

# 2021 PIABA

## Advertising & Sponsorship

## Information

“Success doesn’t come from what you do occasionally, it comes from what you do consistently.”

Marie Forleo

### Membership Directory Deadline

March 12, 2021

### Membership Directory

The PIABA Membership Directory is a center stapled publication that includes contact information for all PIABA members and Directory Advertisers. The Directory is mailed out annually in the Spring to PIABA members and Advertisers.

### Expert Directory Deadline

August 13, 2021

### Expert Directory

The Expert Directory is a perfect bound publication including resumes/CVs for Experts, Consultants and Mediators. It is distributed at the Annual Meeting to attendees, and mailed to PIABA members not in attendance. The Expert Directory is available for purchase.

### Annual Meeting Sponsorship Deadline

August 27, 2021

### Meeting Sponsorships

With more than 300 attendees expected to attend the Annual Meeting, gain valuable exposure by sponsoring an event, item or the Meeting App. To meet all budget levels, Sponsorships start as low as \$200. To establish - or reinforce - relationships with customers, sign up today!

**Contact us today!**

**888-621-7484 | [piaba@piaba.org](mailto:piaba@piaba.org)**

# ExpertPlus Advertising Package

Annual fee is \$595 (includes a \$400 advertising credit)

## Advertising credit may be used on:

- Membership Directory
- Annual Meeting App Sponsorship
- Annual Meeting Sponsorship

## Also includes:

- Expanded Online Profile
- *PIABA Bar Journal* subscription
- Inclusion in the PIABA Expert Directory at reduced price of \$125 (if unable to attend the Annual Meeting; if attending, no charge)

## An all inclusive advertising package for qualifying experts, consultants and mediators

ExpertPlus is an optional service so you may continue to choose individual services if they better fit your needs.

## PIABA Membership Directory

- Who?** PIABA Members and Directory Advertisers
- What?** Publication of Members and Advertiser contact information
- When?** Published annually in Spring

\*Partial-page ads are black and white (space permitting, color may be purchased for an additional \$100). Covers and center-staple pages are 4-color print. A \$150 surcharge applies to advertisements requiring layout modification by PIABA.

*Business Listing included with any advertising purchase*

## Expert Directory

- Who?** PIABA Members and Annual Meeting Attendees. (available for purchase)
- What?** Publication of Experts, Consultants and Mediators' resume/CV
- When?** Published annually in conjunction with the PIABA Annual Meeting

### Features:

- Introductory page including your photograph (prepared by PIABA; printed in black and white)
- Up to 3 additional resume and/or curriculum vitae pages (printed in black and white)
- Pages are 8 1/2" x 11" with one inch margins

\*Copy changes will only be accepted in writing from the author and are subject to the publisher's approval. If copy/instruction changes and approvals are not received by the submission deadline, the Introductory page will run according to its previously confirmed specifications. In the event of an error from performance failure by the author, the author remains responsible for payment. PIABA must be made aware of any concerns with the final print product within *two weeks* of the distribution date.

*"The man who stops advertising to save money is like the man who stops the clock to save time"*

**Thomas Jefferson**

# Annual Meeting Sponsorship Opportunities

Approximately 275 attendees are expected to attend the PIABA Annual Meeting this year, providing Advertisers the opportunity to gain valuable exposure with professionals from the securities industries and backgrounds to reinforce relationships. We offer affordable sponsorship fees to help you increase your competitive edge in the legal market.



*"The way to get started is to quit talking and begin doing."*

**Walt Disney**

## **Annual Meeting App Sponsor... \$200**

*Includes:*

- ◆ Acknowledgement in 2022 PIABA Membership Directory
- ◆ Logo rotation on Annual Meeting App

## **+Tournament Sponsors**

Golf Tournament Hole.....	\$200
Tennis Tournament.....	\$200

*Includes:*

- ◆ Signage at sponsored event
- ◆ Acknowledgement in Membership Directory
- ◆ Logo rotation on Annual Meeting App

## **\*Meeting Luxuries**

Hospitality Suite .....	\$500 ea. + Event
WiFi.....	\$750 ea.
Charging Station .....	\$750 ea.

*Includes:*

- ◆ On-site signage
- ◆ Acknowledgement in Membership Directory
- ◆ Logo rotation on Annual Meeting App

+ Subject to cancellation

\*Multiple Sponsors accepted.

\*\*Sponsorship items are limited to one (1) sponsor on a first come, first serve basis. Additional charge to cover the cost of 300 items applies. To ensure timely delivery for distribution, some items may require earlier deadlines.

