Sponsorship opportunities

The Life of a Start-Up: From Initial Financing to IPO/Exit

5–6 November 2012, Silicon Valley, California, USA

the global voice of the legal profession®

Sponsorship opportunities

Non-law firms only

Benefits	Headline conference sponsorship cost US$8,700	Associate conference sponsorship cost US$5,400	Exhibitor cost US$2,500
Sponsor delegate passes*	2	1	
Sponsor logo on the cover of the online and final programmes	✓		
Sponsor logo to appear inside online and final programmes		✓	✓
Sponsor logo on all IBA advertisement used to promote the event	✓		
Sponsor logo to appear on the conference holding slide in main session room	✓		
Sponsor logo to appear on conference signage	✓	✓	
Sponsor logo on signage at the conference dinner	✓		
Sponsor logo on menu cards at dinner	✓		
Sponsor logo on signage at the conference reception	✓		
Sponsor logo on signage at the conference luncheon	✓		
Sponsor logo on signage at conference refreshment breaks	✓		
Sponsor/exhibitor logo and link on the conference website	✓	✓	✓
Sponsor/exhibitor description linked to logo on conference website	500 words	400 words	150 words
Exhibitor display table**	✓	✓	✓
Exhibitor passes for presentation opportunities (exhibition area)	2	2	2
Full page greyscale advertisement to be included in the final programme	✓		
Full page colour advertisement to be included in the online programme	✓		
Post mailing list of conference delegate list (subject to third party exclusions)	✓		
Opportunity to distribute a gift during registration	✓		

Why not compliment your sponsorship with an advertisement in IBA Global Insight, the IBA's flagship magazine, distributed to over 23,000 IBA members. See details later on in this media pack.

* Sponsor delegate passes, given away as part of a sponsorship agreement, cannot be used by speakers, panellists, Chairs or Co-Chairs, members of the press or adjudicators. The pass can only be used by a representative of the sponsoring company in their capacity as a delegate.

** Headline and associate conference sponsors to have priority over choice of display table position.

Sponsorship opportunities

Available to all

Benefits	Associate social event sponsorship cost US$8,500	Conference reception cost US$3,000 Sunday 4 November	Conference reception sponsorship cost US$3,900 Monday 5 November	Conference luncheon sponsorship cost US$3,900	Conference refreshment break sponsorship cost US$3,900
Sponsor delegate passes*	2	1	1	1	1
Complimentary entry to conference dinner for sponsor delegate	✓	✓			
Free IBA membership until January 2014**	1				
Full page greyscale advertisement to be included in the final programme	✓				
Full page colour advertisement to be included in the online programme	✓				
Sponsor logo to appear inside online and final programmes	✓	✓	✓	✓	✓
Sponsor logo and link on the conference website	✓	✓	✓	✓	✓
Sponsor description linked to logo on conference website	400 words	300 words	300 words	300 words	300 words
Sponsor logo on signage at the conference dinner	✓	✓			
Sponsor logo on menu cards at dinner	✓	✓			
Sponsor logo on signage at the conference reception	✓		✓		
Sponsor logo on signage at the conference luncheon	✓			✓	
Sponsor logo on signage at conference refreshment breaks	✓				✓

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** Applicable to non-IBA members only, must be a practicing lawyer.

IBA Global Insight

IBA Global Insight (IGI) is the International Bar Association's (IBA) flagship magazine.

It features topical legal and business issues, as well as highlighting IBA initiatives and activities. Recent articles have covered sovereign wealth funds, the devastating influence of the credit rating agencies and capital markets in Asia.

Bi-Monthly, in print, online and via our mobile app, *IGI*, through exceptional writing, in-depth interviews and commentary from around the world is read by over 23,000 of the world's most influential, affluent and internationally-minded legal professionals from Europe, the Middle East, Africa, Asia and Latin; South America and North America.

Readership comprises senior and managing partners from the world's top ranking law firms all of whom are frequent travellers, affluent consumers and leading figures within the international legislative community. The magazine, sought after by all members of the IBA, is distributed across 200 countries.

From law firm management to international trade; from globalisation to global meltdown; from the Rule of Law to the ICC; from the impact of international law on small and local businesses to the influence of the legal profession on world events; *IGI* delivers focused coverage, commentary and opinion on the firms, partners and trends that are shaping today's global legal landscape.

As one of the world's most influential membership magazines, *IGI* brings a decisive difference to marketing partnerships. Combining the diverse opportunities of the brand assets - print, online, mobile, iPad and experiential – with precision targeting that only a true market leader can offer, *IGI*'s multiple delivery points ensure a meaningful ROI to you, our advertising partners.

