



**2018 Conference on International Trade and Investment**  
Mexico City  
November 7-9, 2018  
InterContinental Presidente

# **SPONSORSHIP OPPORTUNITIES**

Contact Thomas Happell ([Thomas.happell@americanbar.org](mailto:Thomas.happell@americanbar.org)) with questions and for additional information on sponsorship opportunities.





## Benefits of Sponsorship

Sponsorship will put your organization directly before the Conference attendees, the Section's approximately 17,000 members; as well as members of other ABA Sections and our Cooperating Entities.

Sponsorship will allow you to:

- **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;
- **INCREASE** your visibility through direct contact with leading international practitioners and opinion-makers while highlighting and reinforcing your position as an industry leader;
- **GAIN** maximum exposure through brand recognition on sponsor signage, emails distributed to the Section members in advance of the Conference, and Conference website;
- **ENHANCE** your organization's name and reputation, and differentiate you from your competitors, by associating with the preeminent U.S.-based international legal organization; and
- **BUILD** long-term relationships with key industry leaders and groups by taking advantage of substantial networking opportunities.

## About the ABA Section of International Law

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

- Advance the professional excellence of our worldwide membership;
- Bridge the U.S. and non-U.S. legal communities;
- Help members serve the international needs of their clients;
- Promote diverse international substantive expertise; and
- Strengthen the rule of law.

The Section, and its approximately 17,000 members, is an integral part of the American Bar Association ("ABA"), which has over 400,000 members. Our members, in nearly 100 countries, include high-level practitioners with leading global law firms; lawyers from prominent regional and national firms inside and outside the U.S.; U.S.-based small-firm and solo practitioners with significant international practices; in-house counsel; lawyers serving in government, with non-governmental organizations and inter-governmental organizations; academics and law students. **We are the "ABA home" for the world's leading international practitioners.**

We serve our members, both U.S. and non-U.S., and the international legal community by:

- Providing programs, publications, and projects that enhance professional skills, expertise, and ethics;
- Facilitating relationships among lawyers throughout the world that benefit members, their clients, law firms, and organizations;
- Identifying and influencing public policy issues important to international law, global business, and international institutions; and
- Promoting the global acceptance and the just implementation of the rule of law through technical legal assistance, *pro bono* legal services, legal services for the poor, capacity building, and other governance and human development activities.



## About the Conference

The 2018 Americas Conference will bring together members of the global legal community for a world-class program on trade and investment. The Conference will be presented by international legal experts and will attract a diverse audience of lawyers, in-house counsel, government representatives, academics and law students from around the world but, especially from the United States, Central and Latin America, the Caribbean and Canada.

## Sponsorship Opportunities (All sponsorships are listed in US Dollars)

• PLATINUM PARTNER	\$10,000
• GOLD PARTNER	\$8,000
• RECEPTION SPONSOR	\$7,000
• LUNCHEON SPONSOR	\$7,000
• CHAIR COVERS	\$5,000
• SILVER PARTNER	\$5,000
• TRANSPORTATION SPONSORS	\$4,000
• TEOTIHUACAN SIDE TRIP	\$4,000
• HOTEL KEY CARDS & WELCOME FLYER	\$4,000
• CELLULAR CHARGING STATIONS	\$3,500
• PANEL SPONSOR	\$3,000
• NETWORKING BREAK SPONSOR	\$2,500
• DELEGATE BAG	\$2,500
• GIFT OR HAND-OUT SPONSOR	\$2,500
• EXHIBITOR	\$1,000
• MEETING SUPPORTER	\$1,000

If you are interested in modifying a sponsorship opportunity listed in this brochure or developing a new opportunity to better fit your needs, please let us know and we will work with you to develop a mutually beneficial arrangement. Additionally, if you would like to discuss larger sponsorship opportunities or if you are interested in sponsoring through in-kind donations, please contact us. All sponsorship opportunities are Non-Exclusive unless otherwise noted. Non-exclusive sponsorships can be made EXCLUSIVE for twice the listed price.

