



SPECIALIST ACCREDITATION
THE LAW SOCIETY OF NSW

SPECIALIST ACCREDITATION CONFERENCE 2024

Sponsor & Exhibitor Prospectus

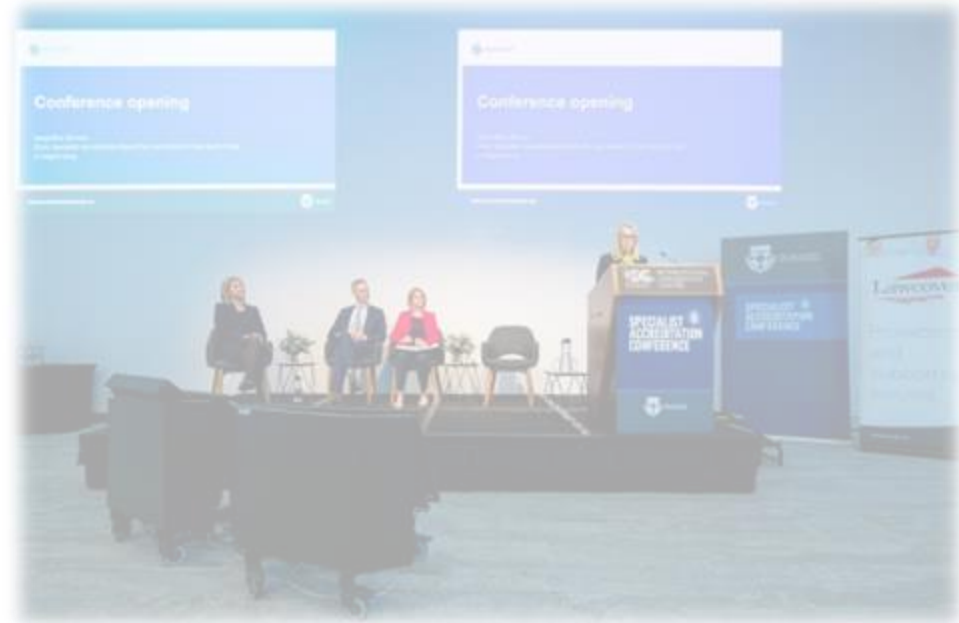


THE LAW SOCIETY
OF NEW SOUTH WALES

The annual **Specialist Accreditation Conference** enables legal practitioners to stay current and ahead of the curve in their area of accreditation.

The event includes panel discussions, interactive sessions and opportunities for delegates to network with their industry peers. The conference will feature presentations from experts on important substantive law issues relevant to our accredited specialists.

The Law Society has been working closely with the Specialist Accreditation Advisory Committees in key areas to ensure the 2024 program is relevant, current and engaging.





The 2024 Conference will cover five specialist legal streams: Business Law, Family Law, Property Law, Personal Injury Law and Wills and Estates.

The **Specialist Accreditation Conference** will offer 30 hours in-person, 20 hours of live webinars and 5 hours on demand.

Specialists must obtain 10 additional CPD points for each accreditation they have. The **Specialist Accreditation Conference** which is pitched at the specialist level, is to enable specialists to continue developing their skills and knowledge once accreditation has been obtained.

Why sponsor or exhibit?

- Attendees are often senior decision makers within their practice
- It's the perfect alignment if your product or service specifically relates to an included legal stream

Registration & Attendance

Type	Registered	Attended ICC	Rate
Paid Attendees	274	230	84%
Business law	25	20	80%
Family law	43	32	74%
Personal injury	103	86	83%
Property law	50	44	88%
Wills & estates	53	48	91%
Complimentary Attendees*	8	6	75%
Speaker - Day 1	50	50	100%
Speaker - Day 2	24	2	8%
Sponsors	19	16	84%
Other**	20	16	80%
Grand Total	395	320	81%

Upon registration 11% of attendees indicated they would wait for the recordings.

*Comp attendee from sponsor or LS employees attending as delegates

** PD Team, Executive Team, Marketing Team



2023 Specialist Accreditation Conference – Key Insights



REGISTRANT DEMOGRAPHICS

274

Total Registrants

268

Members

6

Non-Members

207

Specialists



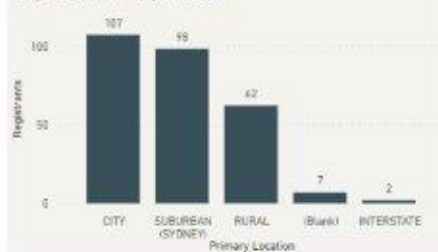
All Paid Registrations

Statistics based on member data only, non-member data not available.

