



LegalWriting  
institute

## #LWI2024 Biennial Conference

July 17-20, 2024

Indiana University

Robert H. McKinney School of Law

Indianapolis, Indiana

### Conference Leadership

Budget Chair: Carolyn Williams, University of North Dakota

Sponsorship Chair: Heidi K. Brown, New York Law School

Registration Chair: Tessa L. Dysart, University of Arizona, James E. Rogers  
College of Law

# Sponsorship opportunities

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In accordance with our conference theme—*The Best is Yet to Come*—the 2024 Biennial Conference of the Legal Writing Institute (LWI) will look ahead with cautious optimism, exploring the myriad ways legal writing professors and our students can flourish into the future.

## 1. About the conference

The 2024 Biennial Conference will be held at Indiana University Robert H. McKinney School of Law in Indianapolis, Indiana, on July 17-20, 2024. This conference traditionally draws over 450 attendees from around the country, including law faculty members and administrators. The conference will feature many opportunities to meet and talk with law professors who teach and write about legal communication, legal research, and a range of other lawyering methods and skills.

As part of LWI's mission to foster the exchange of ideas and to provide a forum for research and scholarship about legal writing and legal analysis, LWI has hosted a national conference every other year since 1984. **In fact, the 2024 Biennial is the 40th anniversary of the conference!**

LWI has close to 1,000 registered members representing all ABA-accredited law schools in the United States, as well as members from other countries, other academic institutions, independent research-and-consulting organizations, and the practicing bar.

## 2. Sponsorship levels

### **Important information about sponsorship levels:**

- Available sponsorship opportunities at each level are first-come, first-served – upon receipt of payment.
- The Sponsorship Chair and Site Committee will have full discretion in assigning each sponsor a table and will provide each sponsor’s designated agent with the exact location of the table before the conference begins.
- “Visibility Profile” for each level (noted in the sponsorship options):
  - High Visibility: Highest traffic area in Atrium at Conference Site
  - Medium Visibility: High-traffic areas such as ground floor hallway and Student Lounge, both separated by glass from the Atrium, and upper-floor hallway along classrooms; upper-floor hallway tables will not have outlet access or room for staffing
  - Lower Visibility: A classroom in which “loop video presentations” will take place; these tables will be unstaffed
- *Exhibit Space Only* tables must be unstaffed.
- Sponsors with full tables should bring their own table skirts.
- Half-tables will not accommodate table skirts or staffing.
- Co-sponsors (e.g., two commercial entities sharing a sponsorship fee) may be permitted on a case-by-case basis and, if accepted, will be required to combine all brand logos into the same electronic file (as explained in the Sponsor Application/Agreement), and share a table.

<p style="text-align: center;"><b>Titanium Sponsor</b> <b>\$15,000</b> <b>High Visibility</b></p> <ul style="list-style-type: none"> <li>• Recognition on mobile app (largest of three logo sizes)</li> <li>• Logo on conference material (e.g., “swag”)</li> <li>• Recognition on program’s sponsor page</li> <li>• Recognition on conference website</li> <li>• One breakfast presentation</li> <li>• Five complimentary full conference registrations</li> <li>• Recognition on screen at LWI Business Meeting</li> <li>• Option to give a “loop presentation”* — a pre-recorded video of 6 minutes or less; loops will play on a continuous cycle in a theater-style space at the conference site</li> <li>• One full table plus one additional table</li> </ul>	<p style="text-align: center;"><b>Palladium Sponsor</b> <b>\$12,000</b> <b>High Visibility</b></p> <ul style="list-style-type: none"> <li>• Recognition on mobile app (largest of three logo sizes)</li> <li>• Logo on conference material (e.g., “swag”)</li> <li>• Recognition on program’s sponsor page</li> <li>• Recognition on conference website</li> <li>• Three complimentary full conference registrations</li> <li>• Option to give a “loop presentation”* — a pre-recorded video of 6 minutes or less; loops will play on a continuous cycle in a theater-style space at the conference site</li> <li>• One full table plus one additional table</li> </ul>
<p style="text-align: center;"><b>Platinum Sponsor</b> <b>\$10,000</b> <b>High Visibility</b></p> <ul style="list-style-type: none"> <li>• Recognition on mobile app (largest of three logo sizes)</li> <li>• Recognition on program’s sponsor page</li> <li>• Recognition on conference website</li> <li>• Three complimentary full conference registrations</li> <li>• One full table plus one additional table</li> </ul>	<p style="text-align: center;"><b>Gold Sponsor</b> <b>\$7,500</b> <b>Medium Visibility</b></p> <ul style="list-style-type: none"> <li>• Recognition on mobile app (medium-size of three logo sizes)</li> <li>• Recognition on program’s sponsor page</li> <li>• Recognition on conference website</li> <li>• Two complimentary full conference registrations</li> <li>• One full table</li> </ul>

\* Pre-Recorded Loop Presentation (6 minutes or less). A loop presentation is a pre-recorded video of 6 minutes or less that plays on a continuous cycle in a theater-style space, much like you might find in a museum. Attendees may wander in at any time to watch the presentations throughout the conference. Loop Presentations must be submitted in .mp4 format no later than June 1, 2024.