CLICK **DOWNLOAD IGI APP** FOR YOUR IPHONE AND IPAD OR CLICK **IGI** TO VIEW PAST ISSUES

To receive your 20 per cent discount when booking an advertisement in any future issue of *IBA Global Insight*, simply complete the booking form below, tick the appropriate boxes and send it by email to **advertising@int-bar.org** or by fax to +44(0)20 7842 0091.

2013 rates

Full page	☐ £4,950	Half page	☐ £2,950
Inside front cover	☐ £5,445	Opposite contents	☐ £5,320
Inside back cover	☐ £5,445	Outside back cover	☐ £5,690

Advertisement and publication dates

☐ February	☐ April	☐ June
☐ August	☐ October	☐ December

Audience profile

Circulation: 23,000 min Male/female breakdown: 77/23 Median Age: 49

Advertiser's name: _____

Invoicing address: _____

_____

City: _____ ZIP/Postcode: _____

Contact: _____

Telephone: _____

E-mail address: _____

VAT number (if UK-based) _____ Purchase order number: _____

Sponsorship booking form

Please complete and return to **specialist.conferences@int-bar.org** or fax on +44 (0)20 7842 0091.

Please indicate which package you wish to book:

Headline conference sponsor	☐	US$8,700
Associate social event sponsor	☐	US$8,500
Associate conference sponsor	☐	US$5,400
Conference reception sponsored – Sunday 4 November	☐	US$3,000
Conference reception sponsor – Monday 5 November	☐	US$3,900
Conference luncheon sponsor	☐	US$3,900
Conference refreshment break sponsor	☐	US$3,900
Exhibitor	☐	US$2,500

Invoicing details (please complete as you want it to appear on the invoice – note all fields MUST be completed in capital letters)

Client name _____

Address _____

_____

City _____

Postcode/zipcode _____

Contact _____

Telephone _____

E-mail _____

VAT number (if UK or EU-based) _____

I certify that I am authorised to sign this application and enter into this contract for sponsorship on behalf of the above named client.

Authorised signature _____

Date _____ (dd/mm/yyyy)

Print name _____

Why IBA Conferences?

The International Bar Association (IBA) influences the development of international law reform and shapes the future of the legal profession. The IBA is an international dual membership organisation with offices now in London, São Paulo, Dubai and Seoul. The Association comprises over 45,000 lawyers, 100+ group member law firms and over 200 bar associations and law societies across all continents.

The IBA organises nearly 40 specialist conferences each year worldwide which are attended by an unrivalled list of leading senior and managing partners. Our conferences give members and non-members of the IBA an invaluable opportunity to network with their peers and share information regarding the latest developments in the industry.

So, whatever your business goals are for 2013, sponsorship of an IBA specialist conference is the perfect way to make your firm stand out from the crowd when networking at a busy conference. By sponsoring an IBA specialist conference you will not only raise the profile of your firm with the world's most prominent senior and managing partners but also to the wider legal community through the many marketing and branding benefits associated with an IBA sponsorship opportunity.

Sponsorship of an IBA event will help you to:

- **Enhance your networking message**
- **Raise awareness of your brand amongst a distinguished target base**
- **Impress and influence your existing client base as well as make new connections**
- **Launch and promote a product/service**
- **Increase brand awareness**
- **Develop new business**
- **Network with decision makers from major corporate law firms and other businesses**

The IBA membership base comprises 100 per cent of the Legal500's UK top 50 law firms as well as almost 85 per cent of ALM's top 50 law firms. A list of IBA Group Member firms can be found at **www.ibanet.org/Membership/Group_Membership.aspx**

The IBA would indeed be delighted to have you on-board as a sponsor.

If you would like to discuss this and the many other opportunities open to you with the IBA, please contact the Sponsorship Department on +44 (0)20 7842 0090 or e-mail **specialist.conferences@int-bar.org**

SPECIALIST CONFERENCE – EXHIBITION AND SPONSORSHIP TERMS & CONDITIONS 2012

Assignment of sponsorships
All sponsorships are non-exclusive and non-negotiable.

Interpretation and definitions
In this agreement, unless the context otherwise requires, the following definitions shall apply:

1. 'sponsorship' includes Headline sponsor, Associate Conference, Associate Social Event, Exhibitors or any other category named by the IBA.
2. 'sponsor' means an organisation that is named as one of the Headline, Associate Social Event, Exhibitors or any other category named by the IBA.
3. 'IBA' means International Bar Association

Application/cancellation of sponsorship
Application for sponsorship must be made in writing using the designated application form. Invoices will be sent five working days following receipt of signed agreement and must be paid within 30 days of the date of invoicing. Invoices remaining unpaid after 60 days from the date of the invoice, will be eligible for an additional charge on the outstanding amount, this charge will be two percent above the prevailing Bank of England base rate. All invoices must be paid in full, 30 days before the conference begins.

