

2017 FALL CONFERENCE ON THE AMERICAS

AMERICAN BAR ASSOCIATION SECTION OF INTERNATIONAL LAW

SPONSORSHIP OPPORTUNITIES



2017
FALL
CONFERENCE
October 24-27
JW Marriott Marquis Miami

**DOING BUSINESS IN THE AMERICAS
IN THE NEW GLOBAL ECONOMY:**

A NEW DAWN IN THE HEMISPHERE

For the most recent information regarding the 2017 Fall Conference, please visit the conference website: <http://shopaba.org/ILFall2017>.

Contact IntlawMeetings@americanbar.org with questions and for additional information on sponsorship opportunities.

2017 ABA SECTION OF INTERNATIONAL LAW FALL CONFERENCE SPONSORSHIP OPPORTUNITIES

Gain exposure to our approximately **20,000** Section members.

Lawyers from over **100 countries**, including private practitioners, in-house counsel, academics, and lawyers in the public sector.

Over **70 CLE programs** dealing with cutting-edge developments of public and private international law practice.

Benefit from **10% off** sponsorship when you sign up for more than one Conference per year at the \$2,000 level or above.

An additional **40,000** American Bar Association members having an international area of concentration and **thousands of others** can be reached through the Section's network of Cooperating Entities.

Liaise with more than **1,100** anticipated attendees.

SPONSORSHIP VALUE AND THE 2017 FALL CONFERENCE

The 2017 Fall Conference is one of the Section's plenary biennial Conferences and a "Must Attend" for Section members and attorneys whose practices implicate international issues. World class speakers, cutting edge programs, and constant networking/relationship building are Conference hallmarks.

Sponsorship allows your organization to:

- **ENHANCE** your organization's name and reputation, and differentiate your organization from your competitors, by associating with a preeminent U.S.-based international legal organization;
- **BUILD** long-term relationships with key industry leaders and groups through substantial networking opportunities;
- **INCREASE** visibility through direct contact with leading international practitioners and opinion-makers while highlighting and reinforcing your organization's position as an industry leader;
- **MARKET** to an influential and exclusive audience of international practitioners who are the primary decision-makers for the purchase and use of legal, and legal support, services; and
- **GAIN** maximum exposure through brand recognition on sponsor signage, emails distributed to the Section members in advance of the conference, and conference publicity materials and website.

OTHER UPCOMING SECTION CONFERENCES:

- **June 11-13, 2017 Europe Forum**, Fairmont Hotel, Barcelona, Spain
- **April 17-21, 2018 Spring Meeting**, Grand Hyatt, New York, New York
- **June 10-12, 2018 Europe Forum**, Scandic Hotel, Copenhagen, Denmark

ABOUT THE ABA SECTION OF INTERNATIONAL LAW

The **American Bar Association Section of International Law** is the preeminent U.S.-based international legal organization and traces its lineage to one of the first committees established by the American Bar Association in 1878.

The Section serves its members both U.S. and non-U.S., and the international legal community by:

- Providing programs, publications, and projects;
- Facilitating relationships among lawyers;
- Identifying and influencing public policy issues; and
- Promoting the global acceptance and the just implementation of the rule of law.

SPONSORSHIP OPPORTUNITIES

If you are interested in sponsoring above or below the suggested levels outlined in the brochure, please let us know and we will be happy to discuss options with you. All sponsorship opportunities are non-exclusive unless otherwise noted. Non-exclusive sponsorships can be made exclusive for twice the listed price.

TUESDAY FIRM HOSPITALITIES

In lieu of individually hosted hospitality nights, law firm sponsors of the Conference are also invited to host hospitality or open house events on Tuesday night, October 24, 2017, beginning at 6:00 p.m. These events will be promoted in the registration materials. This is an open night for attendees. If your firm is a Conference sponsor, regardless of category, and is interested in hosting such a hospitality night, please contact Thomas Happell at Thoma.Happell@americanbar.org for details. We are limiting this to six firms.

