



**TLOMA** 2021  
VIRTUAL CONFERENCE  
& TRADE SHOW  
SEPT 28TH – 29TH, 2021  
CONNECT WITH US

[conference.tloma.com](https://conference.tloma.com)

BUSINESS PARTNER PROSPECTUS &  
TRADE SHOW MANUAL



## WHAT IS THE TLOMA CONFERENCE & TRADE SHOW?

The TLOMA Conference & Trade Show is the largest Canadian education and networking event for law office management professionals and Business Partners who supply products and services to the legal industry.

For the past 32 years, our conference & trade show has provided our members and the wider legal community the opportunity to discover the latest products and services, network with peers, learn new trends in the industry, and most importantly, have fun! Due to the ongoing global pandemic, we will deliver the TLOMA 2021 Conference & Trade Show VIRTUALLY! On September 28th & 29th, join us from the comfort of your home or office for two unforgettable **half-days**.

Our virtual event provider is [Impact AV Solutions](#), a Toronto based company. TLOMA is confident that their team of experts will provide an excellent mix of services not only to our delegates but to our trusted Business Partners. Impact AV Solutions will assist TLOMA and you every step of this journey. To assist you with preparing for the conference & trade show, a navigation video will be provided to our Delegates and Business Partners. The TLOMA Business Partner liaison committee will be with you every step of the way to ensure your experience is successful and that we assist you with any questions or issues that may arise.

The TLOMA trade show booth sponsorship levels for 2021 changed. The new sponsorship levels better reflect the options that are available. They are: ELITE, PREMIUM and DIAMOND.



## SECTION I: SPONSORSHIP BENEFITS OVERVIEW

### Reasons to Sponsor as an Exhibitor

- Access to Delegate Registration List
- Video Promotion (Infomercial):
  - Elite - 3 videos,
  - Premium - 2 videos and
  - Diamond - 1 video
    - 30 - 60 second introduction to you and your organization. Be sure to mention that you are a sponsor of the TLOMA Virtual Conference and Trade Show - "Come and visit our booth! Chat with us! We would love to see you again!"
    - Videos can include designed animation, product & service content, industry specific messaging and testimonials to induce TLOMA members to feel the need to reach out to you. Be genuine and create a personalized communication; provide a catchy message which resonates with TLOMA.
    - These videos will be sent to the membership between May and September. The video can also be used as part of the Conference Kick-off. **The submitted videos must be the final version.** Additional charges for editing the final video will be charged at a fee of \$115 + HST by Impact AV Solutions. Please review [TIPS FOR RECORDING](#). Forward video to [TLOMA](#) upon completion.
    - A video introducing the Elite sponsors will also run at the Conference Kick-off; half of the Premium Business Sponsors will be introduced after the Keynote speaker presentation and the other half of the Premium sponsors will be introduced after Workshop 1A on Day 1 of the Conference.
- Listing with logo in Vendor Directory
- Text Voice, and Video Call (interactability with any site guest)
- An analytics report of who clicked on your booth or directory listing will be sent to the Business Partner
- Visibility in chat area when guest clicks into your booth
- Vendor Booth with logo placement and link to URL
- Link to Contact Page (URL or direct email link)
- Prize draws at booth post conference
- Passes to Keynote Speakers
- Passes to all Conference Professional Development sessions
- Passes to Tuesday evening Business Partner/Delegate Networking Mixer
- Sponsor Acknowledgement in TLOMAToday - one issue
- Sponsor logo - rolling banner in the Conference Virtual Lobby
- Link with Company Name on Sponsor Page of Conference Website

**Refer to the benefits of the [TLOMA 2021 Virtual Conference Sponsorships](#).** There is something to suit everyone's budget.

To further market your company to our membership, TLOMA encourages your company to be listed in the [TLOMA Business Partner Directory](#) (included at no charge with Elite and Premium conference sponsorship levels), provide an educational editorial or advertise in our newsletter. Further details regarding our newsletter can be found at: [TLOMAToday](#). TLOMA encourages you to contribute thought leadership articles to our newsletter by contacting the [TLOMA Editor](#).

