



NATIONAL BAR ASSOCIATION
THE COMMERCIAL LAW SECTION
Connecting People, Ideas and Opportunities

40

The *Magic*
Is Us

40 YEARS OF POWER, PURPOSE & POSSIBILITY

40TH ANNUAL CORPORATE COUNSEL CONFERENCE

SPONSORSHIP OPPORTUNITIES

Conrad Orlando at Evermore | Orlando, FL
FEBRUARY 25 - 27, 2027

ANNUAL CORPORATE COUNSEL CONFERENCE (CCC)

Celebrating 40 Years of Connection, Education & Impact



The National Bar Association - Commercial Law Section's (NBA-CLS) 40th Annual Corporate Counsel Conference (CCC) will be held February 25 - 27, 2027 at the Conrad Orlando at Evermore in Orlando, FL.

Drawing approximately 350 - 400 attendees each year, the Corporate Counsel Conference is designed to promote the mission of the Section by providing continuing legal education on a variety of substantive law topics, a Corporate Counsel Connections Lounge, signature panels, and wonderful networking, sharing, and learning opportunities for corporate counsel and law firm attorneys.



PROFILE



In 1987, a small group within the NBA-CLS met to consider ways for NBA members in business practice to meet with institutional corporate clients for the purpose of developing professional relationships and to create opportunities for institutional entities to seek out, meet, and refer outside legal matters to NBA members.

The inaugural Corporate Counsel Conference in 1988 was held in Chicago, Illinois, and proved to be a resounding success because it enabled major corporations to meet and network with NBA members who practice in areas of substantive law affecting America's major corporations. In 2027, NBA-CLS will celebrate 40 years of bringing together people, ideas, and opportunities.

MISSION



THE MISSION OF NBA-CLS

The mission of the NBA-CLS is to bring its outside counsel members together with in-house counsel who seek to increase the diversity of their outside counsel ranks, as well as to provide networking and educational forums that address the interests of NBA members practicing in the area of Commercial Law. The CLS is also committed to serving the community diversifying the pipeline of individuals pursuing a legal education and entering the legal profession.



“For 40 years, NBA-CLS has connected people, ideas, and opportunities.”

40TH ANNUAL CORPORATE COUNSEL CONFERENCE

FEBRUARY 25 - 27, 2027

NBA CLS

SPONSORSHIP PACKAGES AT-A-GLANCE



**CORPORATE COUNSEL
CONFERENCE**
ORLANDO, FL
FEBRUARY 25 - 27, 2027

SPONSOR BENEFIT

	RUBY SPONSOR \$50,000	PLATINUM SPONSOR \$30,000	GOLD SPONSOR \$25,000	HEADSHOT LOUNGE \$25,000	SILVER SPONSOR \$20,000	BRONZE SPONSOR \$15,000	MOBILE APP SPONSOR \$10,000	PARTNER SPONSOR \$10,000	PATRON SPONSOR \$7,500	BENEFACTOR SPONSOR \$5,000
Special Recognition as a Sponsor of the 2027 CCC at the Signature Lunch Program including 2-3 minute informational video	▲	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sponsorship recognition in all written and digital materials (at appropriate level)	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
Verbal recognition at Conference opening and closing events	▲	▲	▲	▲	N/A	N/A	N/A	N/A	N/A	N/A
Signage recognition throughout the Conference	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
Program Booklet Ad	Full	Full	Full	Full	Full	Half	N/A	Half	Qtr	Qtr
Conference speaking opportunities for attorneys (subject to expertise and availability)	Up to 3	Up to 3	Up to 2	1	1	1	N/A	1	1	1
Complimentary registrations to the Conference	6	5	4	2	2	1	N/A	1	1	1
Credits toward golf OR spa (amount varies by level) Signature receives full golf tournament registration OR credit towards spa	6	5	4	2	2	1	N/A	N/A	N/A	N/A
Priority & Reserved Registration for headshot photo session	2	N/A	N/A	5	N/A	N/A	N/A	N/A	N/A	N/A
Invitations to Private VIP Corporate Counsel Reception	6	3	2	2	N/A	N/A	N/A	N/A	N/A	N/A
Suite upgrade at the regular conference rate (subject to availability)	2	1	N/A	1	N/A	N/A	N/A	N/A	N/A	N/A
Spotlight for attorneys on NBA-CLS website and other media platforms (post conference benefit)	4	3	2	N/A	1	1	N/A	1	1	1
Sponsor "spotlight" on the NBA-CLS website and other media platforms (post conference benefit)	▲	▲	▲	▲	N/A	N/A	N/A	N/A	N/A	N/A
CLE presentation opportunity for CLS Membership (post conference benefit)	2	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Article published on the NBA-CLS website and other media platforms or law firm alert/advisory emailed to CLS membership (post conference benefit)	▲	▲	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Placement of firm/company marketing item in the Conference bags	▲	▲	▲	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Firm/company icon and hyperlink on the NBA-CLS website	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲

MULTI-YEAR SPONSORS

Multi-year sponsorship opportunities are available.
For questions regarding sponsorship opportunities, please email us at
commerciallaw@nationalbar.org.