Cancellation of sponsorship will result in a £500 release fee, should the sponsor have benefited from marketing exposure as part of benefits activated in accordance with agreement. If cancellation is made less than two months prior to the conference start date, sponsorship fees will be charged at the full amount.

Cancellation of sponsorship must be directed in writing to:
Andrew Webster-Dunn, Head of Advertising and Sponsorship, International Bar Association, 4th Floor, 10 St Bride Street, London EC4A 4AD United Kingdom.

No deductions or withholdings
All fees payable to us by you in accordance with the terms contained in this 'Information' section shall be paid free and clear of all deductions or withholdings whatsoever.

If any deductions or withholdings are required by law to be made from any fees payable to us by you under the terms contained in this 'Information' section you shall pay such sum as will, after the deduction or withholding has been made, leave us with the same amount as we would have been entitled to receive in the absence of any such requirement to make a deduction or withholding.

If we obtain the benefit of any tax credit or other relief by reference to any such deductions or withholdings, then we shall repay to you such amount as, after such repayment has been made, will leave us in no worse position than we would have been had no such deductions or withholdings been required.

Contract acceptance
The acceptance of the application shall be at the discretion of the IBA, and upon acceptance, becomes a contract. By completing and signing the application, the sponsor agrees to comply with, and be subject to, the terms and conditions contained in this document. The IBA reserves the right to refuse or deny sponsorships to prospective companies.

Sponsorship and speaking at an IBA conference
Under IBA Policy, speaking opportunities at an IBA conference or event must NOT be linked to sponsorship discussions or financial arrangements of any kind. Neither officers, nor representatives of the Sponsorship Department are authorised to agree, discuss or confirm speaking opportunities at an IBA conference as part of a sponsorship or financial agreement. Please notify Andrew Webster-Dunn, Head of Advertising and Sponsorship, International Bar Association on andrew.webster-dunn@int-bar.org if you are asked to sponsor a conference or event as a condition of an invitation to speak at the conference.

Conference Chair and Co-Chairs
Conference Chair and Co-Chairs are not authorised to agree sponsorship programmes, costs or benefits. Any sponsorship arrangements made by a Conference Chair and Co-Chairs of the said conference will be subject to amendments to comply with IBA policy.

Complimentary sponsor delegate badges
Sponsor delegate badges, given as part of a sponsorship agreement, cannot be assigned to speakers, panellists, Chair or Co-Chairs, members of the press or adjudicators. A sponsor delegate badge can only be used by a representative of the sponsoring company in their capacity as a delegate. Delegate badges must be worn and visible at all times. Sponsor delegate badges entitle the delegate to the same benefits as a paying delegate. Sponsor delegate badge holders may attend all non-ticketed social events, sessions and purchase tickets to any other IBA ticketed social events. Sponsor delegate badges cannot be exchanged between colleagues. The delegate badge is valid for the duration of the conference, for the named delegate. Sponsor delegate badges must not be altered or covered. A Sponsor delegate registration form must be completed by the sponsor in order to obtain the Sponsor delegate badge. Notification of changes to free delegate passes must be sent via e-mail, to sponsorship@int-bar.org no later than five working days prior to the commencement of the conference. No amendments will be made at the event, only the people on the registration form may attend the conference.

Free membership benefit
The free membership benefit included as part of the Associate social event sponsorship package is only applicable to a non-member of the IBA who is a practising lawyer employed by the sponsoring firm.

IBA best practices policy for attendees, exhibitors and sponsors
IBA provides opportunities for sponsors to have direct exposure to conference attendees during the sponsored conference defined in this document. All conference sponsors are expected to abide by the following policy: (1) conference sponsors will not detract from any other company's investment by competing with the sponsored event, e.g., the hosting of an event at the same time as an IBA sponsored event; (2) conference sponsors will not interfere with another sponsor's or exhibitor's communication with an attendee communication, either directly or indirectly, e.g., the distribution of brochures or other collateral outside of a designated area/exhibit booth. These and other similar actions will be considered unacceptable, and will be prohibited except with the explicit written permission of IBA. All attendees, regardless of whether they sponsor, exhibit or network at an event, are subject to the guidelines of this policy. Attendance at the conference signifies agreement to this policy and subsequent consequences if violated.

Liability
Sponsors assume entire responsibility and hereby agree to protect, indemnify, defend and hold the IBA and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines and attorney fees arising from or caused by the sponsor's installation, removal, maintenance, occupancy or use of conference premises or a part thereof, excluding any such liability caused by the sole negligence of the venue, its employees and agents.

