER PUSH**  
 Limited availability:  
 Only 2 notifications per day, per event. Notifications will be sent Wednesday through Friday of event week. First come, first served.

Push notification alerts for both Apple and Android app versions make it easy for users to simply tap a message to open the app and be taken to the alert message.

How to make the most of your push notification:

- One push notification to drive traffic to your booth with a giveaway or other on-site promotion
- Send an "after event message alert" to attendees with a special offer

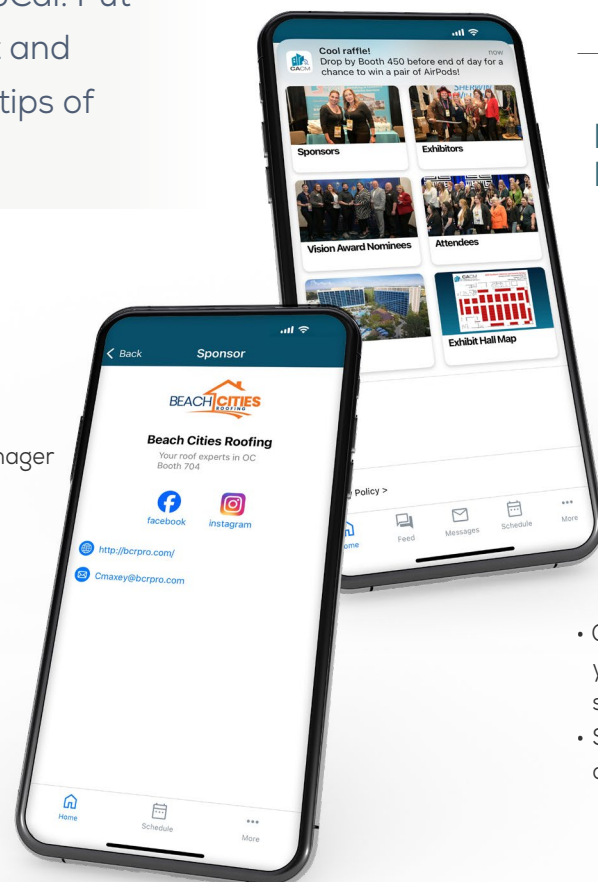
### EVENT APP LISTING ENHANCEMENT PACKAGE

**\$500 PER EVENT**

Designed to promote maximum engagement between you and the manager attendees, Exhibitors and Sponsors automatically receive a basic listing in the event app that includes company name, website and booth number.

**Make your company stand out from the rest with an enhancement package that includes:**

- Your company bio, company logo, social media links, and/or link to PDF collateral in your listing in the mobile app.



# LAW SEMINAR EVENT APP SPONSORSHIP CONTRACT

Deadline for inclusion: December 27, 2024

	NORCAL	SOCAL
EVENT APP BANNER AD	\$1,000	
EVENT APP PUSH NOTIFICATION	\$1,000	
EVENT APP LISTING ENHANCEMENT PACKAGE	\$500	

Deadline for inclusion: December 27, 2024

#### SPECS

##### CAROUSEL BANNER AD SPECS

Size 355 px width x 120 px height. File type: PNG or JPG file.

##### COMPANY LOGO SPECS

480 px width x 270 px height. File type: PNG or JPG.

##### COMPANY BIO

Please provide 80 to 100 word description in a word document.

##### COLLATERAL SPECS

Please provide links to PDFs or to videos you want included in the listing. **Only links will be posted.**

#### NOTE

Sponsorships are reserved on a first come, first served basis and do not include entrance to the exhibit hall.

\*App Listing Enhancement Package includes: company logo, company bio, contact information (email), social media sites and link to company collateral, PDF or video.

\*The sponsor is responsible for providing all digital artwork matching CACM specifications and related information (such as website URL link) prior to banner ad placement. CACM reserves the right to determine ad placement location on the mobile app and the right to withdraw or deny placement of a banner ad which it determines in its sole discretion to be inappropriate.

#### TERMS AND CONDITIONS

By signing this contract, you authorize CACM to process the referenced payment using the credit card information you provided. CACM markets all events to members through a multitude of communication channels (including email, phone conversations and social media). Although it is always our goal to have as many managers present as possible, we simply cannot (or will not) guarantee a specific number of manager attendees for the day of an event. Sponsors understand the role they play in ensuring managers know of the event by sharing the event to their sphere of influence. We thank you in advance for partnering with us in marketing our events.

#### PRIVACY STATEMENT

By sponsoring this event, you consent to receive emails and other electronic communications, as well as direct mail, related to CACM membership and events, and to products and services of CACM and other select third parties. You also agree that while membership may provide you access to lists from CACM databases, you will use those lists only in accordance with their express terms, and not for commercial purposes. You also agree to respect CACM service marks and trademarks, and use the CACM brand and credentials in accordance with association approved standards and policies.

#### PLEASE FILL IN ALL FIELDS BELOW

COMPANY NAME \_\_\_\_\_

EVENT CONTACT \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

BUSINESS PHONE \_\_\_\_\_ MOBILE PHONE \_\_\_\_\_

WEBSITE (Required) \_\_\_\_\_

EMAIL (Required) \_\_\_\_\_

#### PAYMENT METHOD *Full payment must accompany this form.*

TOTAL DUE \_\_\_\_\_

Amex Discover Mastercard Visa

PLEASE EMAIL A CREDIT CARD RECEIPT TO \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

CVV \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ BILLING ZIP CODE \_\_\_\_\_

CARDHOLDER NAME (PRINT CLEARLY) \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

APPROVED BY \_\_\_\_\_ TITLE \_\_\_\_\_

**TERMS:** Full payment must accompany signed contract. CACM reserves the right to refuse any contract or to cancel any contract it deems appropriate to avoid conflicts of interest. Prepayment is required prior to all events. Cancellation of the sponsorship contract will result in a 50% processing fee, plus related costs. No refund will be given within 120 days of event. Refunds or cancellations cannot be made after any promotional materials have been created.

I acknowledge and accept all terms and policies on this form.

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

PRINT NAME \_\_\_\_\_ TITLE \_\_\_\_\_

#### STATEMENT OF PHOTO & VIDEO RELEASE

Photography and video recording takes place during CACM events as part of CACM's ongoing marketing, public relations and social media efforts. By registering or sponsoring for events, you grant CACM the right to film and photograph you without compensation and release CACM from all liability in connection with the use and distribution of your likeness.

Email your completed contract to [marketing@cacm.org](mailto:marketing@cacm.org)



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