## Other Sponsorship Opportunities Include:

### Photo Booth

- Logo placement for the photobooth, as well as a lead generation tool (as people have to put their email in to get their photos). No verbal shout outs.

### DJ

- Logo placement on the DJ stand; background has your logo as well and the DJ can have a pre-recorded a message saying "Thank you XXXX for your sponsorship!"

### Gamification

- Gamification is an automated task-based points gathering game. It's a fun way to keep everyone engaged. Each sponsorship level would have a certain number of points allocated to them. Points are earned for every education, networking, and trade show booth the Delegate attends. The options are endless. Business Partners could ask a trivia question at their booth and request the delegate to provide a correct answer before they receive their points. **Suggestion:** Gift card sponsored by Business Partner to the delegate who receives the highest points.

### Swag Bag

- Company logo on the swag bag.

### Lunch

- Lunch provided via Uber Eats for the delegates. (One sponsorship for each day, based on 60 Delegates attending Conference). The Uber Eats card is sent to each delegate by TLOMA.

## SPONSORSHIP SUMMARY

OPTIONS		AVAILABILITY	COST
Elite Sponsor		0/3	\$6,500
Premium Sponsor		9/13	\$4,000
Diamond Sponsor		1/15	\$2,000
Lunch		0/2	\$1,500
Tuesday Evening Delegate & Business Partner Mixer		1/4	\$1,500
Delegate Swag Bag		0/1	\$750
Photo Booth		0/1	\$1,000
DJ		0/1	\$1,500
Gamification		0/1	\$1,500
NOTES	The Delegate list includes contact information authorized by the delegate and is only available for sponsorships totalling \$1,500+.		

These options are for companies that are unable to Sponsor or attend and would like to have a presence at the Conference. Be a virtual Conference Contributor by making one of the following donations:

CONFERENCE CONTRIBUTION		AVAILABILITY
Item(s) for the Delegate Bags [70] <i>(Please do not provide literature.)</i>		1 Item per Delegate Swag Bag
General Gift Draw <i>(Prize will be drawn post conference. Please provide the name of the gift.)</i>		
Delivery of Delegate Swag Bag		1
NOTES	<p>General Gift Draw and Delegate Bag items are to be delivered to the TLOMA office by Friday, September 10<sup>th</sup>, 2021.</p> <p>TLOMA 7068 Cadiz Crescent, Mississauga, ON L5N 1Y4. Attention: Karen Gerhardt</p>	

## 2021 Business Partner Registration Form - Part 1

### CONTACT INFORMATION

Company Name [name as shown will be used on all virtual materials]:					
Authorized Representative:					
Title:					
Address:					
City:		Province:		Postal Code:	
Tel:		E-mail:			
Contact for Trade Show correspondence: [if different than above]					
Tel:		E-mail:			
Company Website:					
Company Twitter Link:					
Company LinkedIn link:					
Company Facebook link:					
Company description: [50 words or less]					

INVESTMENT	COST	HST @ 13%	AMOUNT
Elite Sponsor	\$6,500.00	\$845.00	
Premium Sponsor	\$4,000.00	\$520.00	
Diamond Sponsor	\$2,000.00	\$260.00	
Lunch (Uber Eats \$25/pp)	\$1,500.00	\$195.00	
Delegate/Business Partner Networking Mixer	\$1,500.00	\$195.00	
Delegate Swag Bag	\$750.00	\$97.50	
Photo Booth	\$1,500.00	\$195.00	
DJ	\$1,500.00	\$195.00	
Gamification	\$1,500.00	\$195.00	
<a href="#">Business Partner Directory Listing</a> - Elite and Premium	FREE	FREE	FREE
<a href="#">Business Partner Directory Listing</a> - All Other Conference Sponsors and Conference Contributors	\$200.00	\$26.00	
<b>TOTAL TO BE CHARGED</b>			