If you confirm sponsorship of the Conference and the 2019 Annual Conference in Washington, DC at a minimum of \$2,000 level, you will receive a 10% discount off of sponsorship on each conference.



**PLATINUM PARTNER (EXCLUSIVE)**  
**\$10,000**

- Four (4) complimentary Conference registration;
- Option to provide a handout or flyer to Conference attendees at registration;
- One (1) six-foot table in the exhibition area at the Hotel to display your promotional materials for the duration of the Conference;
- Full-page advertisement in the Conference Program provided to each Conference attendee;
- Logo recognition in the Conference Program provided to each Conference attendee;
- Special acknowledgements on Conference onsite signage;
- Sponsorship recognition as the Platinum Partner on marketing communications to members of the legal profession promoting the Conference; and
- Sponsorship recognition as the Platinum Partner on the Conference website with a link to your website.

**GOLD PARTNER (NON-EXCLUSIVE)**  
**\$8,000**

- Two (2) complimentary Conference registration;
- Option to provide a handout or flyer to Conference attendees at registration;
- Opportunity to display your promotional materials on the six-foot Gold Partner table in the exhibition area at the Hotel for the duration of the Conference;
- Half-page advertisement in the Conference Program provided to each Conference attendee;
- Logo recognition in the Conference Program provided to each Conference attendee;
- Special acknowledgements on Conference onsite signage;
- Sponsorship recognition as a Gold Partner on marketing communications to members of the legal profession promoting the Conference; and
- Sponsorship recognition as a Gold Partner on the Conference website with a link to your website.

**RECEPTION SPONSOR (NON-EXCLUSIVE)\***  
**\$7,000**

- Designation as the Official Sponsor of one of the Conference Receptions;
- Three (3) complimentary reception tickets and one (1) complimentary Conference registration;
- Opportunity to provide brief opening remarks at the reception;
- Logo recognition and one-half page ad in the Conference Program provided to each Conference attendee;
- Option to provide cups and napkins branded with your name and logo at the reception;
- Special acknowledgement on Conference onsite signage as the Conference Reception Sponsor;
- Sponsorship recognition on marketing communications to members of the legal profession promoting the Conference; and
- Sponsorship recognition on the Conference website with a link to your website.



*\*The sponsor is responsible for all costs associated with ordering and producing as well as shipping the cups and napkins for the Conference to the Conference hotel and coordinating with the Section, including any customs clearance fees. Please allow time for any promotional materials to clear customs.*

## **LUNCHEON SPONSOR (EXCLUSIVE)**

**\$7,000**

### KEYNOTE SPEAKER:

- Official sponsor of one of the Luncheons;
- Two (2) complimentary Conference registrations;
- Opportunity to display organization's promotional materials in the Luncheon room;
- Logo recognition in the Conference Program provided to each Conference attendee;
- Special acknowledgements on Conference onsite signage as a Luncheon Sponsor;
- Sponsorship recognition as a Luncheon Sponsor on marketing communications to members of the legal profession promoting the Conference; and
- Sponsorship recognition as a Luncheon Sponsor on the Conference website with a link to your website.

## **CHAIR COVERS (EXCLUSIVE)\*\***

**\$5,000**

- One (1) complimentary Conference registration;
- Logo recognition in the Conference Program provided to each Conference attendee; and
- Exclusive placement of chair covers on all chairs throughout the conference space for one day of the event

*\*\*The sponsor is responsible for all costs associated with ordering and producing as well as shipping the chair covers for the Conference to the Conference hotel and coordinating with the Section, including any customs clearance fees. Please allow time for any promotional materials to clear customs.*

## **SILVER PARTNER (NON-EXCLUSIVE)**

**\$5,000**

- One (1) complimentary Conference registration;
- Logo recognition in the Conference Program provided to each Conference attendee;
- Special acknowledgements on Conference onsite signage;
- Opportunity to display your promotional materials on the six-foot Silver Partner table in the exhibition area at the Hotel for the duration of the Conference;
- Sponsorship recognition as a Silver Partner on marketing communications to members of the legal profession promoting the Conference; and
- Sponsorship recognition as a Silver Partner on the Conference website with a link to your website.

