



# 2018

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## Exhibitor Guide



OCT. 4&5|2018 HYATT REGENCY HOTEL,  
NEW ORLEANS

# CLIO CLOUD CONFERENCE 2018

## EXHIBITOR GUIDE

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# WELCOME TO THE 2018 CLIO CLOUD CONFERENCE



Thank you for your interest in the 2018 Clio Cloud Conference in New Orleans! This is as much about you as it is about us, so we at Clio encourage you to take part in the conference as much as you can. Network with attendees, get to know other legal services on the market, and join us for our phenomenal (yes, really) extracurricular events. We're proud to offer a prime showcase for your products and services, and your exhibit will have the attention of a record-breaking 1,500 excited and curious legal professionals who are an integral part of our Clio community.



## CONFERENCE DATES & LOCATION

ClioCon (as we like to call it), will be hosted Oct. 4 & 5, 2018 at the Hyatt Regency in New Orleans. Now in its sixth year, ClioCon has established itself as the place where leaders from the legal, business, and technology worlds come together for a thought-provoking conference that inspires, educates, and drives innovation.

## EXHIBITING PACKAGES

We will be offering 2018 exhibitors the option of 5 different exhibiting tiers ranging in price from \$3,750 - \$25,000. Tiers will begin with our Startup package building up from there with Bronze, Silver, Gold, and Diamond.

Since we want our exhibitors to enjoy a stress-free experience, Clio takes care of (almost) all the details from furniture to technical equipment, setup and teardown.

## WANT TO KNOW MORE?

If the information provided in this guide does not answer all of your questions, we'll be happy to clarify any details for you – just get in touch with the Clio Cloud Conference team.

Email: [conference@clio.com](mailto:conference@clio.com)

Tel: 1-888-858-2546

## 2017 ATTENDEE SNAPSHOT



The Clio Cloud Conference is the best legal technology conference of the year attracting professionals from across the legal and technology industry. ClioCon is recognized as the essential resource for innovators, early adopters, and driven entrepreneurs. This conference elevates the legal landscape by empowering attendees to reach across silos, have conversations that count, and engage with the legal technology world's most dynamic roster of speakers and partners.

Boasting an extremely high quality attendee profile from around the world we've taken a snapshot of who our typical "Clio Cloud Conference" attendee is.



# 90%

The majority of our attendees call **North America** home.

# 7

## The top Practice Areas

represented by attendees year over year:



**FAMILY** *criminal*  
*corporate* **IMMIGRATION**  
**ESTATE** *intellectual property*  
**LITIGATION**

Attendance has no intention of **slowing down.**



**2013=250**

**2014=415**

**2015=575**

**2016=700**

**2017=1050**

**2018=1500**

# PACKAGE OVERVIEW



**DATES** Thursday & Friday, Oct. 4 & 5, 2018

**LOCATION** Hyatt Regency Hotel, New Orleans LA

**SIZE** 1500 Attendees | 50+ Speakers

## TIERS & PRICE

Diamond	2	\$25,000 ea.
Gold	5	\$12,500 ea.
Silver	8	\$7,500 ea.
Bronze	10	\$5,000 ea.
Startup	14	\$3,750 ea.

## WHAT'S IN IT FOR ME?

**FURNITURE & SETUP** We take care of all the equipment, furniture, and setup. All you have to do is show up.

**CLIO CO-MARKETING** ROI on live events is hard to earn and to help catch that elusive unicorn we will be offering exhibitors the chance to partner with Clio's Marketing team. Dependent on tier, exhibitors will collaborate with Clio's Marketing team on a variety of co-marketing deliverables to help bring more attention to their product or services.

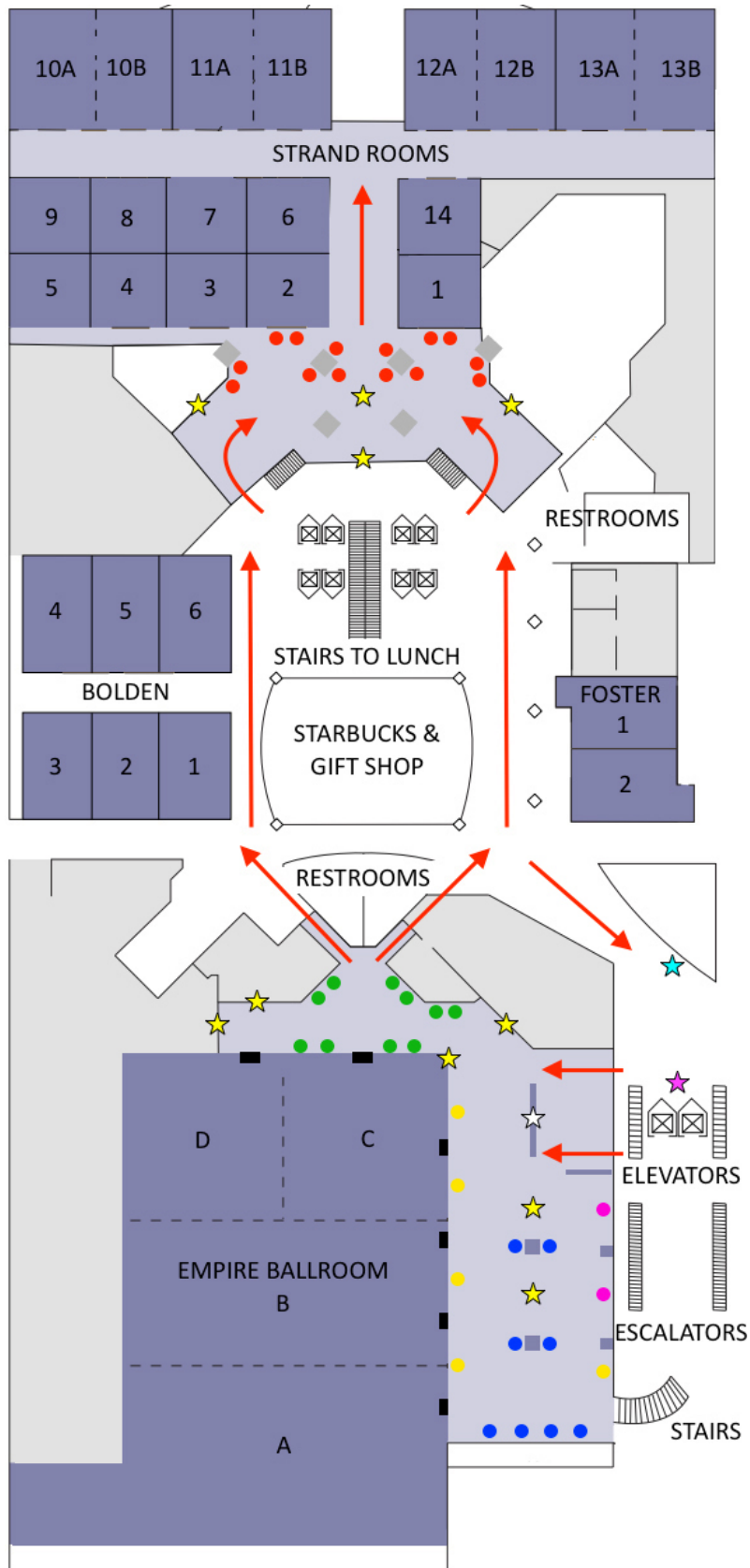
**CONFERENCE ADMISSION** Each tier is inclusive of event passes to the Clio Cloud Conference that include admission to both the Thursday evening Clio After Dark event, as well as the ticketed Friday night Clio After Dark event. Additional exhibitor passes can be purchased at \$699 each which includes admission to both the Thursday and Friday Clio After Dark events.

