



ADR Institute of Canada  
Institut d'arbitrage et de  
médiation du Canada <sup>TM/MC</sup>

# ADRIC 2023: Annual National Conference

Navigating Rough Waters through Dispute Resolution

**November 2-3, 2023**

Halifax Marriott Harbourfront Hotel  
1919 Upper Water St  
Halifax, Nova Scotia, Canada

The ADRIC Conference is Canada's largest, most prestigious and most important ADR event; every major firm and company with an interest in reaching those in the field should be associated.

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## 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, adjudicators, and other DR practitioners. We anticipate over 200 attendees for ADRIC 2023; position yourself and build relationships with national and international industry leaders.

## Complimentary Conference Passes

Send your clients to the conference: Most levels of sponsorship include complimentary registrations – a valuable opportunity to provide your clients or colleagues with two full days of substantive learning.

## 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.

## Act Now - Limited Opportunities

Top-tier sponsorships are time-sensitive and are determined on a first-come first-served basis. Make your pledge immediately to take advantage of this unique opportunity.

Thank you for your support.

# ADRIC: By The Numbers

10,000+

ADRIC’s advertising and promotional campaign reach includes:

- In-house Counsel
- Lawyers
- Human Resources Professionals
- Accountants
- Educators
- Engineers
- Social Workers and Users of Dispute Resolution Services
- Arbitrators, Mediators and Other DR Practitioners.

