

*Commitment to*  
**EXCELLENCE**



ARIZONA PARALEGAL ASSOCIATION

**2018 ANNUAL  
LEGAL CONFERENCE**

**FRIDAY, APRIL 20, 2018**

**Conference Sponsorship Brochure**

**New Location!**



245 E. Jackson Street  
Phoenix, AZ 85004



[www.AZParalegal.org](http://www.AZParalegal.org)

The APA is an affiliate of  
NALA, the Paralegal Association

## 2018 Conference Highlights

- **New Location!** Events on Jackson is a unique urban venue located in the Warehouse District of downtown Phoenix. It has high-tech functionality with historic charm.
- **Exhibitors' booths** will be placed "where the action is" —in the dining room and refreshments bar. The openness of the Events On Jackson venue invites attendees to mingle and linger longer.
- **More time for Sponsors to visit with our attendees!** The Sponsors prize giveaways will now be held AFTER lunch, so you will have the entire lunch hour to spend more time with our attendees.
- **Same great prices for registrants and sponsors**, with more breakout sessions!
- **Don't worry about parking**—we've got you covered!



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## 2018 APA Annual Legal Conference Schedule of Events

7:30-8:25 AM	<b>Registration, Breakfast, Vendor Fair</b>
8:25-8:30 AM	Welcome and Announcements
8:30-9:30 AM	<b>Morning General Session Keynote Presentation:</b> "Social Media: Pitfalls and Pratfalls," Bill Montgomery, Esq.
9:30-9:35 AM	<b>Mini Break; classroom changes</b>
9:35-10:35 AM  Breakout Sessions	<b>A. "#MeToo-Revisiting Sexual Harassment in the Post-Weinstein Era,"</b> Donald P. Johnsen, Esq.  <b>B. "Water Safe?" Liability Associated with Residential and Commercial Swimming Pools,"</b> Maria Bella, AFOIT, CPOI, LGI
10:35-10:45 AM	<b>Mid-Morning Break, refreshments, Vendor Fair</b>
10:45-11:45 AM  Breakout Sessions	<b>A. "Trial is Different—Trial Practice Do's and Don'ts,"</b> Joseph Popolizio, Esq. and Holly McGee  <b>B. "Ten Tips to Keep Your Firm Ethically Compliant in 2018,"</b> Lynda Shely, Esq.
11:45-12:50 PM	<b>Buffet Luncheon, Networking time, and last visit to the Vendor Fair before Vendor Prize Drawings</b>
12:50-12:55	Afternoon Announcements before Vendor Prize Drawing and General
12:55-1:05 PM	<b>Vendor Prize Drawings</b>
1:05-2:05 PM	<b>Afternoon General Session Keynote Speakers' Panel:</b> "A View From the Window—Insights and Advice From Our Clerks of the Superior Courts of Arizona"  Panel: Lynn Fazz, Yuma County; Toni Hellon, Pima County; Donna McQuality, Yavapai County
2:05-2:10 PM	<b>Mini Break; classroom changes</b>
2:10-3:10 PM  Breakout Sessions	<b>A. "Updates Regarding Arizona's Medical Marijuana Act,"</b> Sonia Martinez, Esq.  <b>B. "It's Just Not Grandpa—Recognizing Abuse and Neglect Claims of Vulnerable Adults,"</b> Teri Rowe, Esq.
3:10-3:20 PM	<b>Mid-Afternoon Break, refreshments</b>
3:20-4:20 PM  Breakout Sessions	<b>A. "First Amendment Issues From the Trenches,"</b> Brunn "Beau" Roysden, Esq.  <b>B. "Shooting Your Mouth Off About the Second Amendment,"</b> Robert J. McWhirter, Esq.
4:20-4:45 PM	<b>Conference prize drawings</b>