**EVERYTHING ELSE** Exhibitors are encouraged to participate in all of the conference happenings. Sit in on a session or keynote, enjoy lunch with prospects, or spend time with Clio's team. This is your chance to network with over 1,500 passionate and curious legal professionals.

## SIGN ME UP

Skip the line and email [conference@clio.com](mailto:conference@clio.com) to coordinate quick sign-up, or else feel free to jump to page #27 to fill out the Payment & Application Form.

# CONFERENCE MAP



## EXHIBITORS

	Diamond x 2
	Gold x 5
	Silver x 8
	Bronze x 10
	Startup x 14

## ACTIVATIONS

	Various interactive activations such as social media displays, food & beverage stations, and new, interactive features still being researched.
	Front Side: Conference Registration & Information Desk Back Side: Interactive activation (TBD)
	Professional Headshot Station
	Press & Media

## ROOMS

EMPIRE	Keynotes & Sessions
BOLDEN	Interactive Rooms (TBD)
FOSTER	Interactive Rooms (TBD)
STRAND	Clio Smart Bar, Clio Lab, Sessions, and Interactive Space (TBD)

## OTHER

	Entrances, exits, and walkways throughout the conference space
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## DIAMOND PACKAGES X 2 @ \$25,000 EA.



There's more than one way to stand out in New Orleans that doesn't involve earning Mardi Gras beads. If you want to turn heads, then the Diamond exhibiting package is for you. We've moved our Diamond exhibitors to the main conference space for 2018 handpicking the most optimal spots for natural light, prime visibility, and just steps away from registration, snack stations, keynotes and sessions. With more room, we've upgraded our Diamond areas to include a networking and workshop space with lounge furniture, bar-height tables, and display monitors for even more prospecting. Oh yeah, and you get your own private demo room.

**“This is a world class conference. So many good people here...”**

**It's amazing to watch the emergence of technology and how that's impacting the legal system.”**

- Unbundled Attorney | 2016

### WHO THIS TIER IS BEST FOR

You're the titan of your industry and synonymous with "innovation". When people think of industry leading technologies that maximize firm efficiencies or heighten the client experience, your company comes to mind. You're not just part of a movement, you're a ringleader pushing the boundaries of law, technology, thought leadership, and entrepreneurship. Our attendees expect to see you at the Clio Cloud Conference and they expect your presence to be impactful. With only two packages available, we've pulled out all the stops to ensure our Diamond exhibitors get the ultimate in pre, during, and post-conference exposure connecting your brand with over 1,500 high quality legal professionals and decision makers worldwide.

### WHAT'S INCLUDED

Built into these packages will be exclusive promotion and engagement partnership opportunities with Clio, the Clio Cloud Conference, as well as top-tier recognition on conference materials, and digital communications.

### CONFERENCE PRESENCE

#### BOOTH:

- (1) Custom branded display kiosk:
  - o Locking cabinet
  - o (1) Mac Mini with keyboard and mouse
  - o (1) Mounted display monitor
- (1) Secondary demo area that includes:
  - o (2) Charged bar-height tables
  - o (8) Stools

**NEW!**

*Exhibitor is welcome to bring their own laptops for these tables. They are up to 6' long and would comfortably fit 2-3 laptops each.*

(1) Networking space that includes:

**NEW!**

- Seating for (4) people
- (1) Custom branded coffee table

(2) Shelving units:

**NEW!**

- Offering additional space for vendor materials and handouts
- Branded with conference colors

(2) Signage:

**NEW!**

- Custom branded backdrop with company logo flanking kiosk and shelving units (one on each side)
- Option to include 30-character value proposition phrase on both backdrops

*Value proposition phrase must be submitted to the Clio Cloud Conference team no later than August 15, 2018.*

### **POWER, INTERNET, LABOR & SECURITY:**

- Setup and tear down of exhibiting space
- Power and wired internet for all display units

*If you require additional power or wired internet, please inquire with the Clio Cloud Conference team.*

- Dedicated Wi-Fi exclusive to exhibitors
- After-hours security

### **DEMO ROOM:**

(1) Exclusive demo room:

**NEW!**

*Purpose of room:*

- (1) Demo room exclusive to (1) Diamond exhibitor throughout both full days of the conference
- Intention of this space is to allow Diamond exhibitor exclusive time to network privately with high prospect attendees; however, the Diamond exhibitor is free to use this room as they wish
- Examples of room use: private demos, onsite testimonials, videography, team debriefs, etc.

