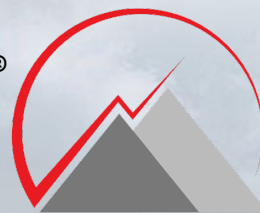


# THE SUMMIT<sup>®</sup>

NATIONAL SOLO & SMALL LAW FIRM CONFERENCE



## 2024 SPONSORSHIP OPPORTUNITIES

NOVEMBER 14-15, 2024

ORLANDO, FLORIDA

## ABOUT THE SUMMIT

The Summit attracts 300 founders, attorneys, and legal professionals of solo and small law firms from across the nation. The Summit provides an opportunity for attendees to delve into cutting-edge legal industry developments, exchange groundbreaking ideas, and gain innovative practice insights from industry experts.

Since 2017, The Summit has evolved into the foremost catalyst, inspiring small to medium-sized law firm owners to grow great practices and cultivate great lives.

Set for November 14-15, 2024, at the Hyatt Regency Orlando International Airport, this exclusive event offers a prime opportunity to engage with the most successful law firm owners, attorneys, and key team members in the industry, allowing you to showcase your latest innovations and products tailored to their specific needs.

## WHY INVEST?

Here's why this exclusive opportunity promises a myriad of benefits that extend far beyond immediate visibility:

- **Unrivaled Exposure for Long-Term Impact:** Seize this opportunity to position your company as the go-to leader, providing tailored solutions to the best in the legal industry, ensuring enduring brand recognition and market influence.
- **Showcase Your Innovations for Profitable Partnerships:** Engage directly with decision-makers actively seeking solutions to grow their law practices and forge partnerships that translate into long-term financial success.
- **Networking Opportunities for Strategic Alliances:** Begin lasting relationships with new clients during networking sessions, social events, and one-on-one interactions. Become the partner of choice for law firm owners that will become a strategic investment for your company.

## SECURE YOUR PARTICIPATION

Sponsorships and exhibit spaces are allocated on a first-come, first-served basis. Priority for prime placement and larger exhibit booth is determined by sponsorship level and registration submission date. We strongly encourage timely registration as space is limited, and once capacity is reached, we will be unable to accept further registrations.

Many of the sponsorship inclusions and benefits have associated deadlines. Registration after passed deadlines will omit the ability to receive the respective exposure opportunity.

Submit your registration timely to gain ultimate exposure to The Summit attendees.

## PLATINUM LEVEL – SOLD OUT

### **\$45,000 | Limit 1 Company**

All Gold level amenities, plus:

- One full page advertisement featuring your company in The Summit workbook
- Sponsorship of an evening reception event
- Mentions of your company and recognition of sponsorship from the stage by conference emcees
- Additional branded signage during the event
- Sponsorship of the swag bag
  - Your company logo will appear on one side of The Summit swag bag which will be distributed to all attendees
  - 2 pieces of branded collateral for the swag bag
- Post event email communication, created by your company, distributed by Atticus to all conference attendees



## GOLD LEVEL

### **\$15,000 | Limit 4 Companies**

All Silver level amenities, plus:

- Premium placement on The Summit web page with your company logo and a link to your company website
- Sponsorship of a break or meal
  - Additional mention and signage
  - Branded break or meal napkins with your company logo
- Premium placement on The Summit mobile app
- Participate in an Atticus webinar for exposure to clients and prospects
- 4 Social media posts by Atticus featuring you as a sponsor of The Summit (2 pre-Summit, 1 at The Summit, and 1 post-Summit)
- Two additional booth passes for the entire event (4 total)
- A feature of your company logo on the back cover of The Summit workbook (a total of 5 logos will be displayed)

## SILVER LEVEL

### **\$10,000 | Limit 6 Companies**

All Bronze level amenities, plus:

- Premier 10' wide by 10' deep space in the foyer of the exhibit hall
- One announcement in The Summit mobile app with your company logo
- A feature of your company logo and a link to your company website in the *Atticus Insider*, our monthly newsletter to Atticus members
- A feature of your company logo on the inside cover of The Summit workbook (a total of 6 logos will be displayed)

## BRONZE LEVEL

### **\$6,000 | Limited by Availability**

All Exhibitor level amenities, plus:

- One piece of branded collateral for the swag bag
- A full-page company advertisement on The Summit carousel played before, after, and during breaks
- A comprehensive registration list, excluding email addresses, for one USPS mailing, within 90 days of The Summit

