

 **clarity** | 2018
MONTREAL

Plain Language in Modern Times



**La communication claire
à l'ère moderne**

OCTOBER  OCTOBRE

25 | 26 | 27

www.clarity2018.org

- VISIBILITY PLAN -

PRESENTED BY



WITH THE SUPPORT OF



Department of Justice
Canada

Ministère de la Justice
Canada



ABOUT CLARITY

Clarity is a global professional association aiming to promote the use of plain legal language. With more than 800 members in 50 countries, Clarity is the largest international organization of its kind.

Convinced of the benefits of using plain legal language, it is comprised of judges, lawyers, government representatives, researchers, and professors as well as members of NGOs and the business world.

Several are professionals who focus on making language more accessible; they are writers, editors, researchers, consultants, and instructors who possess a wealth of knowledge, expertise, and experience in this field.

Clarity has official representatives in 30 countries as well as a team of devoted volunteers who emphasize the use of plain language instead of formal legal terminology in their communities.

Every second year, Clarity hosts an international conference in collaboration with a local partner. In 2016, the event was held in Wellington, New Zealand.

www.clarity-international.net



ABOUT ÉDUCALOI

Éducaloi is a registered charity that was founded in 2000. It is a leader in the movement to improve access to justice in Québec.

Its mission is to explain the law, including their rights and obligations, to members of the public.

It focuses on three main areas of activity: legal information, legal education, and the development of clear and effective legal communication.

Éducaloi's team of experts develops and produces reliable and accessible information and education tools. It promotes awareness of everyday legal issues and helps Quebecers to develop the ability to exercise their rights. In addition, Éducaloi plays a key role in demonstrating that the law should be explained in a clear and effective manner.

www.educaloi.qc.ca



OVERVIEW OF A DISTINCTIVE EVENT

With *Plain Language in Modern Times* as its theme, conference participants will have the opportunity to reflect on and discuss the issues surrounding the use of plain legal language. The 3 unique days of this conference will include workshops, talks, training sessions, discussion panels, and plenary meetings.

COMPREHENSIVE AND INSPIRING CONTENT

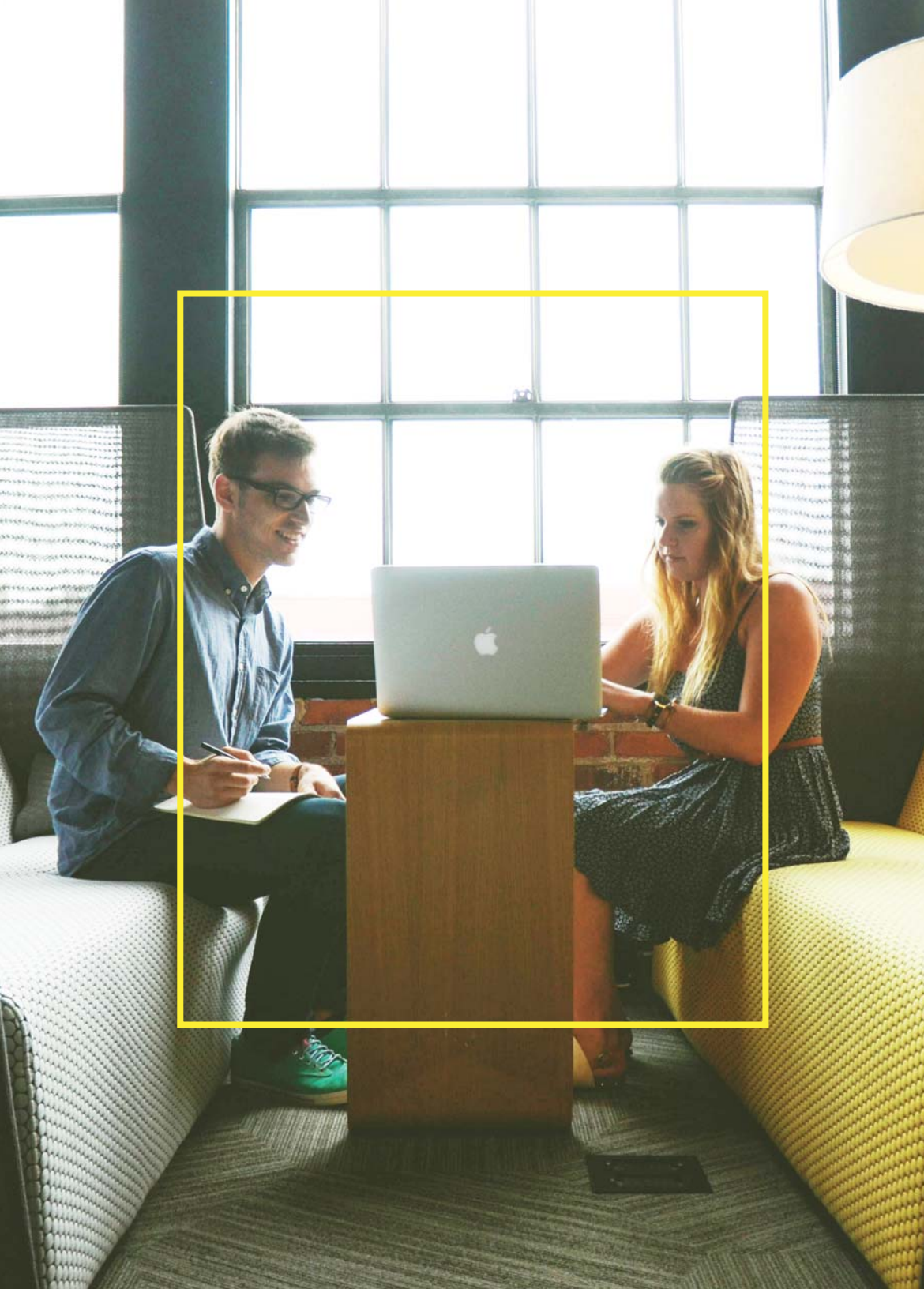
Distinguished speakers and experts in plain legal language will generously share their knowledge and experiences on the following topics:

- Overview of plain legal language in the profession
- Philosophy and ethics of reader centered communication
- Approaches to teaching plain language
- Accessibility in the digital age
- Combining clarity and style
- And much more...

A TARGETED AUDIENCE

More than 450 delegates from Québec, Canada, and countries around the world (including France and the U.S.) are expected to attend.

- Lawyers, notaries, legislative and legal drafters, instructors from the legal community
- Writers from various organizations whose work pertains to or is based on the law, which includes the majority of companies
- Writers in financial industries such as banks, insurance companies, financial planning agencies, and investment firms
- Plain language experts
- Marketing, communications, and public relations professionals
- Accessibility developers and experts
- Institutional and governmental representatives





| 2018 MONTREAL

Clarity is the main goal of the legal professionals from around the world who will be gathering at the international Clarity conference to focus on fostering the use of plain language in legal, commercial, and government documents.

You are invited to participate in this great event through a special partnership with these motivated and mobilized professionals looking to make a difference in the lives of citizens, consumers, and businesses locally and around the world.

3 GOOD REASONS TO JOIN THE CLARITY CONFERENCE



VISIBILITY

By positioning your business as a **trustworthy partner** within the Montréal and Québec business community.



DIFFERENTIATION

By contributing to a social cause with the **potential for significant impact** on the daily lives of your fellow citizens, your partners, and your employees.



NETWORKING

By using this opportunity to **strengthen your professional network** during one of the top international business gatherings.

BUSINESS OPPORTUNITIES

Clarity 2018 offers its partners various opportunities for visibility, differentiation, and networking to improve their positioning.

Do you have specific business goals in mind?
Contact us so we can develop your own personalized approach.

| | PLATINUM \$ 20 000 (1) | GOLD \$ 12 000 (2) | SILVER \$ 6 000 (3) | RECEPTION OR LUNCH \$ 5 000 (4) |
|-----------------------|---------------------------|-----------------------|------------------------|---------------------------------------|
| Braindates App | | | | |
| Ticket | ✓ | | | |
| Press Release | ✓ | ✓ | ✓ | |
| Audio-Video Publicity | ✓ | | | |
| Web Banner | ✓ | ✓ | | |
| Big Screen | ✓ | ✓ | | |
| Banner | ✓ | ✓ | ✓ | |
| Mention | ✓ | ✓ | ✓ | ✓ |
| Program Advertising | ✓ | ✓ | ✓ | ✓ |
| Invitation | ✓ | ✓ | ✓ | |
| Speech | ✓ | ✓ | ✓ | |
| Signalisation | ✓ | ✓ | ✓ | ✓ |
| Social Networks | ✓ | ✓ | ✓ | ✓ |
| Program | ✓ | ✓ | ✓ | ✓ |
| Thanks Program | ✓ | ✓ | ✓ | ✓ |
| Advertising Insert | ✓ | ✓ | ✓ | ✓ |
| Free Passes | 8 | 6 | 3 | 2 |

PLATINUM

LOGO - Main printed/digital promotional tools (ticket, invitation, program, general presentation, Website, social networks).