Registrant Age

Age Range	Female		Male		Non-Member		Total	
	Registrants	%	Registrants	%	Registrants	%	Registrants	%
01. Under 25 Years Old	2	1.48%					2	0.72%
02. 25 - 34 Years Old	17	12.59%	12	8.96%			29	10.51%
03. 35 - 44 Years Old	57	42.22%	23	17.16%			80	28.99%
04. 45 - 54 Years Old	29	21.48%	28	20.90%			57	20.65%
05. 55 - 64 Years Old	24	17.78%	34	25.37%			58	21.01%
06. 65 - 75 Years Old	5	3.70%	33	24.63%			38	13.77%
07. Over 75 Years Old	1	0.74%	4	2.99%			5	1.81%
08. No Age Data					7	100.00%	7	2.54%
Total	135	100.00%	134	100.00%	7	100.00%	274	100.00%

Registrant Primary Location



Registrant Specialist Accreditation





Event Details

Day 1

Location: International Convention Centre, Sydney

Date: Thursday 15 August 2024

Day 2

Location: Live online

Date: Friday 16 August 2024

Target attendees

Offered to our Accredited Specialists across 14 practice areas, plus non-Specialist practitioners if they wish to attend. It is expected to attract 250+ attendees.



Coffee Cart Sponsor (includes Exhibitor Space) - \$10,000 ex GST (x 1 available left) **1 SOLD**

- Coffee Cart with exclusive sponsor branding on Day one: includes barista and coffee cups supplied by the Law Society with the Sponsor's choice of image and text, subject to final approval by the Law Society
- Inclusion of your organisation's logo and/or name on the conference webpage and applicable event signage, including a link to the sponsor's preferred webpage
- Acknowledgement as a Coffee Cart Sponsor (logo and/or organisation name) on selected preconference promotional material and correspondence, where applicable
- Social media graphic with sponsor's logo promoting the Conference for use in your communications
- Email footer banner graphic with sponsor's logo promoting the Conference for use in your communications
- Permission for Sponsor to reference themselves as "Proud supporter of the Law Society of New South Wales 2024 Specialist Accreditation Conference"
- Inclusion in the dedicated pre and post event Sponsor & Exhibitor profiling solus eDMs
- Opt in function at point of registration for attendees to receive direct Sponsor & Exhibitor communications
- An acknowledgement and thank you as the Exhibitor at the Conference
- The opportunity to have your product and/or service demonstrated in the exhibition area:
 - Display products, services and marketing collateral within Exhibition area
 - 1x trestle table and tablecloth with 2x chairs
 - 1x power point
 - Opportunity to run a lucky door prize for lead generation from your Exhibitor table
 - Space for 1x promotional pop-up banner (sponsor to provide)
- 4x complimentary exhibition stand registrations;
- 2 x complimentary conference registrations.



Exhibitor - \$6,000 ex GST

- Inclusion of your organisation's logo and/or name on the conference webpage and applicable event signage, including a link to the sponsors preferred webpage
- Acknowledgement as an Exhibitor (logo and/or organisation name) on selected preconference promotional material and correspondence, where applicable
- Permission for Exhibitor to reference themselves as "Proud supporter of the Law Society of New South Wales 2024 Specialist Accreditation Conference"
- Inclusion in the dedicated pre and post event Sponsor & Exhibitor profiling solus eDMs
- Opt in function at point of registration for attendees to receive direct Sponsor & Exhibitor communications
- An acknowledgement and thank you as the Exhibitor at the Conference
- The opportunity to have your product and/or service demonstrated in the exhibition area:
 - Display products, services and marketing collateral within Exhibition area
 - 1x trestle table and tablecloth with 2x chairs
 - 1x power point
 - Opportunity to run a lucky door prize for lead generation from your Exhibitor table
 - Space for 1x promotional pop-up banner (sponsor to provide)
- 4x complimentary exhibition stand registrations
- 2 x complimentary conference registrations.





Stream Sponsor - \$11,000 ex GST (Property Law Stream sponsorship **SOLD**)

- Inclusion of your organisation's logo and/or name on the conference webpage and applicable event signage, including a link to the sponsors preferred webpage
- Inclusion in the dedicated pre and post event Sponsor & Exhibitor profiling solus eDMs
- Opt in function at point of registration for attendees to receive direct Sponsor & Exhibitor communications
- Acknowledgement as a Stream Sponsor (logo and/or organisation name) on selected preconference promotional material and correspondence, where applicable
- Social media graphic with sponsor's logo promoting the Conference for use in your communications
- Email footer banner graphic with sponsor's logo promoting the Conference for use in your communications
- Exclusive naming rights to your Stream: Sponsor is permitted to refer to themselves as the exclusive sponsor of the X Law Stream prior to the Event, including permission to use the wording "Proud supporter of the Law Society of NSW 2024 Specialist Accreditation Conference" when referring to your sponsorship of the Event (subject always to pre-approval of content by the Law Society), noting such naming rights expire at the conclusion of the Event
- A 10-15 minute speaking opportunity*
- An acknowledgement and thank you as the Stream Sponsor at the Conference
- The opportunity to have your product and/or service demonstrated in the exhibition area:
 - Display products, services, and marketing collateral within Exhibition area
 - 1x trestle table and tablecloth with 2x chairs
 - 1x power point
 - Opportunity to run a lucky door prize for lead generation from your Exhibitor table
 - Space for 1x promotional pop-up banner (sponsor to provide)
- 4x complimentary exhibition stand registrations
- 4 x complimentary conference registrations.

*All offers of utilizing a speaking slot are at the Law Society of NSW's sole discretion, and all proposed content must be approved as appropriate, relevant, and fit in cohesively with the event structure, timing and overarching ethos



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