*What's included:*

- (1) Custom branded meterboard placed outside of demo room for directional and branding purposes
- Demo room included in conference map, appropriate directional signage, and agenda boards

*Room setup & equipment:*

- (1) Built-in monitor with TV including support package and power
- (1) Large boardroom table for 12 guests

*No additional computer rentals will be provided. Should the Diamond exhibitor wish to equip the*



*room with additional technical support, including a wired internet connection, or provide food and refreshments they may do so at their own expense liaising with the Clio Cloud Conference team.*

## **HOTEL ROOM DROP:**

- Clio to produce (1) postcard-sized print asset for a conference hotel guest room drop to be delivered on either the Thursday or Friday of the conference **NEW!**
- Exclusive to Diamond exhibitor, option to include branding, value proposition, and/or product offering on one side of print asset

*Template will be provided to Diamond exhibitor. Diamond exhibitor must submit artwork by August 15, 2018.*

## **SIGNAGE & VERBAL RECOGNITION:**

- (1) Dedicated company holding slide: **NEW!**
  - Exclusive to Diamond and Gold exhibitors, (1) dedicated holding slide branded with company logo
  - Slides will be displayed on loop in all session rooms during conference breaks and pre/post sessions
  - Diamond exhibitor has option to provide art or value proposition phrase for slide

*Template will be provided to Diamond exhibitor. Diamond exhibitor must submit artwork by August 15, 2018.*

- (1) Dedicated thought-leadership holding slide: **NEW!**
  - Exclusive to Diamond exhibitors, (1) dedicated holding slide for an industry-leading quote from your CEO (or other senior leader) that speaks to the future of law, legal technology, or the Clio Cloud Conference
  - Slide will be displayed on loop in all session rooms during conference breaks and pre/post sessions

*Diamond exhibitor must provide thought-leadership quote by August 15, 2018.*

- Exclusive to Diamond exhibitors, verbal recognition and logo in Clio CEO Jack Newton's opening and closing keynotes
- Top-tier display of company logo on conference welcome signage

## **WEB PRESENCE**

### **CLIO CLOUD CONFERENCE WEBSITE:**

- Top-tier display of company logo on Clio Cloud Conference website
- Logo hyperlinked to company website

## PRODUCT MARKETING PRESENCE

### CLIO APP LOGIN:

- Clio App login image – pre-conference:
  - Logos from our Diamond and Gold exhibitors displayed as one single image on the Clio App login page (app.clio.com) visible to 150,000+ active users each month
  - Scheduling of the image will be at the discretion of Clio's Marketing team and displayed pre-conference for a minimum of 10 consecutive business days
  - Clio's Marketing team will coordinate the production of the image and retain final design control

*In order to schedule effectively, all confirmed exhibitor(s) must provide logo by June 1, 2018.*

### CLIO APP DIRECTORY:

- Clio App Directory – Featured listing:
  - Exclusive to Diamond exhibitors and Clio integration partners only, company listed in Clio App Directory under "Featured" list
  - Featured listing will run for a minimum of 60 days – 30 days prior to the event and 30 days following the event

**NEW!**

*Offer only available for Clio integration partners. If your company is in the process of becoming a Clio integration partner, you must complete and launch the integration with Clio by July 31, 2018 to be eligible.*

## SOCIAL MEDIA PRESENCE

### FACEBOOK:

- (1) Facebook Live interview hosted via Clio's Facebook page (subscription base of 11,000+ likes)
- Interviews pushed to top of each person's newsfeed reaching broader network
- Interview video shared with exhibitor after conference for own social use
- Scheduling of the interview will be planned in advance of the conference and coordinated by Clio's Marketing team

### INSTAGRAM:

- Clio to create Instagram post featuring (5) max photos featuring Diamond exhibitor
- Album to be featured and posted live during conference dates

**NEW!**

*Diamond exhibitor is encouraged to provide photos (such as product shots) in advance of conference by August 31, 2018.*

## TWITTER:

- Diamond exhibitor given option to have Clio tweet (1) of the following during conference hours:
- 1. Diamond exhibitor's App Directory listing
- 2. Cross-promote their Facebook Live interview
- 3. Share a product offer that links back to Diamond exhibitor's website or pre-provided landing page

**NEW!**

*If Diamond exhibitor chooses option (3) they must provide product offer and/or landing page linked by August 31, 2018.*

## CONFERENCE APP:

- Company product information listed in conference app
- Company website linked
- (1) Push-notification to attendees exclusive to Diamond exhibitors highlighting exhibitor's onsite presence

## CONTENT

### WEBINAR:

- (1) Co-hosted webinar:
  - Exclusive to Diamond exhibitors only
  - Scheduling of the webinar will be at the discretion of Clio's Marketing team either pre, or post conference within the 2018 calendar year
  - Clio's Product Marketing team will coordinate webinar with Diamond exhibitor following confirmation of exhibiting contract

### CLIO BLOG:

- (1) Evergreen Blog Post:
  - Option to write (1) Evergreen Blog Post with guidance from Clio's Marketing team
  - Take advantage of Clio's well-oiled editorial team to create a meaningful and useful blog post that's nowhere near a sales pitch. Instead, it's a quality, professionally edited article you and Clio can use to promote your brand as a thought leader and industry expert.