## **TRANSPORTATION PARTNER (EXCLUSIVE)**

**\$4,000**

- One (1) complimentary Conference registration;
- Logo recognition in the Conference Program provided to each Conference attendee;
- Special acknowledgements on Conference onsite signage; and
- Special acknowledgements on transportation signage.

## TEOTIHUACAN SIDE TRIP (EXCLUSIVE)

**\$4,000**

- One (1) complimentary Conference registration;
- Logo recognition in the Conference Program provided to each Conference attendee;
- Special acknowledgements on Conference onsite signage; and
- Ability to provide all trip participants a welcome letter or gift.

## HOTEL KEY CARDS & WELCOME FLYER (EXCLUSIVE)\*\*\*\*

**SOLD**

- One (1) complimentary Conference registration;
- Logo recognition in the Conference Program provided to each Conference attendee;
- Special acknowledgements on Conference onsite signage;
- Hotel key card branded with sponsor's name and logo and given to each meeting attendee at the time of check-in; and
- A one page "Welcome Flyer" from sponsor provided to Meeting attendees at check-in.

\*\*\*\*Sponsor is responsible for associated costs including design, purchasing, shipping and coordinating the delivery of the Hotel Key Cards as well as the "Welcome Flyer"

## CELLULAR CHARGING STATION (EXCLUSIVE)\*\*\*\*\*

**\$3,500**

- One (1) complimentary Conference registration;
- Logo recognition in the Conference Program provided to each Conference attendee;
- Special acknowledgements on Conference onsite signage; and
- Branded charging station placed in exhibit hall.

\*\*\*\*\*Sponsor is responsible for associated costs associated with renting and shipping the branded charging station

## PANEL SPONSOR (EXCLUSIVE FOR EACH PANEL)

**\$3,000**

*Sponsorships are available for each of the panels.*

- One (1) complimentary Conference registration;
- Opportunity to display promotional materials in the meeting room during the panel presentation;
- Logo recognition in the Conference Program provided to each Conference attendee;
- Special acknowledgements on Conference site signage as a Panel Sponsor;
- Sponsorship recognition on marketing communications to members of the legal profession promoting the Conference; and
- Sponsorship recognition on the Conference website with a link to your website.



## NETWORKING BREAK SPONSOR (NON-EXCLUSIVE)

\$2,500

Networking Breaks occur during the session breaks in the day's schedule. These breaks give attendees the opportunity to relax and network in a central area. *Sponsorships are available for each of the four networking breaks.*

- Opportunity to display your organization's promotional materials in the networking break area during the sponsored networking break;
- Option to provide cups and napkins branded with your name and logo at the sponsored networking break;
- Logo recognition in the Conference Program provided to each Conference attendee;
- Special acknowledgements on Conference onsite signage as a Networking Break Sponsor;
- Sponsorship recognition on marketing communications to members of the legal profession promoting the Conference; and
- Sponsorship recognition on the Conference website with a link to your website.

*The sponsor is responsible for all costs associated with ordering and producing as well as shipping the cups and napkins for the Conference to the Conference hotel and coordinating with the Section, including any customs clearance fees.*

## DELEGATE BAGS SPONSOR (EXCLUSIVE)

**SOLD**

- Delegate Bags will be branded with sponsor's name and logo and provided to each Conference attendee;
- Special acknowledgements on Conference onsite signage as a Delegate Bag Sponsor;
- Logo recognition in the Conference Program provided to each Conference attendee; and
- Logo recognition on the Conference website with a link to your website.