Exhibitors and the exhibition hall
Law firms cannot exhibit or distribute literature promoting their firm at an IBA specialist conference. Exhibitors are not permitted to sublet, promote or distribute books, magazines, journals or printed literature promoting products or services which are not owned, produced or published by the paying exhibitor. Exhibiting companies are not permitted to distribute promotional literature on behalf of law firms or law firm associations. Exhibitors found to be in breach of the above clauses will be instructed to stop or risk expulsion from the exhibition hall.

Exhibitor attendance and badges
The maximum number of exhibitor passes allocated per booth is two, no exceptions will be given. Each exhibitor must wear an official IBA conference badge. Exhibitor badges cannot be assigned to another person at the conference, only those registered prior to the conference may attend the event, any other non-registered attendees will be asked to leave. Exhibitor passes must not be altered or covered. The exhibitor pass is valid for the duration of the conference. Exhibitors are not permitted to enter sessions; those who do will be asked to leave. With the exception of the welcome reception, exhibitors are not permitted to attend conference social functions. Lunches and refreshment breaks are not provided as part of an exhibition or sponsorship package, however, from time to time permission may be granted by the IBA conference organiser at the conference for exhibitor staff to eat and drink after the delegates. Exhibitors are not permitted to invite guests to the conference or exhibition. Notification of changes to exhibition staff must be sent via email, to specialist.conferences@int-bar.org, no later than five working days prior to the commencement of the conference. No additional badges will be issued at the event.

Exhibitor use of space/promotional materials
When exhibiting all solicitation, demonstration or other promotional activities must be confined to the limits of the area assigned. No sponsor can distribute promotional materials in a break out room or session. Literature on display shall be limited to reasonable quantities. A company's promotional materials should not interfere with any other company's sponsorship or exhibition. Sponsors need written permission to distribute promotional materials during an event that they are sponsoring. Further, a sponsor is prohibited from distributing copyrighted materials, unless they have written permission to distribute such materials. Law firms and organisations that provide legal advice as part of their day-to-day business cannot distribute promotional materials regarding their firm, partners, employees or exhibit at an IBA conference.

Any space not claimed and occupied for which no special arrangements have been made by noon on the day of the conference, may be removed, resold or reassigned by the IBA to eliminate empty spaces in the exhibit hall. The IBA will not refund any part of the booth rental and exhibitors will be liable for the full rental amount. Exhibitors may not assign or sublet any space allotted to them and may not advertise or display goods other than those manufactured or sold by them in the regular course of their business.

Scheduled exhibition dates and hours
Scheduled exhibition times are from 08:00hrs through to the end of the last working session specified in the programme for each day.

SPECIALIST CONFERENCE – EXHIBITION AND SPONSORSHIP TERMS & CONDITIONS 2012

Installation of exhibits
Exhibitors must have display materials unpacked and ready for display, with all packaging cleared away before 08:00hrs on the commencement date of the conference. No work will be permitted once the conference registration desk has opened and the first delegate has arrived. Installation can be completed once delegates have begun the first session.

Booth construction and arrangement
IBA arranges for the erection of necessary draped tables of uniform style. All exhibits must be confined to the special limits of the booth as indicated on the floor plan or by the IBA conference organisers. The exhibition booth rental fee includes a table approximately 6' wide x 2' deep and two side chairs. No part of the display, except equipment therein, is permitted in excess of 8' in height without prior permission granted by the IBA. Booths shall not present an objectionable side appearance when viewed from adjoining booth areas. All exhibitor displays must stay within the parameters of the space allocated.

Care of exhibition space and building
The exhibitor shall care for and keep occupied space in good order. Special cleaning and dusting of the booth and display equipment and material will be the exhibitor's responsibility. Exhibitors may not place anything in the exhibition space common areas. Exhibitors, or their agents, must not injure or deface the wall or floors of the building. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Electrical wiring must conform to the health and safety regulations of the country in which the event is held. Combustible materials or explosives are not permitted in the exhibition area. All exhibits shall serve the interests of the members of IBA and be operated in a way that does not detract from other exhibits or the conference. Conference management determines the acceptability of persons, things, conduct, sound equipment and/or printed material and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of IBA. In the event of such restriction or eviction, IBA is not liable for any refund of exhibition fees or any other exhibition-related expenses.

Exhibition freight
Exhibitors are responsible for the delivery of their freight to the venue. All freight must be labelled exactly as specified by the IBA. The IBA will not be held responsible for the loss of any freight materials, especially those incorrectly labelled. Information on shipping can be obtained by contacting Jenny Roote on +44 (0)20 7842 0090 or e-mail jenny.roote@int-bar.org.