## **\*\*Sponsorship Items**

Badge Holder.....	\$500
Conference Bags .....	SOLD
Pens .....	\$500
Highlighters.....	\$500
Water Bottles.....	\$500
Travel Tumbler.....	\$500
Conference Pad Folios.....	\$500
Conference Tee-Shirts.....	\$500
Mouse Pad.....	\$500
Luggage Tags .....	\$500
Notepads, large.....	\$500
Notepads, small.....	SOLD
Sticky Notes .....	SOLD
Custom Item* .....	\$500

*Includes:*

- ◆ Company design and/or logo printed on item
- ◆ Acknowledgement in Membership Directory
- ◆ Logo rotation on Annual Meeting App
- ◆ Your choice of item approved by PIABA

\* If you don't see something on the list that you would like to provide, we are open to suggestions and would love to hear from you.

## 2020 PIABA Annual Meeting and Securities Law Seminar

**Save the Date!**  
**October 26-29th, 2021**  
**The Ritz-Carlton**

Held over four days, and with more than 35 plenary and break-out sessions, the Annual Meeting and Securities Law Seminar provide in-depth presentations and discussions related to securities law, litigation, and arbitration.

We are now accepting Hotel Reservations! Go to [piaba.org/2021-piaba-annual-meeting-hotel-reservation-form](http://piaba.org/2021-piaba-annual-meeting-hotel-reservation-form) to reserve your room today!



# ExpertPlus / Expert Advertising Application

## Subscriber Information

Name/Company/Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Website \_\_\_\_\_ Email \_\_\_\_\_

**2021 PIABA Membership Directory. Submission deadline is March 12, 2021**

**Please select the advertisement type and publication(s) your ad will appear in.** Partial-page ads are black and white (color may be purchased for an additional \$100). Covers and center-staple pages are 4-color print; 7 1/2" wide by 10" tall.

		Membership Directory
1/8 Page (business card)	3 1/2" wide x 2 1/4" tall	_____ \$100
1/4 Page Vertical	3 1/2" x 4 7/8"	_____ \$300
1/4 Page Horizontal	7 1/2" x 2"	_____ \$300
1/2 Page Horizontal	7 1/2" x 4 1/2"	_____ \$700
1/2 Page Vertical	3 1/2" x 9 3/4"	_____ \$700
Full Page, other	7 1/2" x 10"	_____ \$850
Center Staple, back, R/F	color	_____ \$1,000
Center Staple, back, L/F	color	_____ \$1,000
Center Staple, L/F	color	SOLD \$1,000
Center Staple, R/F	color	SOLD \$1,000
Inside Back Cover	color	_____ \$1,600
Inside Front Cover	color	SOLD \$1,600
Back Cover	color	SOLD \$1,950
Design Assistance		_____ \$150

## PIABA's Guide to Securities Industry Experts, Consultants and Mediators (Expert Directory)

- Include me in the *PIABA Expert Directory*. All materials must be received by PIABA on or before August 13, 2021 directly from the subscriber via email attachment in word, publisher or PDF format. *There are no exceptions.*  
Non-ExpertPlus \_\_\_\_\_ \$575      ExpertPlus \_\_\_\_\_ \$125      Attending Annual Meeting \_\_\_\_\_ N/C

## Annual Meeting Sponsorship

Type of Sponsorship \_\_\_\_\_ Cost \_\_\_\_\_

## ExpertPlus Terms and Conditions Agreement (Annual Fee is \$595)

Upon execution by the subscriber and acceptance of PIABA, this application becomes the ExpertPlus Contract, constituting agreement by both parties to adhere to all requirements and restrictions as outlined in this brochure including: **the ExpertPlus annual fee is \$595** and will not be prorated. PIABA will send a renewal invoice on your renewal date, due within 30 days. The annual fee includes a one year subscription (three issues) to the *PIABA Bar Journal*, \$400 advertising credit, ExpertPlus status on the PIABA website, and the discounted rate for the *PIABA's Guide to Securities Industry Experts, Consultants and Mediators*. (If I register for the PIABA Annual Meeting, entry in the *PIABA Expert Directory* is included at no additional charge. If I do not register for the PIABA Annual Meeting and elect to be included in the *PIABA Expert Directory*, as an ExpertPlus subscriber I acknowledge the fee is \$125).

I grant permission to Public Investors Advocate Bar Association to include my resume, curriculum vitae and/or other materials as provided by me for inclusion on the PIABA website for member use. I understand PIABA reserves the right to reject any materials deemed unsuitable for inclusion on the PIABA website or in any print publication.

## Payment Information

Total Amount: \_\_\_\_\_

- Check (payable to PIABA, Tax ID # 74-2592278)     MasterCard     Visa     American Express     Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Auth. Code \_\_\_\_\_ (3 or 4 digit number)

Billing Address \_\_\_\_\_

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

(Subscriber Agreement and Payment Authorization)