2,500+

ADRIC Members representing individual businesses and community organizations

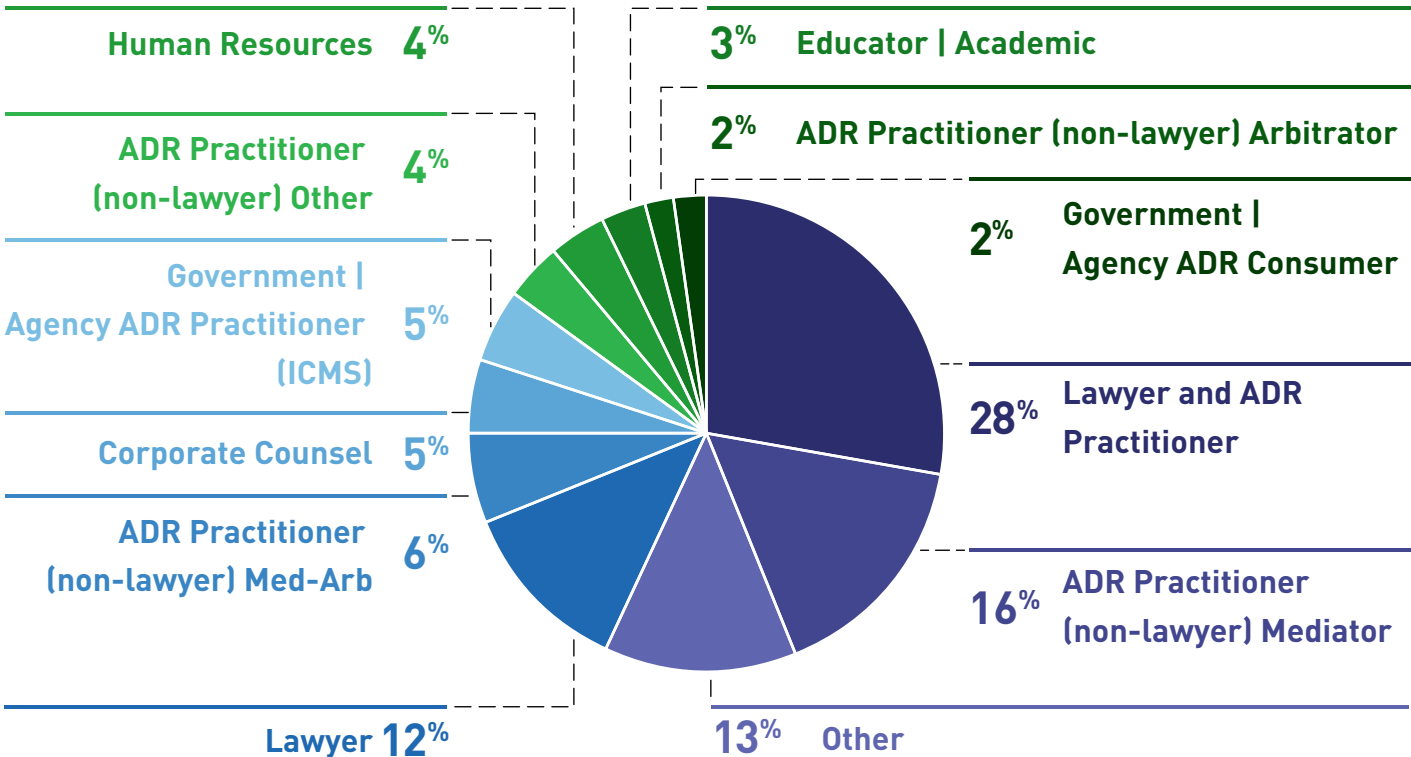
2,300+

ADRIC Twitter Followers

3,000+

ADRIC LinkedIn Page Followers

## Delegates by Type of Practice



# Packages at a Glance:

## ADRIC 2023 Sponsorship Entitlements

	Diamond (2 available) \$15,000	Platinum (3 available) \$10,000	Gold (8 available) \$5,000	Silver (12 available) \$2,500	White Label (a-la-carte / 8 items) \$7,000	Influencer (7 available) Value: \$3,000
<b>Tradeshow Booth:</b> 24" skirted table with 2 chairs in the foyer/hallway of the event rooms. <i>First come, first served.</i>	●	●	●		●	
<b>Complimentary conference tickets:</b> for 2 table attendants. <i>Extra tickets may be purchased at member rates.</i>	4	3	2	1	2	2

## PROGRAMMING

<b>Sponsor Panel Session:</b> Includes recognition as panel session sponsor, an opportunity to introduce the session's keynote speaker and a seat on the panel.	●				<input type="checkbox"/>	
<b>Sponsor Keynote:</b> Includes recognition as keynote session sponsor (acknowledged by host).		●			<input type="checkbox"/>	
<b>Industry Track Session:</b> Includes recognition as an industry track session sponsor	●	●	●		<input type="checkbox"/>	

## BRAND RECOGNITION & ADVERTISING

Logo placement on website homepage.	●				<input type="checkbox"/>	
Logo placement on marketing material.	●	●			<input type="checkbox"/>	●
Logo placement on conference landing page with link to sponsor website.	●	●	●	●	<input type="checkbox"/>	●
Logo placement on signage at event.	●	●	●	●	<input type="checkbox"/>	●
Social media sponsored branded content.	●	●			<input type="checkbox"/>	
Social media shout out with link to your website.					<input type="checkbox"/>	

	Diamond	Platinum	Gold	Silver	White Label	Influencer
Logo placement in the Newsletter (up to 12 issues).	●	●	●	●	<input type="checkbox"/>	
Digital ad inclusion in an email to confirmed conference attendees.	2	1			<input type="checkbox"/>	
Logo placement on interactive program with link to sponsor website.	●	●	●	●	<input type="checkbox"/>	●

## HOSPITALITY OPPORTUNITIES

<b>Sponsor Lunch:</b> Includes recognition as an official hospitality sponsor and on-site signage during lunch.	●					
<b>Sponsor Breakfast:</b> Includes recognition as an official hospitality sponsor and on-site signage during breakfast.		●				
<b>Sponsor Break:</b> (Total of 4 available) Includes recognition as an official hospitality sponsor and on-site signage during break(s).			●		<input type="checkbox"/>	Provided branded content placed on tables (1 influencer/ break)

## ADD-ON / STAND-ALONE OPPORTUNITIES

<b>Event Sponsorship:</b> Includes floor logo decals and call-out sponsor video at all reception breaks.	\$10,000	<b>Photo Booth Sponsor:</b> \$7,500  [May be shared by 2 organizations]  Recognition as Photo Booth Sponsor  Signage at Photo Booth (provided by Sponsor)  Opportunity to display materials at Photo Booth	<b>Event Flyer / Brochure (poster)</b>	\$5,500
<b>Reception Sponsor:</b> Includes sponsor podium time designated during the reception & video	\$7,500		<b>Branded Face Masks</b>	\$4,000
<b>Pre-Conference Workshop(s):</b> Our pre-conference workshops typically attract 20-50 participants depending on the topic.	\$3,000		<b>Branded Lanyards</b>	\$3,500
<b>Corporate Contributions:</b> Recognition as a corporate supporter of ADRIC.	\$1,500		<b>Gift Bags / Swag</b>	\$3,000
<b>General Advertising</b> <i>*physical presence*</i> (banner / poster or business cards) digital or popup - they ship to ADRIC for staff to assemble	\$3,000	<b>General Advertising (non-sponsorship)</b> <b>Advertising Opportunities</b>	<b>General Advertising</b> <i>*digital presence*</i> non-sponsor with a small advertisement in conference emails.	\$1,500

# Sponsorship Form

Simply complete the following and send along with your logo to: [executivedirector@adric.ca](mailto:executivedirector@adric.ca)  
(In vector based eps file format).

## Organization Information

Company Name:

Address:

City, Province:

Postal Code:

Primary Contact:

Title:

Email:

Telephone:

## Choose Sponsorship Level

Diamond	\$15,000	Platinum	\$10,000
Gold	\$5,000	Silver	\$2,500
White Label	\$7,000	Influencer	\$3,000

## Choose Add-On Opportunity

Event Sponsorship	\$10,000	Event Flyer / Brochure (poster)	\$5,500
Reception Sponsor	\$7,500	Branded Face Masks	\$4,000
Pre-Conference Workshop:	\$3,000	Branded Lanyards	\$3,500
Corporate Contributions	\$1,500	Gift Bags / Swag	\$3,000

## Payment

Choose Method of Payment      Visa      Mastercard      Amex

Card #:      Expiry Date:      /

Cardholder Name:      Signature:  
(please print)

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