

# ADRIC 2020: Clarity in Conflict Resolution Webinar Series



ADRIC.ca

The ADRIC Conference is Canada's largest, most prestigious and most important ADR event; major firms and companies associate themselves annually with this unparalleled event. This year, however, must be different.

The current situation with the COVID-19 pandemic has had an unanticipated effect on many businesses and events. ADRIC, like many organisations, was concerned about holding the conference under these circumstances. It was scheduled for October 20-23 which seems fairly distant, but we cannot predict when social distancing requirements may be lifted or, when they are, whether our members and the public will feel up to meeting in groups the size our conference normally attracts.

So we have decided to take a different approach in providing the essential and leading-edge professional development you have come to expect. The ADRIC in-person conference will be cancelled this year and replaced with **online webinars** for many of the sessions we were planning. This will allow our members and the public to **participate in sessions live as they broadcast** or anytime **on demand!**

We will offer the specialized and focused content that develops your knowledge and skills, and as always, we will have CPD accreditation from law societies and many organisations to support your continued learning objectives.

This delivery method provides an **exceptional opportunity for our sponsors**, on whom we rely for funding, to participate in a unique way to reach a highly targeted audience for **very reasonable rates**.

## Market Reach and Conference Exposure

Our advertising and promotional campaign reaches well over 10,000 individuals including in-house counsel, lawyers, human resources professionals, accountants, educators, engineers, social workers and users of Dispute Resolution services, as well as arbitrators, mediators and other DR practitioners.

## Complimentary Access to Webinars

Most levels of sponsorship include complimentary viewing access – a valuable opportunity to provide to your clients or colleagues!

## Speaking Opportunities

Many of our sponsorship packages include opportunities to place a speaker on a panel, or run a session. Topics reflect current interests and issues across Canada and internationally. Subjects from previous conferences have included everything from International Arbitration to Community Mediation.

Thank you for your support; we're excited to work with you!

**Andrew D. Butt, C.Med, C.Arb**  
President, ADR Institute of Canada

**Janet McKay**  
Executive Director  
[executivedirector@adric.ca](mailto:executivedirector@adric.ca)  
416-487-4733 / 877-475-4353, ext 105

# ADRIC 2020 Webinar Series: Sponsorship Packages & Entitlements

## All sponsorships include:

- Your logo or name will be prominently displayed on [ADRIC's Webinar Series webpage](#)
- Logo or name recognition in all electronic and print material up to, during and after the event
- ADRIC will apply to Law Societies and other Organizations for highest CPD points
- ADRIC will promote, manage registration, live host and record the session
- Your session will be recorded with **your logo** at the opening and closing of the recorded session
- The recording will be posted to ADRIC's Webinar Series webpage for on-demand access for on-demand viewing
- Promotion in eblasts, other websites, on social media, etc.
- ADRIC will send any handouts and promotional materials to registrants with the link to the live session

## Developer \$3,000

- Develop a session with **up to four speakers** of your choice (space/topic permitting)
- You will be recognized as a sponsor of the full Arbitration Series, as well as a sponsor one of the sessions (your choice, first come, first served)
- Complimentary registration to the sponsored webinar for up to 10 clients and colleagues
- 250 complimentary access codes to the recording for your clients and colleagues with a customized code

## Collaborator \$2,000

- **Assist in the development of a session and provide up to two speakers** (on same or different panels - space/topic permitting). ADRIC reserves the right to add other panellists.
- Complimentary registration to the sponsored live webinar/videoconference for up to 5 clients and colleagues
- 100 complimentary customized access codes to the recording for your clients and colleagues

## Contributor \$1,000

- **Contribute to a session by providing a speaker**
- Complimentary registration to the sponsored live webinar/videoconference for up to 3 clients and colleagues
- 50 complimentary customized access codes to the recording for your clients and colleagues

## Supporter \$500

- Complimentary registration to the sponsored live webinar/videoconference for you and one client or colleague
- 20 complimentary customized access codes to the recording for your clients and colleagues

## Cooperating Entity

*Requirements:* Send notice of our webinar series messages to your membership, post on your website, mention on social media (Twitter, LinkedIn, Facebook) and include in your newsletters. (Please enquire and indicate the size of your list.)



Simply complete the following and send along with your logo to: [executivedirector@adric.ca](mailto:executivedirector@adric.ca)

For more information contact: 416-487-4733 / 877-475-4353, ext 105

Janet McKay  
Executive Director  
[executivedirector@adric.ca](mailto:executivedirector@adric.ca)

*Organization Information*

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

City, Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Choose Sponsorship Level

- Developer \$3,000
- Collaborator \$2,000
- Contributor \$1,000
- Supporter \$ 500

Choose Method of Payment  Visa  MasterCard  Amex

Card #: \_\_\_\_\_ Expiry Date: \_\_\_\_/\_\_\_\_

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**Cheque** Please make payable to: ADR Institute of Canada  
*(Payment must be received and processed prior to recognition in ADRIC materials/website)*

Please include your corporate logo as an attachment (in vector based eps file format for best reproductive quality).



ADRIC 2019 keynote address  
Hon. Sheilah Martin, SCC