

# 2020 SOLO & SMALL FIRM CONFERENCE

FEBRUARY 7, 2020

HYATT REGENCY ORLANDO

# SOS

SECURE  
OPTIMIZE  
SYSTEMIZE



PRESENTING SPONSOR



## Bank OZK



SURVIVE—AND THRIVE—STRATEGIES  
FOR SOLOS AND SMALL FIRMS

[FLSOLOSMALLFIRM.ORG/2020-CONFERENCE](https://flsolosmallfirm.org/2020-conference)

# SPONSORSHIP OPPORTUNITIES



Solo & Small Firm Conference sponsors and exhibitors receive the following benefits:

- Introduction and recognition by the conference program chairs
- Inclusion in all printed conference materials and signage and on the conference webpage, listed by respective categories
- Promotions through social media (Facebook and Twitter)
- Sponsor/exhibitor ribbon(s) for name badges

## **Presenting Sponsorship - \$3,500**

- Your logo or slogan on all conference signage, rostrums, printed and electronic materials, promotions, conference web pages and PowerPoint screens
- Time allotted for sponsor presentation about the company
- Full-page ad for one year in our triannual LINK newsletter sent to 1,900+ section members (\$2,000 value)
- Publicity in QuickLINK SSF Section e-newsletter sent bi-weekly to 1,900+ section members
- Publicity in conference promotions sent to SSF Section members, Young Lawyers Division and other Florida Bar section members, "small firm" Florida Bar members and voluntary bar associations statewide
- Opportunity to include brochures, fliers or other giveaways in attendee tote bags (\$250 value)
- Exhibit space; premier placement for booth (\$500 value)

## **Continental Breakfast Sponsor - \$1,250. Can be multiple sponsors.**

- Your logo or slogan on breakfast area signage and PowerPoint screen
- Your brochures or handouts displayed on or adjacent to food tables
- Opportunity to include brochures, fliers or other giveaways in attendee tote bags (\$250 value)
- Exhibit space (\$500 value)

## **Coffee Break/Snack Sponsor (Morning or Afternoon) - \$1,000 each. Can be multiple sponsors.**

- Your logo or slogan on signage in coffee break/snack display area
- Your brochures or handouts displayed on or adjacent to coffee display tables
- Opportunity to include brochures, fliers or other giveaways in attendee tote bags (\$250 value)
- Exhibit space (\$500 value)



# MORE SPONSORSHIP OPPORTUNITIES

## Wi-Fi Sponsorship - \$750

- Logo and sponsor information on signage for the Wi-Fi password
- Logo and sponsor information on PowerPoint

## Course Materials Sponsorship - \$500

- Sponsor name, logo and promotional information on inside cover and first page of online course materials packet

## Charging Station Sponsorship - \$500

- Sponsor poster and handouts in location where power strips are located

## Tote Bag Filler - \$250

- Opportunity to include brochures, fliers or other giveaways in attendee tote bags

## Law Firm Sponsor - \$100

- Listing as a Law Firm Sponsor on signage in the conference venue
- Listing as a Law Firm Sponsor on the conference web page

## EXHIBITOR PACKAGES

### Repeat Exhibitor - \$450

\$550 with additional round table

### New Exhibitor - \$500

\$600 with additional round table

- Exhibit space
- Add brochures or promotional materials to tote bags given to each attendee during registration (\$250 value)

## Additional sponsorship or promotional ideas?

Contact Solo & Small Firm  
Section Program  
Administrator Ricky Libbert  
at (850) 561-5631 or  
[rllibbert@floridabar.org](mailto:rllibbert@floridabar.org).

# PROGRAM



## **Secure the Hatches. Cybersecurity and Privacy for Lawyers**

- Al Saikali, Miami
- Valerie Barnhart, Davie
- Bryan Barnhart, GCFA, GPEN, ACE, Davie

## **Know the Ropes. Bar Resources, Mentoring and Member Benefits**

- Liz McCausland, Orlando
- Lynn Whitfield, West Palm Beach
- Renee Thompson, Ocala

## **Lighten the Load. Automation, Integration and Paperless Strategies**

- Jennifer Kuyrkendall Griffin, Live Oak
- Liz McCausland, Orlando
- Felicia Mickens Williams, Tampa

## **All Hands on Deck. Creating and Managing a Successful Virtual Law Firm**

- Mindi Wells, Columbus, OH
- Priscilla Horn Warren, CP, FRP, Vero Beach
- Chelsie M. Lamie, Clearwater

## **Bridge the Gap. Generating Outside Income and Revenue Streams**

- Mindi Wells, Columbus, OH
- John Schaefer, Safety Harbor
- Theresa Jean-Pierre Coy, Tampa
- Jennifer Kuyrkendall Griffin, Live Oak

## **Stay the Course. Surviving Solo While Sick**

- Theresa Jean-Pierre Coy, Tampa
- Mandi Clay, Tampa

## **Toe the Line. Ethics and Social Media**

- Leisa M. Wintz, Plantation
- Joanna Garcia Parkin, St. Petersburg
- Lanse Scriven, Tampa

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As a solo who has attended at least four Solo & Small Firm Conferences, I can state that they continue to be highly informative. Excellent speakers address timely topics throughout the fast-paced day.

With ever-changing practice areas coupled with cybersecurity and technology issues, it is critical for the solo or small firm attorney to attend this conference every year to keep pace.

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# WELCOME FROM THE CONFERENCE CHAIRS

Don't miss the Solo & Small Firm Section's all-new CLE conference! As program co-chairs, we would like to personally invite you to join us on Friday, Feb. 7, 2020, at the Hyatt Regency Orlando for "SOS: Secure, Optimize, Systemize," an all-new CLE event on survive-and-thrive strategies for solos and small firms.

The conference takes place during The Florida Bar Winter Meeting and is an excellent opportunity for you to showcase your company to lawyers, judges and paralegals from throughout Florida. As a conference sponsor, you receive publicity on the conference web page, in all promotions, in the section's publications and on social media.

Topics include Cybersecurity and Privacy for Lawyers; Bar Resources, Mentoring and Member Benefits;

Automation, Integration and Paperless Strategies; Creating and Managing a Successful Virtual Law Firm; Generating Outside Income and Revenue Streams; Surviving Solo While Sick; and Ethics and Social Media.

Need more information? Please contact Solo & Small Firm Section Program Administrator Ricky Libbert at [rllibert@floridabar.org](mailto:rllibert@floridabar.org) or (850) 561-5631. We hope to see you there!

## **2020 Solo & Small Firm Conference Co-Chairs**



Theresa  
Jean-Pierre Coy



Cristina  
Alonso