

Be part of the excitement as the New York State Bar Association gathers January 19-22, 2027, at the New York Hilton Midtown for the NYSBA Annual Conference. As NYSBA's largest in-person event of the year, the Conference brings together more than 3,500 practicing attorneys and judges - creating a powerful opportunity for sponsors to connect, engage, and stand out. This year we have added more events and more opportunities to create meaningful interactions.

Exhibition Options

Exhibitors receive a table located on the 2nd floor promenade and will be listed in the Annual Conference program distributed to attendees. Exhibitors are also invited to attend the *Presidential Summit*, *Civics Convocation*, the *Constance Baker Motley Symposium: A Celebration of Diversity*, and the *President's Reception*.

Exhibitor Premium Package: Make the most of the Annual Conference! Reserve booth space, a full page advertisement in the Annual Conference program, inclusion on the give-away table, and feature your message on the video wall. **\$10,750**

Exhibitor Plus Package: Reserve a standard booth and a full page advertisement in the Annual Conference program. **\$7,550**

Standard Booth: Your ticket to making the right connections! Connect with NYSBA members during the conference. New for 2027, a 15 amp electrical connection with power strip, and daily lunch voucher for up to two people are included! **\$5,550**

New for 2027 see page 2 for additional exhibition and sponsorship options at the NYSBA *TechSummit*, *Wellness and Self-Care Expo*, and *Presidential Summit: Civics Convocation*.



Put your brand at the center of NYSBA's most exciting Annual Conference moments. These premiere events bring together influential attorneys, legal leaders, innovators, and changemakers for meaningful connection, inspiration, and visibility. Sponsors gain standout access to engaged audiences while supporting programming that energizes the profession and advances NYSBA's mission.

NYSBA TechSummit

Taking place January 19th-22nd, NYSBA TechSummit is where lawyers and technologists meet, collaborate, and build what comes next for the legal profession. From AI and cybersecurity to practice tools, startups, and hands-on demonstrations, this high-energy gathering connects technology companies with legal leaders ready to innovate. Sponsorship puts your brand inside the conversations shaping tomorrow's law practice.

Event Sponsor: Your logo on all signage and promotions, a dedicated post-conference sponsored email blast with your supplied messaging, and ability to attend all NYSBA TechSummit sessions. Only five available. **\$12,550 - only four remaining!**

Presidential Summit: Civics Convocation

The Presidential Summit, the showcase event of the Annual Conference, will host to the Annual Civics Convocation. The Convocation will bring students, educators, policymakers, legal leaders of the bench and bar, and civic institutions together to discuss how to strengthen civic literacy, advance nonpartisan education, and deepen the understanding of democracy and the rule of law.

Event Sponsor: Sponsors will be provided with logo placement at the event and on event emails and may attend the convocation with a table placed outside the event space. Civics-related promotional items encouraged!
\$4,500

Wellness and Self-Care Expo

The Expo connects attorneys with resources, seminars, and CLE courses that support healthier, sustainable careers. Sponsors can engage through practical tools, restorative experiences, and expert guidance across NYSBA's eight well-being pillars, helping lawyers reduce stress, build resilience, and integrate wellness.

Table Sponsor: Your ticket to making the right connections! Single table located in the Expo area. **\$2,500**

Event Sponsor: Your logo on all signage and promotions, premium table location, and a direct email blast to attendees following the event (a great opportunity to provide an exclusive Expo discount). **\$6,500**



Maximize your Annual Conference presence with sponsorship opportunities designed to complement your presence as an exhibitor. From attendee touch-points to printed and on-site branding, these choices increase visibility, reinforce your message, and connect with NYSBA members throughout the conference experience.

A La Carte

Photo Booth Sponsor: Special booth placement next to the booth, logo on signage, and recognition in pre-marketing materials and on-site. **\$10,000**

~~**WiFi Sponsor:** Logo placement on all WiFi signage and select the password used by all attendees. **\$5,500 - SOLD OUT**~~

Lanyards Sponsor: Logo placement on the attendee lanyard. **\$5,500**

Coat Check Sponsor: Logo placement at coat check and claim ticket. Recognition as an event sponsor in pre-marketing materials and on-site. **\$5,500**

Tote Bag Sponsor: Your logo featured on the official tote bag distributed to all attendees. Option to include a flyer or item inside. **\$5,500**

Video Wall Sponsor: Logo and graphic displayed on the event video wall near the registration desk rotating for the duration of the Conference. **\$4,000**

Annual Meeting Program Advertisement (Premium): 4-color, full-page ad placement in the printed conference program distributed to attendees; located on inside front cover, inside back cover, or back cover. **\$3,250**

Annual Meeting Program: B/W, full-page ad placement in printed conference program distributed to attendees. **\$2,500**

Packages

Rockefeller Sponsorship: Sponsor the Presidential Summit, Civics Convocation, and the Constance Baker Motley Symposium: A Celebration of Diversity. Sponsors will receive a "thank you" from stage at each event. Additionally, sponsor logos will appear on signage at all events, on the event website, and within email promotions. Sponsors can also receive up to 4 tickets for your company/firm to attend. **\$21,500**

Supporter Sponsorship: Can't make it in person? Feature your company in the Annual Conference program and provide your promotional give-aways to be placed out at the Conference. Hopefully we'll see you next year! **\$4,500**



The 2027 Presidential Gala will be one to remember! The guest list for this evening includes some of the most influential people in the New York legal community. Taking place at Cipriani 42nd Street, this black-tie event features the Gold Medal Award presentation, the highest honor bestowed by the association, making it a can't miss celebration.

Sponsor and Table:

★ Hudson Package--\$30,000

Table of 10 in a premium location (first two rows of tables), logo included with on-site signage, cocktail reception sponsorship with logo on branded cocktail napkin, "thank you" acknowledgment from stage, full-page program advertisement, logo on step & repeat, pre-event social media mentions, and logo on pre-event marketing materials.

★ Adirondacks Package--\$6,000

Two tickets to attend, logo included with on-site signage, half-page program advertisement, "thank you" acknowledgment from stage, and logo on pre-event marketing materials.

Sponsor:

Cocktail Reception Sponsor--\$11,000

Logo included with on-site signage, logo on branded cocktail napkin, "thank you" acknowledgment from stage, and logo on pre-event marketing materials. Limit of three.

Party Favor Sponsor--\$Custom Quote

Logo included with party favor provided to each attendee and logo included on pre-event marketing materials. Exclusive sponsorship.

Dinner Program Advertisement:

Full Page: 6" x 9" \$1,800

Half Page: 5" x 4" \$1,250