<p style="text-align: center;"><b>Silver Sponsor</b> <b>\$5,000</b> <b>Medium Visibility</b></p> <ul style="list-style-type: none"> <li>• Recognition on mobile app (medium-size of three logo sizes)</li> <li>• Recognition on program’s sponsor page</li> <li>• Recognition on conference website</li> <li>• One full complimentary conference registration</li> <li>• One full table</li> </ul>	<p style="text-align: center;"><b>Bronze Sponsor</b> <b>\$2,500</b> <b>Medium Visibility</b></p> <ul style="list-style-type: none"> <li>• Recognition on mobile app (smallest of three logo sizes)</li> <li>• Recognition on program’s sponsor page</li> <li>• Recognition on conference website</li> <li>• One full table</li> <li>• Bronze sponsors’ exhibit staff will not be permitted to attend conference sessions, meals, or events (but may purchase Conference Registration, Plenary Gala, or Meal-Plan Only tickets separately)</li> </ul>
<p style="text-align: center;"><b>Friend of LWI</b> <b>\$1,500</b> <b>Lower Visibility</b></p> <ul style="list-style-type: none"> <li>• Recognition on mobile app (smallest of three logo sizes)</li> <li>• Recognition on program’s sponsor page</li> <li>• Half tabletop space (without staffing)</li> <li>• Friend of LWI sponsors will not be permitted to attend conference sessions, meals, or events (but may purchase Conference Registration, Plenary Gala, or Meal-Plan Only tickets separately)</li> </ul>	<p style="text-align: center;"><b>Exhibit Space Only</b> <b>\$1000</b> <b>Lower Visibility</b></p> <ul style="list-style-type: none"> <li>• Half tabletop space (without staffing)</li> <li>• Exhibit Space Only sponsors will not be permitted to attend conference sessions, meals, or events (but may purchase Conference Registration, Plenary Gala, or Meal-Plan Only tickets separately)</li> </ul>

### 3. Information for sponsors

**Conference dates:** July 17-20, 2024

**Exhibition hours:**

**Exhibit setup:** July 17, 8 a.m. to 12 p.m.

**Exhibit hours**

July 18, 8:00 a.m. - 4:30 p.m.

July 19, 8:00 a.m. - 4:30 p.m.

July 20, 8:00 a.m. – 12 noon

**Exhibit teardown:** Must be completed by noon on July 20

**Exhibit areas:**

**Description.** Conference attendees will enter the facility and walk through an Atrium (highest visibility area). Grab-and-go breakfasts, lunches, and coffee breaks will be served on the Atrium level. Attendees will walk through hallways (high-visibility area) separated by glass doors from the Atrium to an outside courtyard, which offers seating for grab-and-go meals. Attendees will also walk in and out of the Student Lounge (high-visibility area, windows and clear doors opening into the Atrium). Attendees will attend conference sessions in classrooms on the first, second, and third floors of the building. Some sponsor tables will occupy the hallways on the second and third floors (high-visibility areas) but such tables will not have access to outlets and must be unstaffed. In one designated classroom, attendees will flow in and out of the room throughout the conference to watch pre-recorded “loop” videos of presentations and pass by sponsor tables (lower visibility; half-tables which must be unstaffed).

**Breakfast presentations.** Breakfast Presentations (available for Titanium sponsors) will take place in Room 245. Attendees are permitted to bring grab-and-go food and beverage items into the classroom.

## Registration

Full conference registration includes meals, events (including the Plenary Gala and receptions), and access to all presentations. Titanium sponsors receive five complimentary full conference registration passes for their personnel; Palladium and Platinum sponsors each receive three complimentary full conference registration passes for their personnel. Gold sponsors receive two complimentary full conference registration passes and Silver sponsors receive one complimentary full conference registration pass. Bronze sponsors, Friend of LWI sponsors, and Exhibit Space Only sponsors will receive no complimentary conference registration passes. However, such sponsors may separately register their exhibit staff for the full conference, or Meal Plan Only (no access to presentations or other conference events) and/or the Plenary Gala (Thursday, July 18, 2024 at the Indiana State Museum) based on the 2024 fee list below:

- Early registration: \$550 (until April 30, 2024)
- Regular registration: \$575 (from May 1 through July 2, 2024)
- Late registration: \$600 (between July 3 and July 16, 2024)
- Onsite registration: \$675 (after July 16, 2024)
- Meal Plan Only \$375 (does not include access to the Plenary Gala or any reception—only breakfasts, lunches, and coffee breaks at the main Conference Site)
- Plenary Gala ticket: \$135