## EXHIBITOR LEVEL

### **\$4,000 | Limited by Availability**

- 8' wide by 8' deep exhibit hall space
- One 6' table with power strip (4 plugs), two chairs, a wastebasket
- A feature of your company logo and a link to your company website on The Summit website
- A feature of your company logo and a link to your company website on The Summit mobile app
- A feature of your company logo on The Summit carousel played before, after, and during breaks
- Combined with other Exhibitor level sponsors
- Two booth passes for the entire event
- Participation in The Summit attendee engagement game

# THE SUMMIT<sup>®</sup>

NATIONAL SOLO & SMALL LAW FIRM CONFERENCE





## SUMMIT LOGISTICS

Hyatt Regency Orlando International Airport  
9300 Jeff Fuqua Blvd, Orlando, FL 32827  
(407) 825-1234

Setup from 1:00 PM to 8:00 PM, Wednesday, November 13  
Tear down between 2:00 PM to 5:00 PM, Friday, November 15

Contact us at [summit@atticusadvantage.com](mailto:summit@atticusadvantage.com) for more information or to create a sponsorship that fits your needs.

## FEEDBACK FROM 2023 SPONSORS

- “We are leaving with wanting to do more with this organization.”
- “We appreciate the way the Atticus team communicated the value of the vendors to the members.”
- “The sponsors were amazing. The event was well organized, the food was good. You put on a fantastic event that’s always well organized.”
- “First event, realize we need an additional demo kiosk.”
- “Appreciate the initiative to get people to the booth.”
- “The hotel and location are convenient, and the food and service were great. The Atticus staff and team are very helpful and friendly. The Summit continues to be an important part of my marketing.”

## TERMS AND CONDITIONS

The following rules and regulations have been designed for the benefit of all exhibitors. Atticus, Inc. ("Atticus") for the National Solo & Small Law Firm Conference ("The Summit") requests the full cooperation of exhibitors in their observance and reserves the right to terminate the exhibitor's display privileges at any time for breach of any terms, rules, and regulations. Sponsors and exhibitors, as part of their participation in and at The Summit, agree to and accept the following terms and conditions.

Completion of the application associated with these Terms and Conditions does not guarantee exhibit space. Exhibition space and location will be assigned based on availability, time of registration, sponsorship level, and at the sole discretion of Atticus. Participation will not be secured without full payment.

The submission of an application does not guarantee the selection of the Applicant as an exhibitor or sponsor of The Summit. All Applications are subject to approval. Atticus reserves the right to reject the Application, or any applicant, to be an exhibitor or sponsor for any reason.

Atticus makes no representations or warranties, express or implied, regarding the number, quality, or character of persons who will attend The Summit, or regarding any other matters. All matters pertaining to The Summit, and not specifically covered by these Terms and Conditions, or outlined in the applicable rules and regulations, are subject to Atticus' sole discretion.

Atticus may adopt, amend, or revoke any established rules and regulations from time to time, on reasonable notice to Applicant. Any such rules or regulations are hereby incorporated into these Rules and Regulations. These Terms and Conditions, and any additional rules and regulations adopted by Atticus, state the entire agreement between Atticus and Applicant, and may not be amended without Atticus' prior written consent.

All events held by Exhibit/Sponsor at the hotel where The Summit is held ("Hotel") during The Summit, November 14 - 15, 2024, must be pre-approved by Atticus no later than thirty (30) days before the first day of The Summit.

Exhibit booth representative names must be provided to Atticus no later than September 1, 2024. Name badges will be issued and must be worn by booth representatives while on the exhibit hall floor. Hotel accommodation will be recommended but not guaranteed.



## **PAYMENT FOR EXHIBIT SPACE**

Credit card payments can be made by Visa, MasterCard, American Express, or Discover. No other credit cards will be accepted. Checks shall be made payable to Atticus, Inc. and mailed to 345 South Highland St., Mount Dora, Florida 32757. The full payment must be included with the Application and processed before registration will be accepted.

## **INSTALLATION AND DISMANTLING OF EXHIBITS**

Exhibitors can begin setting up as prescribed by the time allocated by Atticus. All shipping must be handled through the convention hotel staff. Packing of exhibits before the close of the exposition is prohibited. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date. Atticus reserves the right to alter the convention hours in any manner in the best interest of Atticus. The exhibitor shall not cause any violation of the rules of the exhibit hall location. Exhibitors who plan to use outside contractors must notify Atticus in writing 60 days before the meeting. Outside contractors are required to supply verification of liability insurance coverage. All laborers must have hotel or local union clearance. No empty boxes or crates may be stored in the booths. Provisions will be made for the removal, storage, and return of all packing materials. Exhibitors are advised to provide locked facilities within their display for excess merchandise.