ORGANIZATION - 5 minutes speech - plenary meeting theme, 3 minute speech – gala dinner, reference in the press release, acknowledgement in the Clarity 2018 Key Moments.

ADVERTISING - Audio-video during the conference, Web banner, banners in conference rooms, reception area, and gala halls, advertising in the printed program, promotional tool (delegates' bags).

PRESENCE - 8 Clarity 2018 passes and delegates' email.

GOLD

LOGO - Main printed/digital promotional tools (invitation, program, Website, social networks).

ORGANIZATION - 2 minutes speech - plenary meeting, reference in the press release, acknowledgement in the Clarity 2018 Key Moments.

ADVERTISING - Web banner, banners in principal room, reception area, and gala halls, advertising in the printed program, promotional tool (delegates' bags).

PRESENCE - 6 Clarity 2018 passes and delegates' email.

SILVER

LOGO - Main printed/digital promotional tools (invitation, program, Website, social networks).

ORGANIZATION - 2 minutes speech - networking activity, reference in the press release, acknowledgement in the Clarity 2018 Key Moments.

ADVERTISING - Banners in principal rooms, reception area, and gala halls, advertising in the printed program, promotional tool (delegates' bags).

PRESENCE - 3 Clarity 2018 passes and delegates' email.

RECEPTION OR LUNCH

LOGO - Main printed/digital promotional tools (program, Website, social networks).

ORGANIZATION - Mention opening speech reception or lunch, printed publicity on reception or lunch tables.

ADVERTISING - Banner break area, promotional tool (delegates' bags).

PRESENCE - 2 Clarity 2018 passes and delegates' email.

BUSINESS OPPORTUNITIES (MORE)

DON'T MISS THIS SPONSORSHIP OPPORTUNITY!

Contact us today!

Virginie Galarneau
Clarity 2018, Montreal
450-330-4300
vgalarneau@diverso.ca



| | Participants bag 4 000 \$ | Information Source 3 500 \$ | Workshop 3 000 \$ | Networking Break 2 500 \$ | Digital Area 2 000 \$ | Associate partner 1 000 \$ | Advertising Insert 250 \$ |
|---------------------|------------------------------|--------------------------------|----------------------|------------------------------|--------------------------|-------------------------------|------------------------------|
| Program | ✓ | ✓ | ✓ | ✓ | | | |
| Thanks Prog. | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Targeted visibility | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Advertising Insert | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Free Passes | 2 | 2 | 1 | 1 | 1 | 1 | - |

PARTICIPANTS BAG

LOGO - Promotional tools print/digital (program, website, social media)
ORGANIZATION - Thank you during the welcoming cocktail
ADVERTISING - Your logo printed on the participants' bags
PRESENCE - 2 Clarity 2018 passes and mention in attendee's email

INFORMATION SOURCE

LOGO - Main printed/digital promotional tools (program, Website, social networks).
ORGANIZATION - Presence on participants bag, thank you at the welcoming reception.
ADVERTISING - Promotional tool (participant' bags).
PRESENCE - 2 Clarity 2018 passes and delegates' email.

WORKSHOP

LOGO - Main printed/digital promotional tools (program, Website, social networks).
ORGANIZATION - Introduction mention to the workshop.
ADVERTISING - Banner in workshop room, advertising insert (participant' bags).
PRESENCE - 1 Clarity 2018 pass.

NETWORKING BREAK

LOGO - Main printed/digital promotional tools (program, Website, social networks).
ORGANIZATION - Mention invitation for the break, print material on break tables.
ADVERTISING - Banner in break room, advertising insert (participant' bags).
PRESENCE - 1 Clarity 2018 pass.

DIGITAL AREA

LOGO - Main printed/digital promotional tools (Website, social networks).
ORGANIZATION - Connection name or password WiFi network access, thank you in program.
ADVERTISING - Advertising insert (participant' bags).
PRESENCE - 1 Clarity 2018 pass.

ASSOCIATE PARTNER

LOGO - Network promotional tools (Website, social networks).
PRESENCE - 1 Clarity 2018 pass.

ADVERTISING INSERT

ADVERTISING - Advertising insert (participant' bags).