## Sponsorship application & agreement

### 1. Sponsor information

- Sponsor name:
- Address:
- City, state, zip code:
- Name of authorized and designated agent:
- Title of agent:
- Office phone:
- Cell phone:
- E-mail address:
- Number of attendees from sponsor anticipated:
- Attendees' names & titles (for badging purposes):

### 2. Sponsorship level

The Sponsor agrees to sponsor the 2024 Biennial Conference of the Legal Writing Institute at the level selected below. The Legal Writing Institute has described the benefits indicated for that sponsorship level in the brochure. Please check the box for your sponsorship level:

- Titanium Sponsorship \$15,000
- Palladium Sponsorship \$12,000
- Platinum Sponsorship \$10,000
- Gold Sponsorship \$7,500
- Silver Sponsorship \$5,000



- Bronze Sponsorship \$2,500
- Friend of LWI Sponsorship \$1,500
- Exhibit Space Only \$1000

### 3. Sponsor products and services statement

The Sponsor plans to promote the following products and services at the conference (in approximately 40 words):

### 4. Terms of payment

The Budget Chair—Carolyn Williams, University of North Dakota—will send the Sponsor an invoice which will identify the available payment methods and deadline. As noted above, available sponsorship opportunities at each level are first-come, first-served—upon receipt of payment. Sponsorship will not be accepted and an exhibition space will not be assigned until full payment is received.

### 5. Eligibility and sponsorship policy

**Thematic connection.** LWI will accept sponsorships only from organizations that provide products or services with the potential to advance legal research and writing.

**Non-discrimination.** LWI does not accept sponsorships from organizations that fail to comply with LWI's [non-discrimination policy](#).

**Legality.** Sponsors must not market products or services that are harmful or illegal.

**Non-endorsement.** LWI does not endorse, directly or by implication, any products, services, or ideas promoted by Sponsors.

## 6. Shipping, storage, and waste

**Waste.** Sponsors should bring a small waste container for trash, such as candy wrappers.

**Shipping.** Boxes shipped to the site must bear the following information: (1) sponsor name; (2) conference date, and (3) the Conference Site's shipping contact person: Amber Morgan Walker.

The Conference Site will only store boxes received between July 15 and 20, 2024. After the event, any boxes to be shipped from the conference must be properly sealed and labeled with pre-paid USPS or UPS shipping labels (not FedEx unless the Sponsor arranges for pickup directly with FedEx, as the law school does not have a FedEx contract), shipping address, and return address. Neither packing services nor packing materials will be available. Sponsors should bring their own packing, sealing, and labeling materials. The site is unable to accept forms of payment. Boxes for shipment must be delivered to the Dean's Suite on the second floor of the law school building. Any materials not packed for shipping will be discarded within three business days of the close of the conference.

## 7. Advertising artwork and copy

**Mobile app, web, and print materials.** By April 1, 2024, Sponsors must provide logos for the conference program, website, mobile app, and signage. Logos must fit these parameters: 1MB, 300x300 pixels, in JPG or PNG file format.

**Conference material (Titanium and Palladium Sponsors only).** LWI will select and purchase the "swag" materials provided to conference attendees. Titanium and Palladium Sponsors will provide the design and artwork for each item by April 1, 2024, and both must be approved by LWI. The design for all "swag" materials must include the LWI logo and the conference name and dates. The LWI logo and conference information can be no smaller than the sponsor's logo or other artwork.

**8. Covid-19 Protocols**

Sponsor must ensure that any person attending the conference on its behalf, including all Sponsor’s exhibition staff, follows the public health protocols, including COVID-19 protocols, the Legal Writing Institute, Indiana University Robert H. McKinney School of Law, our host venue(s) and Indianapolis and/or Indiana may require at the time of the conference.

**9. NUMBER OF FULL EXHIBIT TABLES: FOR TITANIUM, PALLADIUM, AND PLATINUM SPONSORS ONLY**

Titanium, Palladium, and Platinum sponsors are each allotted one full table plus one additional table. Please check the box below for the number of tables you plan to use so we can organize the tables accordingly.

- One full table plus one additional table
- One full table only

**Sign and date:**

**For Sponsor**

Signature of Sponsor’s authorized agent: \_\_\_\_\_

Print name: \_\_\_\_\_

Date: \_\_\_\_\_

**For Legal Writing Institute**

Signature of authorized agent: \_\_\_\_\_

Print name: \_\_\_\_\_

Date: \_\_\_\_\_

### **Thank you and how to reach us**

Thank you for your interest in sponsoring the 2024 Biennial Conference of the Legal Writing Institute. If you have any questions about sponsorship, please reach out to the sponsorship chair, Heidi K. Brown (Associate Dean for Upper Level Writing at New York Law School) at **LWIBiennialSponsorship@gmail.com**.