ENJOY CONFERENCE HIGHLIGHTS

Each year, the NBA-CLS family convenes to network and support each other as we establish new connections and reinforce existing ones. From year to year, attendees come to anticipate many of our signature CLE sessions, events, and highlights.



WHO ATTENDS?

350–400 Annual Attendees

- *Corporate Counsel*
- *Law Firm Partners*
- *Industry Leaders*



WELLNESS SESSIONS

Since 2020, NBA-CLS has hosted wellness sessions. These signature sessions provide a platform for addressing gender-specific health issues and promoting overall well-being among lawyers in the Section.



HEADSHOT LOUNGE

The headshot lounge provides attendees with professional headshot services, allowing them to update their professional profiles, enhance their personal branding, and capture high-quality images that can elevate their professional presence and networking opportunities.



CORPORATE COUNSEL CONNECTIONS LOUNGE

The Corporate Counsel Connections Lounge offers an exclusive opportunity for law firms and corporate executives to connect with leading talent, enabling them to explore potential opportunities to collaborate, gain insights, and enhance their overall legal strategies.

EVENT HIGHLIGHTS



SPA

The spa provides attendees with a rejuvenating and relaxing experience, allowing them to unwind and recharge amidst the intensive sessions and networking, contributing to their overall well-being and enhancing their conference experience.



GOLF CLINIC & TOURNAMENT

Our Golf Clinic & Tournament offers participants a unique opportunity to network, enjoy outdoor recreation, and engage in friendly competition, fostering relationship-building and creating a memorable experience that combines business and leisure in a relaxed setting.



AWARDS CELEBRATION

A celebration of the achievements of our NBA-CLS members and guests. It is an evening of revelry as we honor the exceptional contributions of the legal community.



DISCOVER ORLANDO

Known for its world-class hospitality, championship golf, exceptional dining, and vibrant entertainment, Orlando offers the perfect blend of business and leisure for conference attendees.

<https://www.visitorlando.com/>

SPONSORSHIP PACKAGES



\$50,000
(Limited to 1)

Highlights:

*Exclusive Category
Ownership*

*Premier Visibility Across
the Conference*

*VIP Corporate Counsel
Access*

*Thought Leadership
Opportunities*

*Maximum Brand
Exposure*

- Signature sponsorship recognition in all written and digital materials
- Verbal recognition at Conference opening and closing events
- Signage recognition throughout the Conference
- Recognition as a Signature Sponsor for the 2027 CCC at the signature lunch panel
- Full page color ad placement
- Six (6) complimentary registrations to the Conference
- Priority & Reserved Registration for headshot photo session for up to two (2) attendees
- Six (6) complimentary full golf tournament registrations to include golf club fees OR a \$250 credit towards a spa treatment. **One per person (golf or spa)** (subject to availability)
- Six (6) invitations to the VIP Private Corporate Counsel Reception
- Two (2) suite upgrades at the regular conference rate (subject to availability)
- Spotlight for four (4) attorneys on NBA-CLS website and other media platforms (post conference benefit)
- Sponsor "spotlight" on the NBA-CLS website and other media platforms (post conference benefit)
- Eligible to submit up to three (3) attorneys for consideration for conference speaking opportunities (subject to expertise and availability)
- Two (2) CLE presentation opportunities for CLS Membership (post conference benefit)
- Placement of one (1) firm/company marketing item in the Conference bags
- Firm/company icon and hyperlink on the NBA-CLS website
- One (1) article published on the NBA-CLS website and other media platforms or law firm alert/advisory emailed to CLS membership (post conference benefit)

FOR CORPORATE RUBY SPONSORS ONLY:

- Optional opportunity to receive space at the Law Firm/Corporate Counsel Connections Lounge to showcase your products, services, and/or company initiatives
- Optional opportunity to present a video at the conference highlighting your products, services and/or company initiative

**Maximum number of attendees per
corporation/law firm is eight (8)**

SPONSORSHIP PACKAGES

- Platinum sponsorship recognition in all written and digital materials
- Verbal recognition at Conference opening and closing events
- Signage recognition throughout the Conference
- Recognition as a Platinum Sponsor for the 2027 CCC at the signature lunch panel
- Full page color ad placement
- Five (5) complimentary registrations to the Conference
- \$250 credit towards the golf tournament OR a spa treatment for up to five (5) attendees. **One per person (golf or spa)** *(subject to availability)*
- Three (3) invitations to the VIP Private Corporate Counsel Reception
- One (1) suite upgrade at the regular conference rate *(subject to availability)*
- Eligible to submit up to three (3) attorneys for consideration for conference speaking opportunities *(subject to expertise and availability)*
- Spotlight for three (3) attorneys on NBA-CLS website and other media platforms *(post conference benefit)*
- Sponsor "spotlight" on the NBA-CLS website and other media platforms *(post conference benefit)*
- CLE presentation opportunity for CLS Membership *(post conference benefit)*
- Placement of one (1) firm/company marketing item in the Conference bags
- Firm/company icon and hyperlink on the NBA-CLS website
- One (1) article published on the NBA-CLS website and other media platforms or law firm alert/advisory emailed to CLS membership *(post conference benefit)*