## 2021 Business Partner Registration Form - Part 1 cont'd.

### METHOD OF PAYMENT

VISA	MASTERCARD	AMEX	<b>E-TRANSFER TO TLOMA</b> [E-transfer one - 25% non-refundable deposit due upon registration] [E-transfer two - no later than Wednesday, July 14 <sup>th</sup> , 2021, covering the remaining balance]. Please forward your E-transfer to <a href="#">TLOMA</a> .		
<i>I hereby authorize TLOMA to use the credit card below to pay the 25% non-refundable deposit upon receipt of this registration form as well as the 75% balance due by Wednesday, July 14, 2021.</i>					
CARD NUMBER:		EXPIRY DATE:		VERIFICATION CODE: [3 digit # on the back]	
NAME ON CARD:		SIGNATURE:			
<b>CANCELLATION OF SPONSORSHIP</b> Will result in a refund of monies paid less the 25% deposit. No refunds will be made for cancellations received after Wednesday, July 14, 2021.			<b>CONFIRMATION OF SPONSORSHIP</b> This registration form will not be processed without the 25% non-refundable deposit. Remaining balance due by Wednesday, July 14, 2021.		
<b>TLOMA HST #861523074</b>					
Save your document and                      your completed registration form to TLOMA.					

**Please complete Business Partner Registration Form - Part 2.** (This form contains the details for food delivery for the Delegate/Business Partner Networking Mixer. It will take you approximately 2 minutes to complete.)

### **TLOMA 2019 CONFERENCE SPONSORSHIP REFUND:**

If a Business Partner registered for any sponsorship opportunity for the TLOMA 2019 Conference & Trade show and has decided **NOT** to participate in the TLOMA 2021 Virtual Conference and Trade Show, [TLOMA](#) will provide a full refund of your 25% deposit upon email confirmation.





## SECTION II: TRADE SHOW MANUAL OVERVIEW

### PROGRAM AT A GLANCE

TLOMA is delighted to have your company participate in the TLOMA 2021 Virtual Conference & Trade Show in Toronto, Ontario. Please visit the [Program-At-A-Glance](#) to review the details of the conference.

#### **Elite Sponsors Benefits:**

Elite Sponsors have **four** “Keys to the Conference” which entitles them to attend the entire Conference.

#### **Premium and Diamond Sponsors Benefits:**

Premium Sponsors have **two** “Keys to the Conference” which entitles them to attend the entire Conference.

Diamond Sponsors have **one** “Key to the Conference” which entitles them to attend the entire Conference.

#### ***‘Meet the Business Partners’***

The Trade Show will be held on **Tuesday, September 28th, 2021** from **1:30 pm to 3:00 pm** and **4:30 pm to 5:15 pm** and also on **Wednesday, September 29th, 2021** from **1:40 pm - 3:20 pm**. Your virtual booth must be set up and completed by 12:00 pm on Monday, September 10, 2021. Please contact [Kalinda Jessett](#) at Impact AV Solutions for assistance.

## **BUSINESS PARTNER ATTENDEES**

### **Tuesday Evening Delegate/Business Partner Networking Mixer**

No additional tickets are permitted for this function above the allotted tickets per sponsorship level. (See page 8 for details.)

Substitutions for attendees are permitted up to Wednesday, September 15<sup>th</sup>, 2021.

## **TRADE SHOW PRIZE DRAW**

TLOMA recognizes the importance of your support to our annual Conference and encourages all Delegates to visit the virtual Trade Show booths. This ensures that our Delegates will be able to chat, text or voice message with our Business Partners regarding their products and services and retrieve downloadable PDF brochures for themselves or for the appropriate person in their office.

The Prize Draw will take place Post Conference. Only a delegate who attends and/or engages with the Business Partner at their booth will be eligible to enter their name into the prize draw. The Business Partner will pick three (3) names and provide those names to a TLOMA Conference Committee member. This will ensure that there is no duplication of winners.

The Business Partner may contact the winner Post Conference. A communication will be sent to the Delegates Post Conference with a list of the winners, prizes and the sponsoring Business Partner.

## **SUB LEASING**

Virtual Trade Show booths that have been assigned and confirmed are not transferable. Attendees may not sublet their virtual booth, or any part thereof, nor offer the allocated space for sale without the knowledge and written consent of TLOMA. Attendees must show only goods manufactured or dealt with by them in their regular course of business. A firm or organization which has not been assigned a virtual exhibit space will not be permitted to attend the TLOMA 2021 Virtual Conference & Trade Show.