**NEW!**

#### Evergreen Blog Post must adhere to the following:

- Subject of the Evergreen Blog Post will be selected in partnership with Clio's Marketing team
- An outline will be agreed upon before writing a draft
- Clio's Marketing team will retain final editorial control
- Evergreen Blog Post must be written in accordance to Clio's *Contributor Guidelines* which will be provided to the Diamond exhibitor upon execution of the exhibiting contract
- Evergreen Blog Post must be original (not previously published) and cannot be reproduced without Clio's express consent

- Clio's Marketing team will coordinate the production of the Evergreen Blog Post with the Diamond exhibitor following confirmation of exhibiting contract
- Once completed, the Evergreen Blog Post may be reproduced by Clio so long as proper attribution is given to the original author
- The Diamond exhibitor can include a short bio with links back to their company website
- Scheduling of the Evergreen Blog Post will be at the discretion of Clio's Marketing team either pre, or post conference within the 2018 calendar year
- Clio will provide exhibitor with tips on how to best cross-promote Evergreen Blog Post

## COMMUNICATIONS

### EMAIL:

- Top-tier display of company logo in all Clio Cloud Conference email communications
- (1) Pre-Conference email:
- Exclusive to Diamond exhibitors, individual content box in pre-event Clio Cloud Conference attendee email
  - Content box will include company logo, brief product description, and option to include special product offer or services to 2018 Clio Cloud Conference attendees

*Clio must receive details of product offer no later than August 31, 2018.*

- (1) Post-Conference email:
- Exclusive to Diamond exhibitors, company to be featured in Clio's monthly newsletter for November 2018
  - November newsletter is circulated to Clio's monthly newsletter subscription database of up to 65,000 subscribers
  - Diamond exhibitors may provide a logo, brief description of product, and option to include special product or service to Clio's monthly newsletter subscription database

*Clio must receive details of product offer no later than September 21, 2018.*

## ADMISSION

### WEDNESDAY VIP COCTAIL EVENT:

- (3) Admission to pre-conference VIP cocktail event, exclusive to partners, speakers, and conference VIPs

*Clio recommends sending the company CEO, a member of senior leadership, or a member of your marketing or partnerships team to this event.*

### CONFERENCE PASSES:

- (6) Exhibitor conference passes to the 2018 Clio Cloud Conference
- (6) Delegate swag bags including a commemorative 2018 Clio Cloud Conference t-shirt
- Onsite breakfast, lunch, snacks, and beverages for exhibitor delegates during conference hours

## **CLIO CLOUD CONFERENCE – AFTER DARK:**

- (6) Admission to exclusive Thursday evening Clio Cloud Conference After Dark event including:
  - Open-bar service and light catering
  - Shuttle transportation to and from Hyatt Regency Hotel
  - Networking opportunity with 1,500 conference attendees, speakers, media, and partners
- (6) Admission to ticketed Friday evening Clio Cloud Conference After Dark event including:
  - Open-bar service and catered food
  - Shuttle transportation to and from Hyatt Regency Hotel
  - Entertainment and networking opportunities with conference attendees, speakers, media, and partners

## GOLD PACKAGES X 5 @ \$12,500 EA.



Designed with steady traffic in mind, our Gold exhibitors will be located in our main conference space just steps from snack stations, keynotes, and sessions. We've handpicked the most optimal spots in the main conference space that boast natural light, prime visibility, and act as anchor points to natural traffic flow. We've also upgraded our Gold space to include even more networking with lounge furniture, shelving for promotional items, and a bar-height charged table.

**“We’ve been coming here  
for 4 years.  
We integrated with Clio  
since the very beginning  
and love coming here every  
year.”**

- Fastcase | 2016

### WHO THIS TIER IS BEST FOR

You're an essential and fundamental part of what makes Clio the best practice management software for legal. You're part of the reason our attendees return year over year, and why the conference keeps growing substantially in size. Our attendees expect to see you at the Clio Cloud Conference and they expect your presence to be impactful. With only five packages available, we've upgraded our Gold exhibiting packages to ensure our Gold exhibitors get the best in pre, during, and post-conference exposure connecting your brand with over 1,500 high quality legal professionals and decision makers worldwide. This is your chance to share your cutting-edge innovations, illustrate your market-leading position, create deeper connections with existing customers, and educate prospects on the depth of your services and solutions.

### WHAT'S INCLUDED

Built into these packages will be exclusive promotion and engagement partnership opportunities with Clio, the Clio Cloud Conference, as well as second-tier recognition on conference materials, and digital communications.

### CONFERENCE PRESENCE

#### BOOTH:

- (1) Custom branded display kiosk:
  - Locking cabinet
  - (1) Mac Mini with keyboard and mouse
  - (1) Mounted display monitor
- (1) Secondary demo area that includes:
  - (1) Charged bar-height tables
  - (4) Stools

**NEW!**

*Exhibitor is welcome to bring their own laptops for this table, which is up to 6' long and would comfortably fit 2-3 laptops.*

(1) Networking space that includes:

**NEW!**

- o Seating for (2) people

(1) Shelving unit:

**NEW!**

- o Offering additional space for vendor materials and handouts
- o Branded with conference colors

(1) Signage:

**NEW!**

- o Custom branded backdrop with company logo
- o Option to include 30-character value proposition phrase on backdrop

*Value proposition phrase must be submitted to the Clio Cloud Conference team no later than August 15, 2018.*

### **POWER, INTERNET, LABOR & SECURITY:**

- Setup and tear down of exhibiting space
- Power and wired internet for all display units

*If you require additional power or wired internet, please inquire with the Clio Cloud Conference team.*

- Dedicated Wi-Fi exclusive to exhibitors
- After-hours security

### **SIGNAGE & VERBAL RECOGNITION:**

(1) Dedicated company holding slide:

**NEW!**

- o Exclusive to Diamond and Gold exhibitors, (1) dedicated holding slide branded with company logo
- o Slides will be displayed on loop in all session rooms during conference breaks and pre/post sessions
- o Gold exhibitor has option to provide art or value proposition phrase for slide

*Template will be provided to Gold exhibitor. Gold exhibitor must submit artwork by August 15, 2018.*

- Company logo displayed in Clio CEO Jack Newton's opening and closing keynotes
- Second-tier display of company logo on conference welcome signage

## **WEB PRESENCE**

### **CLIO CLOUD CONFERENCE WEBSITE:**

- Second-tier display of company logo on Clio Cloud Conference website
- Logo hyperlinked to company website

