



2018 Solo & Small Firm Conference

Sponsor Registration Form

Small Firm Reboot: Gearing Up for Efficiency and Success

January 19, 2018 DoubleTree by Hilton—Orlando Live Course Only

Approved for 7.5 General CLE Credits (6.5 Technology & 1.0 Ethics)

All Small Firm Reboot sponsors receive the following benefits:

- Introduction and recognition by the program chair.
- Inclusion on signage, promotional materials and conference web page.
- Publicity in biweekly QuickLINK SSF Section member e-newsletter.
- Recognition in conference promotions sent to SSF Section members, 26,000+ Young Lawyers Division and other Florida Bar section members, “small firm” Florida Bar members and voluntary bar associations statewide.
- Promotions through SSF Section social media (Facebook and Twitter).



Signature Sponsor \$5,000

- Your logo or slogan on all rostrums, microphones and PowerPoint screens except for reception and sponsored breaks.
- Full-page black & white ad for one year in the SSF Section quarterly LINK newsletter emailed to all section members and posted to website.

Reception Sponsor \$5,000

Post-CLE reception for registrants and Florida Bar Winter Meeting guests

- Your logo or slogan on all reception signage and on the PowerPoint screen displayed during the reception.
- Full-page black & white ad for one year in the SSF Section quarterly LINK newsletter emailed to all section members and posted to website.

(more)

Break Sponsors (2)
\$1,500 eachMorning/afternoon
coffee & snacks

- Your logo, slogan or banner displayed on signage in break area.
- Brochures or handouts displayed on or adjacent to break tables.
- Half-page black & white ad for one year in the SSF Section quarterly LINK newsletter emailed to all section members and posted to website.

Content Sponsor
\$500

- Your name, logo and slogan on cover of course materials (also available through aftermarket sales).
- Quarter-page black & white ad for one year in the SSF Section quarterly LINK newsletter emailed to all section members and posted to website.

Small Firm Reboot: Gearing Up for Efficiency and Success

Segment 1 – The Efficient Lawyer

- A. Getting the Most out of Microsoft. Tips for using Word and Outlook effectively.
9 - 9:50 a.m.—Adriana Linares
- B. Do I need Practice Management Software? Panel discussion by three practitioners who use different (or no) practice management software.
10 - 10:50 a.m.—Kevin Johnson, Zack Zuroweste, Barbara Leach
- C. “Day in the Life.” Panel discussion featuring three tech-savvy practitioners on how they use technology on a daily basis.
11 - 11:50 a.m.—Liz McCausland, Renee Thompson, Gordon Glover

Lunch on Your Own: 11:50 a.m. - 1:15 p.m.

Segment 2 – The Successful Practice

- A. Technology Best Practices. Panel discussion focusing on higher-level concepts, systems and protocols.
1:30 - 2:20 p.m.—Kevin Johnson, Teresa Byrd Morgan, Twyla Sketchley
- B. Ethics of Social Media for Small Firms.
2:30 - 3:20 p.m.—Judge Diana Tennis
- C. Data Security and Privacy. What every lawyer/firm needs to know and how to protect themselves.
3:30 - 4:20 p.m.—Adriana Linares.

Reception: 5:00 p.m.

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Organization/Firm Name _____

Address _____

Contact(s) _____

Phone _____ Fax _____ Email _____

___ Signature Sponsor—\$5,000

___ Reception Sponsor—\$5,000

___ Break Sponsor—\$1,500 each—select one or both: ___ Morning ___ Afternoon

___ Content Sponsor—\$500

Payment Methods

Payment by Credit Card

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Name on Card: _____

Check Payable to The Florida Bar

Mail to: The Florida Bar Solo & Small Firm

Section, 651 E. Jefferson Street,

Tallahassee, Florida 32399-2300

TOTAL \$ _____ Signature/Title _____ Date _____

Contact Ricky Libbert

Florida Bar Solo & Small Firm

Section Administrator

rllibbert@floridabar.org or (850) 561-5631