## **CANCELLATION**

If you cancel your virtual Trade Show booth up to and including Friday, August 13<sup>th</sup>, TLOMA will refund monies paid less the 25% deposit. No refunds will be made for cancellations received after Friday, August 13<sup>th</sup>, 2021.

## DEFAULT OF OCCUPANCY

Any participant failing to occupy the contracted virtual booth space is not relieved of the obligation to pay full rental of such booth space.

## TRADE SHOW DIRECTORY

The Trade Show Directory appears as a wall of Business Partner logos by sponsorship level in alphabetical order. One click will take the Delegate to your website. Each click to your website is recorded and an analytic report will be sent to you.

You will receive from Impact AV Solutions a sponsor form to complete. The form includes:

- Company name, address, contact name, mobile number, email address.
- Notification of how you want to be contacted when someone enters your booth.
- Opportunity to upload company logo, PDF documents and a video(s).

## DELEGATE LIST

TLOMA will publish a *Delegate's List* on the Conference Website weekly beginning August 1<sup>st</sup>, 2021. A password will be provided to all eligible Business Partners for access. Feedback from previous years indicates that this list has been helpful in your pre-conference planning.

**NOTE:** The *Delegate's List* is copyrighted and confidential, to be used only by 2021 Business Partners. Sharing or distribution of the *Delegate's List* with any other third party or other Business Partner is **strictly prohibited**.

## REACHING OUT TO DELEGATES

Closer to Conference and immediately following Conference, our Delegates are very busy readying themselves for leaving their demanding positions or catching up from attending the virtual conference. If you wish to contact them, please be mindful of their ability to respond to you during these periods. As a Business Partner who has received the Delegate List, it is your responsibility to ensure that you comply with all the CASL Regulations as outlined in the three CASL enforcement agencies (the [CRTC](#), [Competition Bureau](#) and [Office of the Privacy Commissioner](#)).

TLOMA assumes no responsibility. In accordance with CASL Regulations, email addresses of our Delegates will not be provided unless they have granted their permission.

Once you have reviewed the Business Partner package, please complete and return to [TLOMA](#) by Friday, August 13<sup>th</sup>, 2021.

## WHAT DOES THE VIRTUAL LOBBY LOOK LIKE?

Sample virtual lobbies:





## WHAT DO I SEE WHEN I ENTER THE TRADE SHOW?

When the Delegate enters the Trade Show, Elite sponsor booths will appear. Premium and Diamond sponsor logos will loop on the screen in the middle of the Trade Show Exhibit Hall.



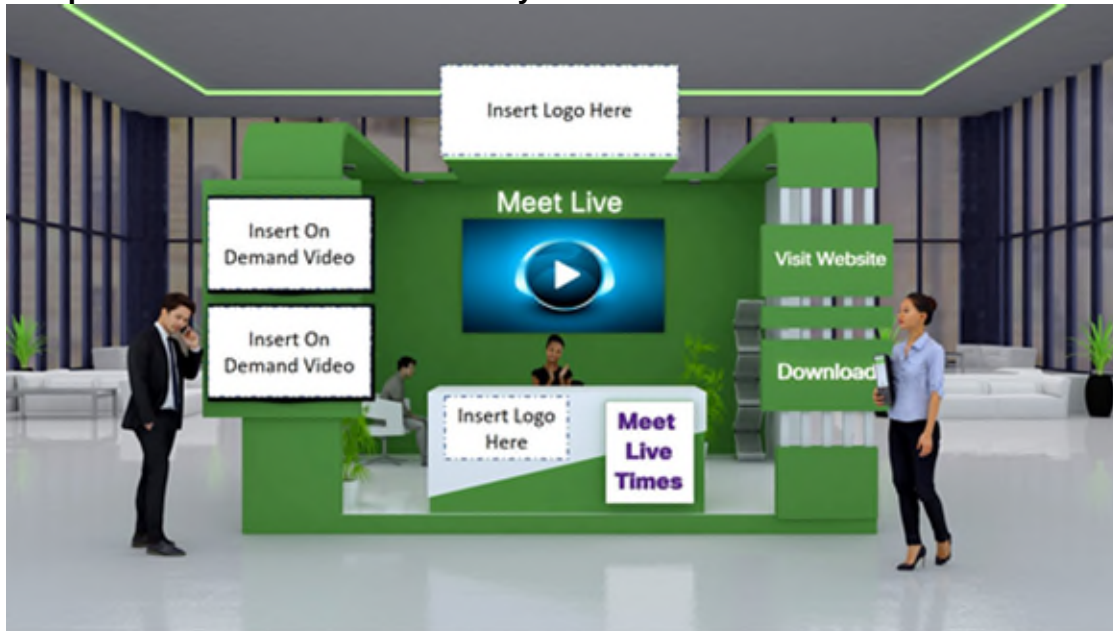
## WHAT DOES THE MAIN STAGE LOOK LIKE?