## PRODUCT MARKETING PRESENCE

### CLIO APP LOGIN:

- Clio App login image – pre-conference:
  - Logos from our Diamond and Gold exhibitors displayed as one single image on the Clio App login page (app.clio.com) visible to 150,000+ active users each month
  - Scheduling of the image will be at the discretion of Clio's Marketing team and displayed pre-conference for a minimum of 10 consecutive business days
  - Clio's Marketing team will coordinate the production of the image and retain final design control

**NEW!**

*In order to schedule effectively, all confirmed exhibitor(s) must provide logo by June 1, 2018.*

### CLIO APP DIRECTORY:

- Clio App Directory – Popular listing:
  - Exclusive to Gold exhibitors and Clio integration partners only, company listed in Clio App Directory under "Popular" list
  - Popular listing will run for a minimum of 60 days – 30 days prior to the event and 30 days following the event

**NEW!**

*Offer only available for Clio integration partners. If your company is in the process of becoming a Clio integration partner, you must complete and launch the integration with Clio by July 31, 2018 to be eligible.*

## SOCIAL MEDIA PRESENCE

### FACEBOOK:

- (1) Facebook Live interview hosted via Clio's Facebook page (subscription base of 11,000+ likes)
- Interviews pushed to top of each person's newsfeed reaching broader network
- Interview video shared with exhibitor after conference for own social use
- Scheduling of the interview will be planned in advance of the conference and coordinated by Clio's Marketing team

### INSTAGRAM:

- Clio to create Instagram post featuring (5) max photos featuring Gold exhibitor
- Album to be featured and posted live during conference dates

**NEW!**

*Gold exhibitor is encouraged to provide photos (such as product shots) in advance of conference by August 31, 2018.*



## TWITTER:

- Gold exhibitor given option to have Clio tweet (1) of the following during conference hours:
- 1. Gold exhibitor's App Directory listing
- 2. Cross-promote their Facebook Live interview
- 3. Share a product offer that links back to Gold exhibitor's website or pre-provided landing page

**NEW!**

*If Gold exhibitor chooses option (3) they must provide product offer and/or landing page linked by August 31, 2018.*

## CONFERENCE APP:

- Company product information listed in conference app
- Company website linked

## CONTENT

### CLIO BLOG:

- (1) Evergreen Blog Post:
- Option to write (1) Evergreen Blog Post with guidance from Clio's Marketing team
- Take advantage of Clio's well-oiled editorial team to create a meaningful and useful blog post that's nowhere near a sales pitch. Instead, it's a quality, professionally edited article you and Clio can use to promote your brand as a thought leader and industry expert.

**NEW!**

### Evergreen Blog Post must adhere to the following:

- Subject of the Evergreen Blog Post will be selected in partnership with Clio's Marketing team
- An outline will be agreed upon before writing a draft
- Clio's Marketing team will retain final editorial control
- Evergreen Blog Post must be written in accordance to Clio's *Contributor Guidelines* which will be provided to the Gold exhibitor upon execution of the exhibiting contract
- Evergreen Blog Post must be original (not previously published) and cannot be reproduced without Clio's express consent
- Clio's Marketing team will coordinate the production of the Evergreen Blog Post with the Gold exhibitor following confirmation of exhibiting contract
- Once completed, the Evergreen Blog Post may be reproduced by Clio so long as proper attribution is given to the original author
- The Gold exhibitor can include a short bio with links back to their company website
- Scheduling of the Evergreen Blog Post will be at the discretion of Clio's Marketing team either pre, or post conference within the 2018 calendar year
- Clio will provide exhibitor with tips on how to best cross-promote Evergreen Blog Post

## COMMUNICATIONS

### EMAIL:

- Second-tier display of company logo in all Clio Cloud Conference email communications

## ADMISSION

### WEDNESDAY VIP COCTAIL EVENT:

- (2) Admission to pre-conference VIP cocktail event, exclusive to partners, speakers, and conference VIPs

*Clio recommends sending the company CEO, a member of senior leadership, or a member of your marketing or partnerships team to this event.*

### CONFERENCE PASSES:

- (4) Exhibitor conference passes to the 2018 Clio Cloud Conference
- (4) Delegate swag bags including a commemorative 2018 Clio Cloud Conference t-shirt
- Onsite breakfast, lunch, snacks, and beverages for exhibitor delegates during conference hours

### CLIO CLOUD CONFERENCE – AFTER DARK:

- (4) Admission to exclusive Thursday evening Clio Cloud Conference After Dark event including:
- Open-bar service and light catering
  - Shuttle transportation to and from Hyatt Regency Hotel
  - Networking opportunity with 1,500 conference attendees, speakers, media, and partners
- (4) Admission to ticketed Friday evening Clio Cloud Conference After Dark event including:
- Open-bar service and catered food
  - Shuttle transportation to and from Hyatt Regency Hotel
  - Entertainment and networking opportunities with conference attendees, speakers, media, and partners

## SILVER PACKAGES X 8 @ \$7,500 EA.



Our Silver exhibiting packages are designed with visibility in mind. Located in the main conference space our Silver exhibitors will be among the first company attendees see as they enter and exit every keynote and almost every session. Silver exhibitors will also benefit from being strategically located in front of compelling activations and anchor points of natural traffic flow.

**“If you’re trying to reach technology forward attorneys, this is the place to do it.”**

- LegallInc | 2017

### WHO THIS TIER IS BEST FOR

You’ve built a powerful startup initiative and you’re looking for a way to reach every decision maker in the market. Your mission is to help law firms and technology enthusiasts build better companies. To be credible and authoritative your message has to come from one decision maker to another. And if you’re going to share your message with the world, you’re going to need a landscape filled with high quality legal professionals and engaged technology enthusiasts. ClioCon brings this entire ecosystem together giving our Silver exhibitors the opportunity to have meaningful conversations with customers face-to-face, educate prospects on the depth of your services and solutions, and build brand awareness among industry leaders.

### WHAT’S INCLUDED

Built into these packages will be exclusive promotion and engagement partnership opportunities with Clio, the Clio Cloud Conference, as well as third-tier recognition on conference materials, and digital communications.

