



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

Law school 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. Law school 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 at the conference site and will provide each sponsor’s designated agent with the exact location of the table before the conference begins.
- “Visibility Profiles” for sponsorship tables:
 - High Visibility: Highest traffic area in Atrium at Conference Site (where our high-level commercial sponsors will occupy tables)
 - 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
- Sponsors with full tables should bring their own table skirts.
- Half-tables will not accommodate table skirts or staffing.
- Sponsors should be aware that there may be more than one law school sponsor at each sponsorship level, and therefore there may be more than one sponsor of each event, meal, special feature, etc. If a law school wishes to be an *exclusive sponsor* of a particular aspect of the Conference, please email the sponsorship chair, Heidi K. Brown (Associate Dean for Upper Level Writing at New York Law School) at LWIBiennialSponsorship@gmail.com to discuss exclusivity options.

4 #LWI2024 Biennial Conference Sponsorship Opportunities

- Please note new sponsorship opportunities available at the 2024 Biennial, such as:
 - New Member Orientation small group lunches
 - Designated Writing Room
 - Special Features like Service Saturday projects and gondola rides at the Plenary Gala

If a law school would like to suggest a new Special Feature to sponsor, please email the sponsorship chair, Heidi K. Brown (Associate Dean for Upper Level Writing at New York Law School) at LWIBiennialSponsorship@gmail.com to discuss options.

- Please note that all Friday meals and the Joint Bench & Bar/LWI Biennial 40th Anniversary Reception will include Bench & Bar programming attendees.

5 #LWI2024 Biennial Conference Sponsorship Opportunities

<p style="text-align: center;">Diamond Sponsor \$5,000</p> <ul style="list-style-type: none"> • Recognition as an official Plenary Gala (Thursday) sponsor OR Joint Bench & Bar/LWI Biennial 40th Anniversary Reception (Friday) sponsor on program and placard, and in live announcement at the event --(In discussion with Sponsorship Chair, sponsor can choose which one of the two major events to sponsor) • Full tabletop exhibit space, if desired • Recognition on the conference website • Recognition on the program sponsor page • Recognition on the mobile app 	<p style="text-align: center;">Amethyst Sponsor \$3000</p> <ul style="list-style-type: none"> • Recognition as an Opening Reception (Wednesday) sponsor on program and placard • Full tabletop exhibit space, if desired • Recognition on the conference website • Recognition on the program sponsor page • Recognition on the mobile app
<p style="text-align: center;">Ruby Sponsor \$2,500</p> <ul style="list-style-type: none"> • Recognition as a Closing Reception (Saturday) sponsor on program and placard • Half tabletop exhibit space, if desired • Recognition on the conference website • Recognition on the program sponsor page • Recognition on the mobile app 	<p style="text-align: center;">Sapphire Sponsor \$2,000</p> <ul style="list-style-type: none"> • Recognition as a lunch sponsor on program and placard • Half tabletop space, if desired • Recognition on the conference website • Recognition on the program sponsor page • Recognition on the mobile app
<p style="text-align: center;">Opal Sponsor \$1,500</p> <ul style="list-style-type: none"> • Recognition as either a breakfast sponsor OR Plenary Gala (Thursday) beverage sponsor OR Hoosier-style regional treat (Closing Reception) sponsor* • Recognition on the conference website • Recognition on the program sponsor page • Recognition on the mobile app 	<p style="text-align: center;">Pearl Sponsor \$1,000</p> <ul style="list-style-type: none"> • Recognition as a Coffee Break sponsor OR Designated Writing Room sponsor OR General Scholarship Fund sponsor (for student attendees to Friday’s Bench & Bar programming)* • Recognition on the conference website • Recognition on the program sponsor page • Recognition on the mobile app

Aquamarine \$750	Friend of LWI \$500
<ul style="list-style-type: none"> • Recognition as sponsor of a Conference Special Feature* <ul style="list-style-type: none"> ○ Options include: <ul style="list-style-type: none"> -New Member Orientation Small Group Lunch (Wednesday) -Gondola rides at the Plenary Gala (Thursday; weather permitting) -“Serve Saturday” Service Projects -A Shuttle to a “Serve Saturday” site -Possible shuttle to Friday conference events • Recognition on the conference website • Recognition on the program sponsor page • Recognition on the mobile app 	<ul style="list-style-type: none"> • Recognition on the conference website • Recognition on the program sponsor page • Recognition on the mobile app

*At the Opal, Pearl, and Aquamarine levels, the Sponsorship Chair will communicate with the sponsor and determine the sponsored event or feature from the stated choices, to fairly distribute the sponsorship options among the sponsors at these levels, with each sponsor’s preferences taken into account.

*At the Opal level, the option to sponsor a breakfast will only arise if we have fewer than three commercial sponsors sponsoring breakfasts and giving presentations.

3. Information for sponsors

Conference Dates: July 17-20, 2024

Exhibition Hours (for sponsorship levels that include usage of full or half-tables):

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).

Registration

All law school representatives must register for the conference. Full conference registration includes meals, events (including the Plenary Gala and receptions), and access to all presentations. The 2024 fee list is as follows:

- 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. Law school sponsor information

- Law School Name:
- Mailing Address:
- City, State, Zip:
- Contact Name and Title:
- Contact Office Phone:
- Contact E-Mail Address:

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:

- | | |
|---|---------|
| <input type="checkbox"/> Diamond Sponsorship | \$5,000 |
| <input type="checkbox"/> Amethyst Sponsorship | \$3,000 |
| <input type="checkbox"/> Ruby Sponsorship | \$2,500 |
| <input type="checkbox"/> Sapphire Sponsorship | \$2,000 |
| <input type="checkbox"/> Opal Sponsorship | \$1,500 |
| <input type="checkbox"/> Pearl Sponsorship | \$1,000 |
| <input type="checkbox"/> Aquamarine Sponsorship | \$750 |
| <input type="checkbox"/> Friends of LWI Sponsorship | \$500 |

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. Exhibit Tables: Diamond, Amethyst, Ruby, and Sapphire Sponsors Only

Diamond and Amethyst sponsors are each allotted one full table if desired. Please check the box below indicating whether you plan to use your allotted one full table so we can organize the tables accordingly.

Diamond and Amethyst Sponsors:

- We plan to use our allotted full table
- We do NOT plan to use our allotted table

Ruby and Sapphire sponsors are each allotted one half table if desired. Please check the box below indicating whether you plan to use your allotted half table so we can organize the tables accordingly.

Ruby and Sapphire Sponsors:

- We plan to use our allotted half table
- We do NOT plan to use our allotted table

Sign and date:

For Sponsor

Signature of authorized agent

Print name:

Dated this ____ day of _____, 20 ____

For Legal Writing Institute

Signature of authorized agent

Print name:

Dated this ____ day of _____, 20 ____

Thank you & 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.