Premium Sponsor Opportunities

Premium Benefits	Primary Conference Sponsor \$20,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000
Recognition at Continental Breakfasts on Wednesday-Friday of the Conference ⁱ	X		
Logo on the cover of the Pre-Conference Brochure and Onsite Brochure ⁱⁱ (note print deadlines)	X		
One (1) six foot table in the exhibition area to display your promotional materials ⁱⁱⁱ	X	X	X
Ad in the Pre-Conference Brochure ^{iv}	FULL PAGE AD	FULL PAGE AD	FULL PAGE AD
Complimentary Section memberships for ABA year 2017-2018 ^v	3	2	1
Complimentary registrations for the Conference, including all CLE programs and receptions ^{vi}	4	3	2
Logo featured on Conference signage at the JW Marriot Marquis Miami, posted on the Conference website with a hyperlink to your homepage and posted on the Conference App ^{vii}	X	X	X
Sponsor's name listed in the Chair's E-Newsletter ^{viii}	X	X	X

Please check the footnotes for details in fine print

Networking Event Opportunities

Sponsor Benefits	Friday Closing Reception at Jungle Island \$12,000	Luncheons with Keynote Speakers \$10,000	Networking Breaks (a.m. & p.m.) \$4,000	Dessert Reception at Area 31 \$5,000	Port of Miami Tour Sponsor \$2,500
Designation as sponsor of the selected event ^{ix}	X	X	X	X	X
Logo displayed on each bar and food station at the Reception, or on free standing sign at luncheons and networking breaks.	X	X	X	X	
Logo also featured on Conference App, mailed and on-site brochure, and website with a hyperlink to your homepage	X	X	X	X	X
Opportunity to display your promotional and informational literature at the Reception, Luncheon, or Networking Break ^x	X	X	X	X	X
One (1) six foot table in the exhibition area to display your promotional materials ^{xi}					X
Complimentary tickets to the selected event ^{xii}	4	2	2	2	2
Recognition by Section Chair during the networking event		X			
Option to provide cups and/or napkins branded with sponsor's name and logo ^{xiii}	X		X	X	
Sponsor's name listed in the Chair's E-Newsletter	X	X			

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Product/Service Opportunities

Product/Service Opportunities	Conference App Sponsor SOLD	Delegate Bag sponsor SOLD	Insert in Conference Bag Sponsor \$3,000
Complimentary Conference registration ^{xiv}	X	X	
Flyer inserted into conference delegate bags ^{xv}			X
Featured sponsor image on the splash screen of the Conference app ^{xvi}	X		
Premium listing on the sponsor section of the app to include a graphic with click through link to sponsor website, videos, and/or PDF brochures	X		
The Conference Delegate Bag, branded with your organization's name and logo, to be distributed to each Conference attendee upon check-in at the hotel ^{xvii}		X	
One (1) six foot table in the exhibition area at the hotel to display your organization's promotional materials during the Conference ^{xviii}		X	
Logo featured on Conference App, mailed and on-site brochure, and website with a hyperlink to your homepage ^{xix}	X	X	X

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Product/Service Opportunities	On-Site Conference Information Guide Sponsor SOLD	Conference Pads and Pens Sponsor \$5,000	Hotel Key Cards and Welcome Flyer Sponsor SOLD
Logo on the cover of the on-site conference guide, to be distributed in the Delegate Bag to each meeting attendee upon check-in (note print deadline) ^{xx}	X		
Ad in the On-Site Conference Information Guide ^{xxi}	1 PAGE		
Conference pads and pens, branded with your logo and distributed to attendees in the conference bag upon check-in ^{xxii}		X	
Hotel key card branded with your name and logo and given to each attendee during check-in. A one page "Welcome Flyer" provided to attendees at check-in at the JW Marriot Marquis ^{xxiii}			X
Logo featured on Conference App, mailed and on-site brochure, and website with a hyperlink to your homepage ^{xxiv}	X	X	X