### CONFERENCE PRESENCE

#### BOOTH:

- (1) Custom branded display kiosk:
  - Locking cabinet
  - (1) Mac Mini with keyboard and mouse
  - (1) Mounted display monitor
  - (2) Stools

#### POWER, INTERNET, LABOR & SECURITY:

- Setup and tear down of exhibiting space
- Power and wired internet for all display units

*If you require additional power or wired internet, please inquire with the Clio Cloud Conference team.*

- Dedicated Wi-Fi exclusive to exhibitors
- After-hours security

## SIGNAGE & VERBAL RECOGNITION:

- (1) Dedicated “Silver Partner” holding slide:
  - Company logo displayed on “Silver Partner” holding slide played on loop during conference breaks and pre/post sessions
- Company logo displayed in Clio CEO Jack Newton’s opening and closing keynotes
- Third-tier display of company logo on conference welcome signage

## WEB PRESENCE

### CLIO CLOUD CONFERENCE WEBSITE:

- Third-tier display of company logo on Clio Cloud Conference website
- Logo hyperlinked to company website

## SOCIAL MEDIA PRESENCE

### FACEBOOK:

- (1) Facebook Live interview hosted via Clio’s Facebook page (subscription base of 11,000+ likes)
- Interviews pushed to top of each person’s newsfeed reaching broader network
- Interview video shared with exhibitor after conference for own social use
- Scheduling of the interview will be planned in advance of the conference and coordinated by Clio’s Marketing team

### INSTAGRAM:

- Clio to create Instagram post featuring (5) max photos featuring Silver exhibitor
- Album to be featured and posted live during conference dates

**NEW!**

*Silver exhibitor is encouraged to provide photos (such as product shots) in advance of conference by August 31, 2018.*

### TWITTER:

- Silver exhibitor given option to have Clio tweet (1) of the following during conference hours:
  - 1. Silver exhibitor’s App Directory listing
  - 2. Cross-promote their Facebook Live interview
  - 3. Share a product offer that links back to Silver exhibitor’s website or pre-provided landing page

**NEW!**

*If Silver exhibitor chooses option (3) they must provide product offer and/or landing page linked by August 31, 2018.*

## CONFERENCE APP:

- Company product information listed in conference app
- Company website linked

## COMMUNICATIONS

### EMAIL:

- Third-tier display of company logo in all Clio Cloud Conference email communications

## ADMISSION

### WEDNESDAY VIP COCTAIL EVENT:

- (2) Admission to pre-conference VIP cocktail event, exclusive to partners, speakers, and conference VIPs

*Clio recommends sending the company CEO, a member of senior leadership, or a member of your marketing or partnerships team to this event.*

### CONFERENCE PASSES:

- (2) Exhibitor conference passes to the 2018 Clio Cloud Conference
- (2) Delegate swag bags including a commemorative 2018 Clio Cloud Conference t-shirt
- Onsite breakfast, lunch, snacks, and beverages for exhibitor delegates during conference hours

### CLIO CLOUD CONFERENCE – AFTER DARK:

- (2) Admission to exclusive Thursday evening Clio Cloud Conference After Dark event including:
- Open-bar service and light catering
  - Shuttle transportation to and from Hyatt Regency Hotel
  - Networking opportunity with 1,500 conference attendees, speakers, media, and partners
- (2) Admission to ticketed Friday evening Clio Cloud Conference After Dark event including:
- Open-bar service and catered food
  - Shuttle transportation to and from Hyatt Regency Hotel
  - Entertainment and networking opportunities with conference attendees, speakers, media, and partners

## BRONZE PACKAGES X 10 @ \$5,000 EA.



Our Bronze exhibiting packages are designed with impact in mind for an upstart company giving you the visibility to attract and engage with customers and prospects. This is an opportunity to demonstrate the power and innovation of your up-and-coming product or services.

**“It’s a great time to connect with leads. All the attendees are really engaged and informed.”**

- Ruby Receptionists | 2016

### WHO THIS TIER IS BEST FOR

This might not be your first ClioCon but it certainly isn’t your first tradeshow or live event. Your company is focused on brand building, finding new customers, and getting your product in front of industry leaders who matter most. While an annual tradeshow circuit can be long, your presence at ClioCon sets you apart from the pack and brings you into the fold with like-minded thought leaders and industry entrepreneurs who push the boundaries of legal technology. Our Bronze packages have been built for those with a tighter budget but who want to be in on the action. Don’t miss this brand building and business-changing opportunity to connect with over 1,500 high value legal professionals and decision makers.

### WHAT’S INCLUDED

Built into these packages will be exclusive promotion and engagement partnership opportunities with Clio, the Clio Cloud Conference, as well as fourth-tier recognition on conference materials, and digital communications.

### CONFERENCE PRESENCE

#### BOOTH:

- (1) Custom branded display kiosk:
  - Locking cabinet
  - (1) Mac Mini with keyboard and mouse
  - (1) Mounted display monitor
  - (2) stools

#### POWER, INTERNET, LABOR & SECURITY:

- Setup and tear down of exhibiting space
- Power and wired internet for all display units

*If you require additional power or wired internet, please inquire with the Clio Cloud Conference team.*

- Dedicated Wi-Fi exclusive to exhibitors
- After-hours security

## **SIGNAGE & VERBAL RECOGNITION:**

- (1) Dedicated “Bronze Partner” holding slide:
  - o Company logo displayed on “Bronze Partner” holding slide played on loop during conference breaks and pre/post sessions
- Company logo displayed in Clio CEO Jack Newton’s opening and closing keynotes
- Fourth-tier display of company logo on conference welcome signage

## **WEB PRESENCE**

### **CLIO CLOUD CONFERENCE WEBSITE:**

- Fourth-tier display of company logo on Clio Cloud Conference website
- Logo hyperlinked to company website

## **COMMUNICATIONS**

### **EMAIL:**

- Fourth-tier display of company logo in all Clio Cloud Conference email communications