## **RULES AND REGULATIONS**

The applicant will abide by all rules and regulations regarding the construction, maintenance, and tear-down of the exhibit space and any rules and regulations promulgated, from time to time, by Atticus or the Hotel. Applicants must adhere to any restrictions or guidelines from the Hotel or Atticus that are in place at the time of The Summit. Atticus reserves the right to determine the suitability and appropriateness of all exhibits and the attire and conduct of all exhibit personnel and to regulate the same at its sole discretion. Applicants must provide the necessary safety items to protect attendees, other exhibitors, and all others from operable equipment or any other material, processes, or operations that might cause bodily harm. Applicant will not use any copyrighted music or dramatic materials, or any other property owned by a third party without first obtaining licenses for the use of the same. Applicant will not discriminate against any person in connection with admission to its booth, services rendered, or privileges offered, based on race, creed, ancestry, sexual orientation, disability, color, sex, marital status, age, religion, or national origin.

## **CANCELLATIONS**

All cancellation requests must be delivered to Atticus in writing. Written notice can be submitted via email to [Summit@Atticusadvantage.com](mailto:Summit@Atticusadvantage.com). Cancellations received before September 1, 2024, will be refunded, less an administrative fee of \$1,000. Except as otherwise expressly provided in these Terms and Conditions, no refunds will be made after September 1, 2024.

## **TYPES OF EXHIBITORS AND NON-COMPETITIVE ACTIVITIES**

Only exhibitors offering products, equipment, and or services that are related to the interest and educational values of The Summit attendees may obtain exhibit space at The Summit. Companies with products or services that directly compete with the products and services provided by Atticus will not be permitted to exhibit at The Summit. Should registration be accepted before knowledge of the competitive product/service, Applicant will be rejected, or approval rescinded, for participation, and a full refund will be issued, less an administrative fee of \$1,000. If Applicant subsequently promotes a product or service from the exhibit hall floor that competes with the products and or services provided by Atticus, Applicant will be asked to depart the exhibit hall floor, and Applicant agrees to immediately and fully comply with such request. In such an event, the exhibit fee paid by the Applicant will be forfeited and no refund will be issued by Atticus.

## **GIVEAWAYS**

Exhibitors are solely responsible for shipping any giveaways directly to the recipient. ATTICUS will not be involved in shipping any exhibitor giveaway(s) to recipients. Exhibitors are responsible for all shipping and handling fees associated with their giveaways.

## **EXHIBITOR TABLE OR BOOTH OPERATION**

Applicant shall confine all activities to the space allocated by Atticus to Applicant. Applicant is not permitted to use strolling entertainment or to distribute literature, samples, etc., except from its own booth space. Distributing literature or novelties outside of the Applicant's exhibit space is prohibited. Atticus reserves the right to prohibit the distribution of items that Atticus deems or reasonably believes to be illegal, or offensive, objectionable, or unrelated to the interest and educational value of Atticus or The Summit attendees.

## **EXHIBIT SPECIFICATIONS**

Exhibitors desiring to use other than standard exhibit equipment or any signs, decorations, or arrangements of display material conflicting in any way must seek prior approval from Atticus which should include a detailed sketch of the proposed layout, and must receive written approval before exhibiting.

Each exhibit should be installed so that it will not project beyond the space allotted and obstruct or interfere with the other exhibits. Exhibit fixtures, components, and identification signs will be permitted if no component exceeds the allowed restriction.

No nails or screws may be driven into the floor and no damage of any nature may be done to any part of the exhibit hall. Exhibitors may not tape, paste, thumbtack, nail, or otherwise affix signs or posters to the walls, columns, or hang things from sprinkler pipes.

Fire Department Regulations and All Other Applicable Laws and Regulations must be complied with by the Exhibitor. Display and packing material must be flame-retardant. Electrical equipment must be UL-approved and must be wired by a licensed electrician.

## **LIMITATION OF LIABILITY**

Atticus expressly disclaims all warranties, whether express or implied, including, without limitation, any implied warranties of merchantability or fitness for a particular purpose. Atticus' entire and cumulative liability applicant, or any other party, for any loss or damages resulting from any claims, demands, or actions arising out of or relating to these terms and conditions, the application, or The Summit, shall not exceed an amount equal to the fees paid by applicant to Atticus for The Summit. Without waiver of the foregoing limitation, in no event shall Atticus be liable for any indirect, incidental, consequential, special, or exemplary damages or lost profits, even if Atticus has been advised of the possibility of such damages.