Elite sponsor logos will appear on both screens located left and right of the main event screen.

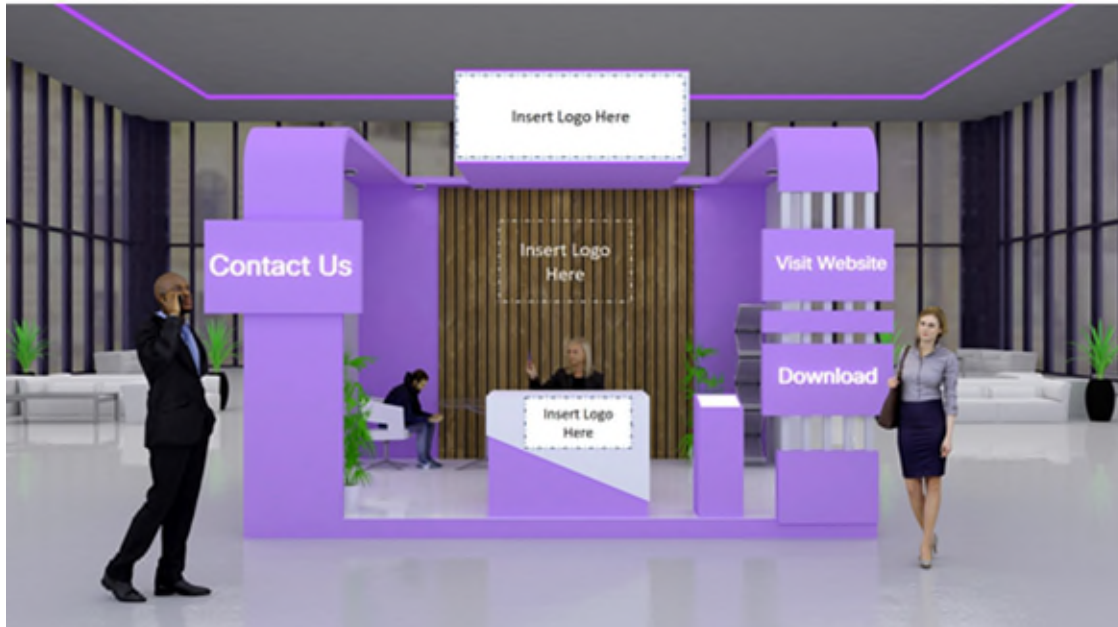


## WHAT DOES MY TRADE SHOW BOOTH LOOK LIKE?

**Sample Elite Booth:** Meet Live is only available for the Elite Booth.



**Sample Premium/Diamond Booth:**



*(NOTE: TLOMA reserves the right to change the booth. (Upgrade from Premium/Diamond booth to Elite is available. Please contact [TLOMA](#)).*

## POST CONFERENCE

All Sponsors and Contributors who support our virtual Trade Show will be listed in our newsletter TLOMAToday and displayed on our conference website. Such listing will indicate your level of sponsorship at the TLOMA 2021 Virtual Conference and Trade Show.

Following up with Conference Delegates after the Trade Show is a common practice of many Sponsors/Contributors. Generally, you can follow up to maximize your marketing efforts by connecting with the appropriate person for your goods and services.

Review the benefits of your [Sponsorship level](#) and take advantage of [Additional Opportunities](#) after the Conference.

Thank you for joining us at the TLOMA 2021 Conference!