## **ADMISSION**

### **WEDNESDAY VIP COCTAIL EVENT:**

- (2) Admission to pre-conference VIP cocktail event, exclusive to partners, speakers, and conference VIPs

*Clio recommends sending the company CEO, a member of senior leadership, or a member of your marketing or partnerships team to this event.*

### **CONFERENCE PASSES:**

- (2) Exhibitor conference passes to the 2018 Clio Cloud Conference
- (2) Delegate swag bags including a commemorative 2018 Clio Cloud Conference t-shirt
  - Onsite breakfast, lunch, snacks, and beverages for exhibitor delegates during conference hours

### **CLIO CLOUD CONFERENCE – AFTER DARK:**

- (2) Admission to exclusive Thursday evening Clio Cloud Conference After Dark event including:
  - o Open-bar service and light catering
  - o Shuttle transportation to and from Hyatt Regency Hotel
  - o Networking opportunity with 1,500 conference attendees, speakers, media, and partners

- (2) Admission to ticketed Friday evening Clio Cloud Conference After Dark event including:
- Open-bar service and catered food
  - Shuttle transportation to and from Hyatt Regency Hotel
  - Entertainment and networking opportunities with conference attendees, speakers, media, and partners





Introducing our newest Clio Cloud Conference exhibiting tier, the Startup package. Designed for those with a smaller budget in mind, our Startup package offers the core basics an up-and-coming company needs to make lasting and meaningful connections. The Startup space will experience steady foot traffic throughout both days of the conference and opportunities to connect with possibly your first – of many – new customers.

**“Met a lot of great people,  
a lot of other companies,  
even had some clients  
sign up right...from the  
conference...which was  
awesome.”**

- Prima Facie | 2016

### WHO THIS TIER IS BEST FOR

Still in beta-testing? Looking for your first customer? New to Clio’s app ecosystem? Don’t miss this brand building, and business-changing opportunity to connect with over 1,500 curious legal professionals and technology enthusiasts. Our Startup package is designed to invite you to join a fast evolving ecosystem and kick start your growth.

### WHAT’S INCLUDED

Built into these packages will be exclusive promotion and engagement partnership opportunities with Clio, the Clio Cloud Conference, as well as fifth-tier recognition on conference materials, and digital communications.

### CONFERENCE PRESENCE

#### BOOTH:

- (1) Custom branded bar-height plexi bar
  - o (1) iMac with keyboard and mouse
  - o (1) Custom branded table tent-card highlighting company logo and name
  - o (2) stools

#### POWER, INTERNET, LABOR & SECURITY:

- Setup and tear down of exhibiting space
- Power and wired internet for all display units

*If you require additional power or wired internet, please inquire with the Clio Cloud Conference team.*

- Dedicated Wi-Fi exclusive to exhibitors
- After-hours security

## **SIGNAGE & VERBAL RECOGNITION:**

- (1) Dedicated “Startup Partner” holding slide:
  - o Company logo displayed on “Startup Partner” holding slide played on loop during conference breaks and pre/post sessions
- Company logo displayed in Clio CEO Jack Newton’s opening and closing keynotes
- Display of company logo on Startup Partner signage

## **WEB PRESENCE**

### **CLIO CLOUD CONFERENCE WEBSITE:**

- Fifth-tier display of company logo on Clio Cloud Conference website
- Logo hyperlinked to company website

## **COMMUNICATIONS**

### **EMAIL:**

- Fifth-tier display of company logo in all Clio Cloud Conference email communications

## **ADMISSION**

### **WEDNESDAY VIP COCTAIL EVENT:**

- (2) Admission to pre-conference VIP cocktail event, exclusive to partners, speakers, and conference VIPs

*Clio recommends sending the company CEO, a member of senior leadership, or a member of your marketing or partnerships team to this event.*

### **CONFERENCE PASSES:**

- (2) Exhibitor conference passes to the 2018 Clio Cloud Conference
- (2) Delegate swag bags including a commemorative 2018 Clio Cloud Conference t-shirt
  - Onsite breakfast, lunch, snacks, and beverages for exhibitor delegates during conference hours

### **CLIO CLOUD CONFERENCE – AFTER DARK:**

- (2) Admission to exclusive Thursday evening Clio Cloud Conference After Dark event including:
  - o Open-bar service and light catering
  - o Shuttle transportation to and from Hyatt Regency Hotel
  - o Networking opportunity with 1,500 conference attendees, speakers, media, and partners

- (2) Admission to ticketed Friday evening Clio Cloud Conference After Dark event including:
- Open-bar service and catered food
  - Shuttle transportation to and from Hyatt Regency Hotel
  - Entertainment and networking opportunities with conference attendees, speakers, media, and partners



## EXHIBITING TIERS

Please check the box that reflects the exhibiting package that interests you.

- |                                  |                                  |
|----------------------------------|----------------------------------|
| <input type="checkbox"/> Diamond | <input type="checkbox"/> Bronze  |
| <input type="checkbox"/> Gold    | <input type="checkbox"/> Startup |
| <input type="checkbox"/> Silver  |                                  |

## SPONSORSHIP INTEREST

Want to add more exposure to your exhibiting package? Check out our sponsorship items, which can be added à la carte. The list below reflects sponsorship items we hosted in 2017 that we will be repeating again in 2018. Our yet-to-be-released Sponsorship Guide will include the items below, a few new ones, and detailed description for each item offered including price and availability.

Ticking a box below will not commit you to a sponsorship item but will indicate expressed interest. The Clio Cloud Conference team will use this as a starting point for further conversation.