FOR CORPORATE PLATINUM SPONSORS ONLY:

- Optional opportunity to receive space at the Law Firm/Corporate Counsel Connections Lounge to showcase your products, services, and/or company initiatives
- Optional opportunity to present a video at the conference highlighting your products, services and/or company initiative

**Maximum number of attendees per corporation is eight (8)/
per law firm is six (6)**



\$30,000

Highlights:

*High-Impact Brand
Recognition*

*Executive Networking
Access*

*Conference-Wide
Visibility*

*Speaking Opportunity
Consideration*

SPONSORSHIP PACKAGES



\$25,000

Highlights:

Strong Brand Presence

*Meaningful Networking
Opportunities*

Conference Recognition

*Targeted Audience
Engagement*

- Gold sponsorship recognition in all written and digital materials
- Verbal recognition at Conference opening and closing events
- Signage recognition throughout the Conference
- Full page color ad placement
- Four (4) complimentary registrations to the Conference
- \$200 credit towards the golf tournament OR a spa treatment for up to four (4) attendees (*subject to availability*)*
- Two (2) invitations to the VIP Private Corporate Counsel Reception
- Eligible to submit up to two (2) attorney for consideration for a conference speaking opportunity (*subject to expertise and availability*)
- Spotlight for two (2) attorneys on NBA-CLS website and other media platforms (*post conference benefit*)
- Sponsor "spotlight" on the NBA-CLS website and other media platforms (*post conference benefit*)
- Placement of one (1) firm/company marketing item in the Conference bags
- Firm/company icon and hyperlink on the NBA-CLS website

FOR CORPORATE GOLD SPONSORS ONLY:

- Optional opportunity to receive space at the Law Firm/Corporate Counsel Connections Lounge to showcase your products, services, and/or company initiatives.

**Maximum number of attendees per corporation is eight (8)/
per law firm is six (6)**

SPONSORSHIP PACKAGES

- Headshot Lounge sponsorship recognition in all written and digital materials
- Verbal recognition at Conference opening and closing events
- Signage recognition at the entrance of the Headshot Lounge
- Live DJ and lounge décor to reflect a modern, stylish, and branded experience
- Full page color ad placement
- Two (2) complimentary registrations to the Conference
- Priority & Reserved Registration for headshot photo session for up to five (5) attendees
- \$200 credit towards the golf tournament OR a spa treatment for up to two (2) attendees. **One per person (golf or spa)** *(subject to availability)*
- Two (2) invitations to the VIP Private Corporate Counsel Reception
- One (1) suite upgrade at the regular conference rate *(subject to availability)*
- Eligible to submit one (1) attorney for consideration for a conference speaking opportunity *(subject to expertise and availability)*
- Sponsor “spotlight” on the NBA-CLS website and other media platforms *(post conference benefit)*
- Firm/company icon and hyperlink on the NBA-CLS website

**Maximum number of attendees per corporation is eight (8)/
per law firm is six (6)**



\$25,000
(Limited to 2)

Highlights:

*Exclusive Branding
Environment*

High Attendee Traffic

*Professional Image
Enhancement Experience*

*Memorable Sponsor
Visibility*

SPONSORSHIP PACKAGES



\$20,000

Highlights:

*Affordable Premium
Exposure*

Corporate Counsel Visibility

Networking Access



\$15,000

Highlights:

*Entry-Level Conference
Presence*

*Brand Recognition
Opportunities*

*Community Support &
Visibility*

- Silver sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference
- Full page color ad placement
- Two (2) complimentary registrations to the Conference
- \$200 credit towards the golf tournament OR a spa treatment for up to two (2) attendees. **One per person (golf or spa)** (subject to availability)
- Two (2) invitations to the VIP Private Corporate Counsel Reception
- Eligible to submit one (1) attorney for consideration for a conference speaking opportunity (subject to expertise and availability)
- Spotlight for one (1) attorney on NBA-CLS website and other media platforms (post conference benefit)
- Firm/company icon and hyperlink on the NBA-CLS website

FOR CORPORATE SILVER SPONSORS ONLY:

- Optional opportunity to receive space at the Law Firm/Corporate Counsel Connections Lounge to showcase your products, services, and/or company initiatives.