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Product/Service Opportunities	Pre-Conference Brochure Sponsor \$4,000	Miami Restaurant Guide Sponsor 4,000	Water Bottles Sponsor \$4,000
Logo imprinted on the cover of the Pre-Conference Brochure to be distributed to approximately 20,000 Section members (note print deadline) ^{xxv}	X		
A guide to dining in Miami branded with your organization's logo, to be distributed in the Delegate Bag to each Conference attendee upon check-in at the hotel ^{xxvi}		X	
A water bottle, branded with your name and logo, to be distributed to each Conference attendee upon check-in ^{xxvii}			X
Logo featured on Conference App, mailed and on-site brochure, and website with a hyperlink to your homepage ^{xxviii}	X	X	X

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Product/Service Opportunities	Miami Pocket Map Sponsor \$4,000	Lanyards Sponsor SOLD
A pocket map of Miami, branded with your logo, to be distributed to each Conference attendee upon check-in ^{xxix}	X	
Lanyards branded with your logo to be provided to attendees at registration ^{xxx}		X
Logo featured on Conference App, mailed and on-site brochure, and website with a hyperlink to your homepage ^{xxxi}	X	X

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Program Sponsors

Program Sponsors	Program Track Sponsor \$8,000	Single Session Panel Sponsor \$2,500
Designated sponsor of your selected track or panel	X	X
Complimentary Conference registration ^{xxxii}	1	
An opportunity to display your organization's promotional and informational literature in the sponsored session(s)	X	X
Logo featured on Conference App, mailed and on-site brochure, and website with a hyperlink to your homepage ^{xxxiii}	X	X

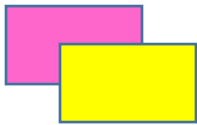
Exhibitors

Exhibitors	Conference Exhibitor \$3,000
Complimentary exhibitor registrations ^{xxxiv}	2
Tickets to selected social events ^{xxxv}	4 TICKETS (2/PERSON)
Ad in On-site Program Brochure ^{xxxvi}	½ PAGE
One (1) six foot table in the exhibit area to display your promotional materials for the Wednesday through Friday of the Conference ^{xxxvii}	X
Logo featured on Conference App, mailed and on-site brochure, and website with a hyperlink to your homepage ^{xxxviii}	X

Country Sponsors

Country Sponsors	Conference Exhibitor \$4,000
Tickets to selected social events ^{xxxix}	4 tickets (2/PERSON)
Ad in On-site Program Brochure ^{xl}	½ PAGE
Opportunity to display your promotional materials for the Wednesday through Friday of the Conference on the Country Sponsors Table in the exhibit area ^{xli}	X
Logo featured on Conference App, mailed and on-site brochure, and website with a hyperlink to your homepage ^{xlii}	X

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Publicity Sponsors

Publicity Sponsors	Full Page Ad \$2,000	Half Page Ad \$1,000	Quarter Page Ad \$500
Publicity on the inside pages of the Pre-Conference Brochure OR the On-Site Conference Information Guide (note print deadlines) ^{xliii}	FULL PAGE	½ PAGE	¼ PAGE
Logo featured on Conference App, mailed and on-site brochure, and website with a hyperlink to your homepage ^{xliiv}	X	X	X

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AND NOW FOR THE FINE PRINT...

ⁱ Includes Option to provide cups and napkins branded with organization's name and logo at each breakfast and option to display the organization's promotional and informational literature each morning in the breakfast room.

ⁱⁱ Sponsors are responsible for providing their logo in high quality .jpeg format. Please coordinate with Thomas Happell, Senior Meeting Planner, at Thomas.Happell@AmericanBar.org or 1.202.662.1671.

ⁱⁱⁱ Sponsors are responsible for coordinating the shipping and delivery of the informational, promotional and exhibition materials to the event site. Please coordinate all details and shipping logistics with Thomas Happell, Senior Meeting Planner, at Thomas.Happell@AmericanBar.org or 1.202.662.1671.