*The sponsor is responsible for all costs associated with ordering and producing as well as shipping the delegate bags for the Conference to the Conference hotel and coordinating with the Section, including any customs clearance fees. The Section must sign off on proofs associated with the production of the delegate bag.*



## **GIFT OR HAND-OUT SPONSOR (EXCLUSIVE)\*\***

**\$2,500**

- Gift to be included in each attendee delegate bag
  - Previous gifts included: pads & pens, water bottles, international power adapters, power banks (cell phone), city maps, restaurant guides
  - Each gift type will be limited to one firm; if you have a suggestion for a gift not listed above, please email [Thomas.happell@americanbar.org](mailto:Thomas.happell@americanbar.org) to discuss your suggestion
- Logo recognition in the Conference booklet provided to each Conference attendee
- Logo recognition on the Conference website with a link to your website.

*\*\*The sponsor is responsible for all costs associated with ordering and producing as well as shipping any hand-outs for the Conference to the Conference hotel and coordinating with the Section, including any customs clearance fees. The Section must sign off on proofs associated with any gift or hand out.*

## **EXHIBITOR (NON-EXCLUSIVE)**

**\$1,000**

### **A limited number of exhibitor opportunities are available**

- One (1) six-foot table in the exhibition area at the Hotel to display the Exhibitor's promotional materials for the duration of the Conference;
- One (1) complimentary exhibitor registration to the Conference (does not include the Conference luncheons or Receptions – tickets for those events may be purchased separately);
- Special acknowledgements on Conference onsite signage as an Exhibitor;
- Logo recognition in the Conference Program provided to each Conference attendee; and
- Logo recognition on the Conference website with a link to your website

## **MEETING SUPPORTER (NON-EXCLUSIVE)**

**\$1,000**

- Logo recognition in the Conference Program provided to each Conference attendee;
- Sponsorship recognition on marketing communications to members of the legal profession promoting the Conference; and
- Sponsorship recognition on the Conference website with a link to your website.

## **ADDITIONAL NOTES FOR ALL SPONSORS**

- *Please send the complimentary registration recipient name to Thomas Happell, [Thomas.happell@americanbar.org](mailto:Thomas.happell@americanbar.org) by October 1, 2018.*
- *The sponsor is responsible for all costs associated with shipping promotional materials to the Conference hotel and coordinating with the Section, including any customs clearance fees. Please allow time for any promotional materials to clear customs.*



2018 CONFERENCE ON INTERNATIONAL TRADE & INVESTMENT –  
MEXICO CITY  
SPONSORSHIP AGREEMENT FORM



List Sponsorship(s) here:

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**PRIMARY CONTACT**

Name:

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Firm:

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Address:

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City:

State/Province/Region:

---

Postal Code:

Country:

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Telephone:

Fax:

---

E-mail:

---

**MARKETING CONTACT**

Name:

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Firm:

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Address:

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City:

State/Province/Region:

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Postal Code:

Country:

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Telephone:

Fax:

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E-mail:

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**PAYMENT INFORMATION**

**Check for \$** (enclosed)

To protect your information, the ABA no longer accepts credit card payments via email. If you would like to pay by credit card please contact Thomas Happell at [Thomas.happell@americanbar.org](mailto:Thomas.happell@americanbar.org) for further instructions.

**Send Invoice**

**PLEASE COMPLETE THIS FORM AND SUBMIT TO:** Thomas Happell, American Bar Association, Section of International Law C/O 2016 Section of International Law Conference on Trade and Investment, 1050 Connecticut Ave NW, Suite 400, Washington, DC, 20036; [thomas.happell@americanbar.org](mailto:thomas.happell@americanbar.org) OR Fax to 202.662.1669

**TERMS:** Full payment must accompany this sponsorship agreement form. All sponsorship purchases are nonrefundable. Invoice will be sent if full payment is not received with this agreement form. Sponsorship will not be recognized until payment has been received in full.