## **INSURANCE AND INDEMNIFICATION**

Applicant assumes entire responsibility and liability for losses, damages, and claims arising out of Applicant's activities on the Hotel premises. Applicant agrees to indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees, and Atticus, and their members, managers, employees, and agents from any and all losses, damages, and claims arising from or relating to (a) Applicant's exhibit or sponsorship of The Summit, including, without limitation, claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Applicant's transportation, installation, removal, maintenance, occupancy, display or



use of exhibits, or of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Atticus, (b) any trademark or copyright infringement or misappropriation, and (c) the delivery of any communications using the Attendee list identified in these Terms and Conditions. Such indemnification obligation will include the payment of all reasonable attorney's fees and expenses. Such indemnification obligation also includes the obligation to indemnify, defend, and hold harmless for all.

In addition, Applicant acknowledges that Atticus and Hotel have no obligation to maintain insurance covering Applicant's property and that such insurance is the sole responsibility of Applicant. Applicant agrees as a condition to any sponsorship or exhibition to obtain business interruption and property damage insurance covering any losses by Applicant, in addition to general liability and casualty insurance in amounts acceptable to Atticus. Applicant further agrees to obtain and maintain workers' compensation insurance required by applicable state law. Upon request of Atticus, Applicant agrees to cause Atticus to be named as additional insureds under Applicant's insurance policy, and to deliver to Atticus a certificate of insurance evidencing compliance with these Terms and Conditions. All property of Applicant will remain under Applicant's custody and control, including in transit to, within, or from the confines of the exhibit hall, subject to these Terms and Conditions. Atticus recommends that the Applicant take precautionary measures to protect its property, such as securing small or easily portable articles of value including laptop computers, PDAs, and cell phones.

## **SECURITY**

Although the Hotel may provide perimeter security for The Summit, the Hotel is under no obligation to do so, and any security provided by the Hotel may be discontinued at any time. Whether or not such security is provided, Applicant shall be solely responsible for the protection of its property and its confidential and proprietary information, and for obtaining insurance as provided in these Terms and Conditions.

Atticus shall, in any event, have no obligation to provide security services and makes no representation or warranty whatsoever, and disclaims all liability concerning the security of the premises or Applicant's goods or equipment. Applicant hereby releases and shall hold Atticus harmless for the same.

## **RECORDING**

Applicant acknowledges that The Summit may be recorded and reproduced in any form, including but not limited to digital formats, and hereby authorizes Atticus, and its designees, to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute,

and transmit in any form and for any purpose any such recording of The Summit. Applicant hereby releases Atticus, and their designees, from, and waives all claims it may have, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

## **COMPLIANCE**

Failure to comply with these Terms and Conditions may result in the removal of an exhibit, refusal of access to the exhibit hall, or cancellation of sponsorship or exhibitor registration. Atticus also reserves the right to restrict or prohibit all or any portion of any exhibit that Atticus, in its sole discretion, determines to be objectionable or not in keeping with the character and tone of the exhibit hall. In the event of such a restriction or prohibition, Atticus will not be liable for reimbursement of any expenses incurred by Applicant and will not refund any portion of the exhibit fees paid by Applicant.

## **TRADEMARKS**

Except as expressly provided in these Terms and Conditions, Atticus does not grant to Applicant a license or any other right to use or display any of Atticus' trademarks, whether federally registered or common law. Atticus' trademarks may be used for communications to attendees only with prior written approval of Atticus. Any proposed artwork or draft email communications may be delivered to [Summit@Atticusadvantage.com](mailto:Summit@Atticusadvantage.com) for approval.

## **ACTS OF GOD**

In the case of cancellation of The Summit, or unavailability of the exhibit hall, due to acts of god, war, threats or acts of terrorism, governmental authority, fire, strike, labor disputes, Covid restrictions or any other cause beyond the reasonable control of Atticus, Atticus' obligations under these Terms and Conditions shall terminate, and Atticus shall not be responsible for any damages or expenses incurred by Applicant in connection with The Summit. If The Summit is canceled as provided in this paragraph, Atticus shall provide a partial refund of the fees paid to Applicant, less an administrative fee determined by Atticus.

## **GOVERNING LAW; SUBMISSION TO JURISDICTION**

These Terms and Conditions shall be governed by and construed under the laws of the State of Florida. Applicant acknowledges that by applying and participating in The Summit, Applicant has transacted business in the State of Florida.