^{iv} Ad materials are due by May 24, 2017. Any Ad received after our material close date will be placed in the Guide at our discretion. Send materials to: Thomas.Happell@AmericanBar.org

ONSITE PROGRAM BROCHURE – 5.5 X 8.5

Full Page - 4.5 x 7.5 With Bleed – 5.5 x 8.5 with .125” bleed; **Half Page Horizontal** – 3.75 x 5 With Bleed – 3.75 x 5.5 with .125” bleed; **Half Page Vertical** – 2.25 x 7 NO HALF PAGE VERTICALS WITH BLEEDS; **Quarter Page Vertical ONLY** – 2.25 x 3.375

MAILED PROGRAM BROCHURE – 6 X 10.5

Full Page 5.125 x 9.25 With Bleed – 5 x 10.5 with .125” bleed; **Half Page Horizontal** – 5 x 4.75 With Bleed – 6 x 4.75 with .125 bleed; **Half Page Vertical** – 2.5 x 9.5 NO HALF PAGE VERTICALS WITH BLEEDS; **Quarter Page Vertical** - 2.5 x 4.625; **Quarter Page Horizontal** - 4.75 x 2.125

^v Recipient must be an existing ABA member or purchase ABA membership separately in order to receive the complimentary Section membership.

^{vi} Please send the name, email address, and office address of the person or people who will receive the complimentary registration to Thomas.Happell@americnabar.org no later than September 8, 2017.

^{vii} See footnote ii.

^{viii} Circulated to approximately 20,000 Section members and hundreds of other subscribers.

^{ix} Includes Option to provide cups and napkins branded with organization’s name and logo the reception venue and option to display the organization’s promotional and informational literature at the venue.

^x See footnote iii.

^{xi} See footnote iii.

^{xii} Additional tickets may be purchased on a discounted basis.

^{xiii} See footnote iii.

^{xiv} See footnotes vi.

^{xv} Printing and shipping can be coordinated through the Section with the guarantee that the item will arrive on time and be placed in bag. Cost of printing and shipping will be invoiced directly with a 10% service fee. Sponsor can also print and ship items at their own expense but if the item doesn’t arrive on time there is no refund if the insert does not arrive at the Hotel prior to the scheduled deadline for preparing the conference bags.

^{xvi} This is prime real-estate and a great opportunity to be seen - anytime there is an update or anytime the app loads, all eyes will be on this image.

^{xvii} See footnote iii.

^{xviii} See footnote iii.

^{xix} See footnote ii.

^{xx} See footnotes ii.

^{xxi} See footnote iv.

^{xxii} See footnote iii.

^{xxiii} See footnote iii. Production must take place with the hotel’s recommended vendor.

^{xxiv} See footnote ii.

^{xxv} See footnote ii.

^{xxvi} See footnote iii.

^{xxvii} See footnote iii.

^{xxviii} See footnote ii.

^{xxix} See footnote iii.

^{xxx} See footnote iii.

^{xxxi} See footnote ii.

^{xxxii} See footnotes vi.

^{xxxiii} See footnote ii.

^{xxxiv} See footnotes vi.

^{xxxv} See footnote vi.

^{xxxvi} See footnote iv.

^{xxxvii} See footnote iii.

^{xxxviii} See footnote ii.

^{xxxix} See footnote vi.

^{xl} See footnote iii.

^{xli} See footnote iii.

^{xlii} See footnote ii.

^{xliii} The **Pre-Conference** Brochure Mailer is sent to all over 20,000 Section members worldwide in the mail in June 2017. The **On-Site** Conference Brochure will be distributed in the Delegate Bag to each Conference attendee upon check-in at the JW Marriott Marquis Miami. The Section must sign off on proofs associated with publicity in the Pre-Conference brochure and the On-Site Information Guide. Please coordinate all details and logistics with Thomas Happell, Senior Meeting Planner, at Thomas.Happell@AmericanBar.org or 1.202.662.1671. See also footnote iv.

^{xliiv} See footnote ii.

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