### A. Diamond Sponsorship (Only 4 available!)

\$1,500



- **Double booth** in prominent location at Exhibitors Fair
- **Conference Program:**
  - Full-page ad
  - Sponsors acknowledgement pages: Listed first as Diamond sponsor
- **Conference signage** as Diamond sponsor
- **APA Website:**
  - **FRONT page ad for 3 months (3x4" max, rotating ad w/ link to website)**
  - Sponsors page ad (at level 1) 3 months (4x6"max, rotating ad w/ link to website)
- **Newsletter advertisements:**
  - Full-page ad in 3 issues of *The eDigest* (\$300 value)
  - Sponsors acknowledgement pages in next issue of *The eDigest*: Listed first as Diamond sponsor
- **Two luncheon tickets** (Valued at \$100)

### B. Emerald Sponsorship

\$850



- **Single booth** in prominent location at Exhibitors Fair
- **Conference Program:**
  - Half-page ad
  - Sponsors acknowledgement pages: Listed as Emerald sponsor
- **Conference signage** as Emerald sponsor
- **APA Website:**
  - Sponsors page ad (at level 2) for 3 months (3x4"max, rotating ad with link to website)
- **Newsletter advertisements:**
  - Half-page ad in 3 issues of *The eDigest* (\$174 value)
  - Sponsors acknowledgement pages in next issue of *The eDigest*

### C. Ruby Sponsorship

\$700



- **Single booth** at Exhibitors Fair
- **Conference Program:**
  - Quarter-page ad
  - Sponsors acknowledgement pages: Listed as Ruby sponsor
- **Conference signage** as Ruby sponsor
- **APA Website:**
  - Sponsors page ad (at Level 3) for 3 months (3x4" max, rotating ad w/ link to website)
- **Newsletter advertisements:**
  - Sponsors acknowledgement page in next issue of *The eDigest*
  - Quarter-page ad in 3 issues of *The eDigest* (\$120 value)

### D. Pearl Sponsorship

\$400



- **Single booth** at Exhibitors Fair
- **Conference Program:**
  - Business-card size ad
  - Sponsors acknowledgement pages: Listed as Pearl sponsor
- **Conference signage** as Pearl sponsor
- **APA Website:**
  - Sponsors page ad (at level 3) for 3 months (3x4" max, rotating ad w/ link to website)
- **Newsletter advertisements:**
  - Sponsors acknowledgement pages in next issue of *The eDigest*
  - Business-card size ad in 3 issues of *The eDigest* (\$60 value)

### E. Friends of the APA Sponsor (NO exhibitor's booth)

\$300

- **Conference Program:** Acknowledgement as Sponsor
- **Conference signage** on buffet tables
- Your business card and flyer included inside our conference bag
- **Newsletter advertisement:** Acknowledgement as Sponsor in next issue of *The eDigest*

### F. Join us for Lunch!

\$50 each

#### Questions?

Teresa Romero, CP  
Teresaromero.apa@gmail.com



**Refund and Cancellation Policy:** All cancellations must be received in writing by April 13, 2018, in order to be eligible for a refund. All cancellations will be charged a \$50 processing fee. No refunds will be given after April 13, 2018.

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## Sponsorship Registration

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**PURCHASE SPONSORSHIPS ONLINE at <http://azparalegal.org/event-2670841>**

*Or mail completed form below with your payment*

<b>Name</b>		<b>Email:</b>	
<b>Company/ Sponsor name</b>		<b>Phone:</b>	
<b>Address</b>		<b>Website:</b>	
<b>City, State, Zip</b>			

Description	Price	#	Total
A. DIAMOND SPONSOR	\$1,500.00		\$
B. EMERALD SPONSOR	\$850.00		\$
C. RUBY SPONSOR	\$700.00		\$
D. PEARL SPONSOR	\$400.00		\$
E. FRIENDS OF THE APA SPONSOR (No exhibitor's booth)	\$300.00		\$
F. Luncheon ticket	\$50.00		\$
TOTAL			

**Mail completed form and your check to  
(payable to Arizona Paralegal Association):**

Arizona Paralegal Association  
c/o Irene Winterburn, CP  
Ballard Spahr LLP  
1 E Washington St., Suite 2300  
Phoenix, AZ 85004

**Deadline to pay for  
Sponsorships:  
April 13, 2018**

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