### FOOD & DRINK:

- |  |   |
|--|---|
| <input type="checkbox"/> Friday Morning Barista Station                      | <input type="checkbox"/> Thursday Clio After Dark Welcome Drink |
| <input type="checkbox"/> Morning & Afternoon Snack Stations                  | <input type="checkbox"/> Thursday Clio After Dark Food Sponsor  |
| <input type="checkbox"/> Clio Certified Consultant Snacks & Beverage Station |   |

### ENTERTAINMENT & ACTIVATIONS:

- |   |   |
|---|---|
| <input type="checkbox"/> Company Branded Conference Wi-Fi Login | <input type="checkbox"/> Friday Morning "Take What You Need" Hangover Table |
| <input type="checkbox"/> Moment of Zen Massage Chairs           | <input type="checkbox"/> Mix & Mingle "Pop Up" Networking Sessions          |
| <input type="checkbox"/> Day Long Professional Headshot Booth   |   |

### HEALTH & WELL-BEING:

- |   |  |
|---|--|
| <input type="checkbox"/> Thursday Morning Run | <input type="checkbox"/> Friday Morning Yoga Session |
|---|--|

### EVERYTHING ELSE:

- |   |  |
|---|--|
| <input type="checkbox"/> Customized Hyatt Regency Hotel Room Keys | <input type="checkbox"/> Attendee Welcome Card Upon Hotel Check-In |
|---|--|

# EXHIBITOR CONTACT & INFORMATION FORM



## PRIMARY CONTACT

Please list the contact details of the individual coordinating your exhibiting package. The Clio Cloud Conference team will use this information as our primary point of contact for all Clio Cloud Conference exhibitor communications going forward.

### PRIMARY CONTACT:

### COMPANY INFO:

Name:	_____	Exhibiting Tier:	_____
Email:	_____	Company Name:	_____
Phone:	_____	Business Address:	_____
		City:	_____
		State / Province:	_____
		Zip / Postal Code:	_____

## DELEGATE INFORMATION

The following person(s) identified below will be staffing your exhibitor booth and will require official Clio Cloud Conference exhibitor badges. Additional exhibitor passes can be purchased at \$699 / person. Please email [conference@clio.com](mailto:conference@clio.com) to coordinate.

Please provide the name you wish to have displayed on the badges and let the Clio Cloud Conference team know of any dietary or accessibility considerations by emailing [conference@clio.com](mailto:conference@clio.com).

Name:	_____	Name:	_____
Email:	_____	Email:	_____
Name:	_____	Name:	_____
Email:	_____	Email:	_____
Name:	_____	Name:	_____
Email:	_____	Email:	_____



## FEES

All exhibitor packages will only be 100% guaranteed with receipt of payment. The exhibitor fees should be made payable to Themis Solutions Inc. and paid in full on signing. Upon receipt of payment, the Clio Cloud Conference team will follow up with the primary exhibiting contact providing a document itemizing their exhibitor package, important due-dates, hotel booking information, as well as communication on any sponsorship item they indicated interest in.

## CANCELLATION POLICY

Exhibitors may cancel at any time by providing written notice via email to [conference@clio.com](mailto:conference@clio.com). Cancellations made prior to May 1, 2018 are eligible to receive a refund of up to 50% of any exhibitor fees paid to Clio prior to the cancellation date. All refunds will be processed only after an invoice for the amount has been submitted to Clio via [conference@clio.com](mailto:conference@clio.com). Clio may reduce the refundable amount to less than 50% of paid exhibitor fees to cover reasonable expenses already incurred on behalf of the exhibitor. After May 1, 2018, an exhibitor may cancel their registration at any time, but will not be eligible for any refund of paid exhibitor fees. All decisions regarding exhibitor fee refunds are the sole discretion of Clio. Refund policies are not contingent on whether the exhibitor does not attend the conference nor if the exhibit space is sold to another third party. Exhibitor agrees that any unpaid exhibit fees owed after May 1, 2018 may be reported to a collection agency to arrange payment. Exhibitor agrees to pay Clio any reasonable costs associated with any and all collection efforts, including attorney fees.

## LIMITATIONS & LIABILITY

No external contractors are authorized to be onsite. Exhibit space is constrained and all promotional or physical materials must be discussed with the Clio Cloud Conference team in advance to avoid issues with the Fire Marshall or venue. Conference attendance numbers are estimated and may change. If necessary, Clio will make alterations to the exhibit design and setup.

We will be accepting new exhibitors right up until the Clio Cloud Conference, which means that the final floor plan will not be provided publicly until that point. Exhibitors will be allocated based on the best experience for delegates. While all requests will be considered, Clio's decision is final and no correspondence will be entered regarding the floor plan and booth placement.

Although we do not anticipate any issues, exhibitors agree to defend, indemnify, and hold harmless Hyatt Regency New Orleans, its owners, managers, officers, or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting from exhibitor's use of the property. Any damage or harm caused by the exhibitor to the Hyatt Regency New Orleans property, its owners, or managers will be the exhibitor's financial and legal responsibility (so be careful). In particular, all exhibitors agree to not adhere, attach, or affix anything to the walls or other surfaces of the venue.

The Clio Cloud Conference and Themis Solutions Inc. will not be held responsible for any loss, damage, or injury that may occur to the exhibitor, the exhibitor's employees, or property from any cause whatsoever prior to, during, or after the Clio Cloud Conference. Upon signing the Exhibitor Guide & Agreement, the exhibitor expressly releases Themis Solutions Inc., and agrees to indemnify the same against any and all claims for such loss, damage, or injury.

We are committed to providing a welcoming, harassment-free Clio Cloud Conference for everyone, regardless of gender, sexual orientation, disability, physical appearance, age, race, ethnicity, or religious beliefs.

By participating in the Clio Cloud Conference, all attendees, speakers, sponsors, partners, and staff must abide by a Code of Conduct. This Code of Conduct applies to all Clio Cloud Conference workshops, sessions, social events, and online activity, and outlines our expectations for participant behavior, as well as the consequences for unacceptable behavior. Further information can be found at:

<http://cliocloudconference.com/codeofconduct>.

By signing here, I certify that I have read and agree to the conditions in this Exhibitor Guide & Agreement.

### **AUTHORIZATION:**

Date:

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Print Name of Authorized Signature:

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Title of Authorized Signature:

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Organization / Company:

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### **PAYMENT DETAILS:**

Credit Card Number:

---

Expiry Date:

---

CCV Security Code:

---

Cardholder's Name:

---

Cardholder's Signature:

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