



CAPITAL AREA PARALEGAL ASSOCIATION

SUSTAINING MEMBER (“SM”) BENEFITS, GUIDELINES & INFORMATION (“SM GUIDELINES”)

Low to No-Cost Marketing Opportunities

Host/Co-Host a Lunch & Learn Event (a “Lunch & Learn”): SMs may present a CLE at a Lunch & Learn IF the CLE is substantive in nature and has been approved for CLE credit through NALA and/or TBLS in advance. Contact the CLE-Lunch & Learn Committee Chair (brownbag@capatx.org) to inquire/coordinate.

- Online registration for Lunch & Learns is only available to Voting, Associate, Emeritus, and Student Members. Non-sponsoring SMs that are interested in attending a sponsored Lunch & Learn should contact the sponsoring SM directly to request permission to attend.

Annual Vendor Expo: CAPA devotes the majority of its **June** general membership meeting luncheon to its SMs.

- Each SM that registers for this event will be provided a display table, inclusion of their logo and information in a PowerPoint slide show, and the opportunity to give a two-minute presentation at the podium. There is no charge to participate, other than the cost of lunch and a door prize. CAPA will send informational emails as the event date approaches.

CAPA Holiday Party: CAPA hosts an annual holiday celebration at no cost to members. SMs are not asked to sponsor, but are asked to bring at least one door prize.

Be a Spotlight Vendor: CAPA features up to two non-competing SMs (“**Spotlight Vendors**”) each month AT NO COST, other than the price of lunch. The Spotlight Vendor(s) will be featured:

- 1) at the monthly general membership meeting luncheons (each, a “**Monthly Luncheon**”):
 - Only the Spotlight Vendor(s) are allowed to hand out company information and place materials on the attendees’ tables.
 - Each Spotlight Vendor will have a table to display marketing materials, etc.
 - Spotlight Vendor(s) will be recognized and given two to three minutes at the podium to speak about their services and choose a door prize winner.
 - Upon request to sustaining@capatx.org, the Spotlight Vendor(s) will be provided a list of attendees at the luncheon.
 - Please note, representative(s) are still required to register for the luncheon.

- 2) in CAPA's monthly newsletter, *The Brief*:
 - Each Spotlight Vendor may provide a half-page ad to publications@capatx.org **no later than the 25th of the PREVIOUS month.**
- 3) on CAPA's website:
 - Spotlight Vendors are featured on CAPA's home page for the entire month, as well as on the calendar event page and related email announcements for that month's luncheon.

Other:

- SMs may (and are encouraged to!) provide a door prize at the Monthly Luncheons, regardless of whether they are a Spotlight Vendor that month.

Sponsorship Opportunities

EXCLUSIVE ACCESS TO CAPA'S MEMBERSHIP IS A BENEFIT OF SPONSORSHIP OF THESE EVENTS; THEREFORE, *ONLY* SPONSORING SMs WILL BE PERMITTED TO ATTEND SPONSORED EVENTS.

Paralegal Day Celebration: CAPA, in conjunction with the State Bar Paralegal Division, solicits sponsors for the annual Texas Paralegal Day Celebration in October. There is typically a keynote speaker, and the Paralegal of the Year Award is presented at this event. In exchange for sponsorship of the event, the SM will receive differing degrees of free advertising in the CAPA *Brief* and/or on the CAPA website through a barter agreement or other sponsorship packages.

Annual Full-Day Spring CLE: CAPA, in cooperation with the State Bar Paralegal Division, presents an all-day seminar annually. These typically yield attendance of approximately 75-100 paralegals in the central Texas region. Vendors, regardless of membership in CAPA, the Paralegal Division, or not a member of either, may sponsor a table at the event; however, the sponsorship fees for non-member vendors are higher than the fees for members. Vendors are encouraged to bring a door prize, set out various marketing materials, and man their tables during the event.

Happy Hour/Other Event: CAPA may periodically host happy hours or other informal social events for the CAPA membership. Sponsorships may be sought from existing SMs in good standing.

Advertise in CAPA's monthly newsletter, *The Brief*: SMs may purchase ads, which vary from business card size to a full-page advertisement.

Rates: The rates in effect at the time of the approved revisions to these SM Guidelines are listed below and may be adjusted as necessary at the discretion of the Board.

Ad Size	1 issue	6 issues	12 issues
Business Card (approx. 4 x 2.75")	\$20	\$78	\$120
¼ page (approx. 4.25 x 5.5")	\$30	\$120	\$180
½ page (approx. 8.5 x 5.5")	\$53	\$210	\$318
Full page (approx. 8.5 x 11")	\$80	\$320	\$480

Guidelines & Helpful Information

- SM company contact information will be listed in the SM Directory on CAPA's website. SMs are encouraged to include a link to their company website on their member profiles and to keep their profiles up to date. A link to the SM Directory is included in CAPA's monthly newsletter (*The Brief*).
- SMs can attend Monthly Luncheons and network with CAPA members. However, only Spotlight Vendors and/or sponsors may hand out SWAG or place company information on the tables.
- SMs may assist the RSVP Chair at the check-in table at Monthly Luncheons or other events.
- SMs may offer articles for *The Brief*. Articles must be substantive in nature. The author's name and company name will be included at the beginning or end of the article, at the discretion of the Publications Committee.
- CAPA's logo may not be used for any purpose, including but not limited to advertisements, marketing materials, websites, etc.
- During any CAPA event (Monthly Luncheons, Vendor Expo, Paralegal Day Celebration, Holiday Party, etc.), business cards will be collected at CAPA's check-in table for door prize drawings. SMs may collect business cards at their tables; however, they will not be utilized for the CAPA door prize drawings.
- SMs may not present a CLE at any of the Monthly Luncheons.
- A link to CAPA's website, by name only, may be used on the SM's professional website and only if the company is a current SM of CAPA.
- SMs can chair or join many of CAPA's committees; however, they may not serve on the executive board. If you are interested in participating on any CAPA committees, please contact any Board Member or SM Liaison.
- SMs are not eligible to win door prizes.

Questions? Email:

Sustaining Member Liaison - sustaining@capatx.org

or

Membership Chair - membership@capatx.org