**Maximum number of attendees per corporation is eight (8)/
per law firm is six (6)**

- Limited to law firms with 250 Attorneys or less
- Bronze sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference
- Half page color ad placement
- One (1) complimentary registration to the Conference
- \$200 credit towards the golf tournament OR a spa treatment for one (1) attendee. **One per person (golf or spa)** (subject to availability)
- Eligible to submit one (1) attorney for consideration for a conference speaking opportunity (subject to expertise and availability)
- Spotlight for one (1) attorney on NBA-CLS website and other media platforms (post conference benefit)
- Firm/company icon and hyperlink on the NBA-CLS website

FOR CORPORATE BRONZE SPONSORS ONLY:

- Optional opportunity to receive space at the Law Firm/Corporate Counsel Connections Lounge to showcase your products, services, and/or company initiatives.

**Maximum number of attendees per corporation is eight (8)/
per law firm is six (6)**

SPONSORSHIP PACKAGES



MOBILE APP



\$10,000

- Mobile Application sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference
- Firm/company icon and hyperlink on the NBA-CLS website

*** Limited availability to five (5) corporations or special conference sponsors**

Maximum number of attendees per corporation is eight (8)

PARTNER



\$10,000

- Partner sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference
- Half page color ad placement
- One (1) complimentary registration to the Conference
- Eligible to submit one (1) attorney for consideration for a conference speaking opportunity (*subject to expertise and availability*)
- Spotlight for one (1) attorney on NBACLs website and other media platforms (*post conference benefit*)
- Firm/company icon and hyperlink on the NBA-CLS website

*** Limited to law firms with 200 Attorneys or less**

Maximum number of attendees per corporation is eight (8)/ per law firm is six (6)

PATRON



\$7,500

- Patron sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference
- Quarter page color ad placement
- One (1) complimentary registration to the Conference
- Eligible to submit one (1) attorney for consideration for a conference speaking opportunity (*subject to expertise and availability*)
- Spotlight for one (1) attorney on NBA-CLS website and other media platforms (*post conference benefit*)
- Firm/company icon and hyperlink on the NBA-CLS website

*** Limited to law firms with 100 Attorneys or less**

Maximum number of attendees per corporation is eight (8)/ per law firm is six (6)

BENEFACTOR



\$5,000

- Benefactor sponsorship recognition in all written and digital materials
- Signage recognition throughout the Conference
- Quarter page color ad placement
- One (1) complimentary registration to the Conference
- Eligible to submit one (1) attorney for consideration for a conference speaking opportunity (*subject to expertise and availability*)
- Spotlight for one (1) attorney on NBA-CLS website and other media platforms (*post conference benefit*)
- Firm/company icon and hyperlink on the NBA-CLS website

*** Limited to law firms with 50 Attorneys or less**

Maximum number of attendees per corporation is eight (8)/ per law firm is six (6)

PROGRAM BOOKLET

PROGRAM AD

Looking to advertise in the program book for the upcoming conference? Maximize your brand exposure and reach a highly targeted audience of industry professionals by placing an ad in our program book.



PROGRAM AD SPECIFICATIONS

SIZES

Full Page Color
8.5 x 11 inches
\$1,500

Half Page Color
8.5 x 5.5 inches
\$1,000

Quarter Page Color
4.25 x 5.5 inches
\$500

ALL ADS

Must have:
1/8 (0.125) bleed around the edge/
Resolution 300 dpi

Artwork must be camera ready/**DO NOT embed images in MS Word document**

NO crop marks

NO printer's marks

PLEASE FOLLOW SPECIFICATIONS AS NOTED

Sponsorship ads must be submitted electronically to commerciallaw@nationalbar.org no later than **January 4, 2027**.
Ads that do not follow specs will be returned for correction.

Description

- With a range of ad sizes and placements available, you can tailor your message to effectively showcase your products or services.
- Don't miss this opportunity to showcase your brand and make a lasting impression. Reserve your ad space today and make your mark at the conference.



WE LOOK FORWARD TO YOUR SUPPORT!

CRITICAL DATES TO REMEMBER

December 6, 2026

Sponsorship registration must be completed.

December 20, 2026

All complimentary registrations must be completed to participate in the Law Firm/Corporate Counsel Connections Lounge.

January 20, 2027

Any substitutions or transfers to registered attendees must be submitted no later than the date above. Requests for substitutions after this date will be subject to a non-refundable administrative fee of and will be considered on a case by case basis.

ALL CHECKS ARE TO BE MADE PAYABLE TO:
National Bar Institute (NBI)

Contact us at CommercialLaw@nationalbar.org
for the mailing address as well as any questions
about sponsorship opportunities!

We appreciate your support and
look forward to continuing the partnership.



THANK
YOU

commerciallaw@nationalbar.org
www.nbacls.com