Removal of exhibits
No exhibitor shall commence dismantling or packing product before the end of the final coffee break on the last day of the conference. It is the responsibility of each exhibitor to arrange with the conference venue for the storage of materials until collected by courier or shipping company. All materials remaining after the conference closes or at a time specified by an IBA representative, may be removed and destroyed by the conference venue staff, if arrangements have not been made for storage. The IBA will not be held responsible for any items left behind.

Sales, samples and souvenirs
No goods are to be sold for delivery on the floor. Orders may be taken for future delivery. Free samples and souvenirs may be given away at your designated booth only. Exhibitors may not display literature or products at any other conference areas unless a separate sponsorship agreement has been arranged. Any food or beverages dispensed or given away at your exhibition space must be purchased from or with the consent of the venue where the IBA conference is being held. Exhibitors should contact the catering department at the venue directly.

Promotional literature and gifts
The placing of unauthorised promotional literature or gifts at an IBA conference or social event is strictly forbidden. All unauthorised items will be removed and in the first instance returned to the representative of the relevant company. All subsequent items will be removed and disposed of without notification. Exceptions to the above rule apply only to gifts distributed at a conference by a sponsoring organisation, as part of their sponsorship arrangement. These items can only carry the following information: firm name, logo and firm URL. No address, telephone or fax numbers, e-mail addresses, partner names or practice details may be included. Permitted gift ideas include a pen, USB stick (no presentations), mug, umbrella, place mat, computer mouse; or all other items are to be approved by a representative of the IBA Sponsorship Department.

Social event sponsors
Sponsors of IBA social events are NOT permitted to erect or display signage, or distribute gifts or promotional literature of any kind. No speeches by sponsors are permitted during the event.

Conference signage
The logo of the social event sponsor will appear at the top of all relevant signage. The remaining sponsors will appear in the following order should they exist; Headline, Associate Conference, and Associate Social Event.

Artwork
The IBA will not make amendments to materials supplied for advertisement, where the materials do not conform to IBA's published requirements. Please note that logos will be sized to fit into a box 150 (w) x 60 (h) pixels, when used on the IBA website. All artwork will be used as supplied. Any amendments may incur additional charges.

Programme logo placements
Logos attributed to organisations supporting and/or sponsoring a specialist conference will appear inside the conference programme along the bottom of the conference page in alphabetical order from left to right and NOT on the front cover. Only logos for co-sponsors and headline sponsors are permitted to appear on the front cover of a specialist conference programme and on the holding slide of the conference. These will be placed in alphabetical order from left to right. All artwork will be used as supplied. Any amendments may incur additional charges.

Programme – advert placements
Adverts attributed to organisations supporting and/or sponsoring a specialist conference will appear at the back of the online and final conference programme. Adverts will appear in category order as follows: Headline, Associate Social Event and finally Associate Conference Sponsor. Within each category of sponsorship adverts will appear in alphabetical order. All adverts within the conference final programme will be in black and white, adverts appearing in the online programme will be in colour.

Function space
It is understood that no rooms, suites or other space in the conference hotel are to be used for exhibition purposes, workshops or other exhibitor sales-related use. Hosting invitational cocktail parties, open houses and similar exhibitor-sponsored affairs, should be checked with the IBA conference management so as not to conflict with any of the programmed events.

Insurance
All exhibitors are strongly urged to obtain insurance coverage against damage or loss and public liability insurance against injury to the person or property of others. Exhibition materials should be covered from the time they are shipped, through move-in, exhibit dates, move-out and until all materials have been received at the point of origin. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's display, equipment and other property brought upon the premises of the venue and shall indemnify and hold harmless the IBA from any and all such abuses, damages and claims.

Compliance
The exhibitor agrees to abide by and comply with all the Terms & Conditions, including any amendments that conference management may make from time to time, set out in this document. The exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorised local, state and federal governing bodies concerning fire, health and safety as well as the rules and regulations of the operators of and/or owners of the property where the conference is held.

Conference postponement or cancellations
IBA at its discretion shall have the right to postpone or cancel the conference and shall be liable in no way to the sponsor for losses resulting from such delay or cancellation. IBA will not be liable for fulfilment of this contract as to the delivery of exhibition space if non-delivery is due to any of the following causes including, but not limited to: damage caused by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, or for any cause beyond IBA's control. It will, however, in the event of it not being able to hold a conference for any of the above named reasons, reimburse the sponsor for the amount already paid for the sponsorship.

Amendments
Any and all matters and questions not specifically covered by the preceding regulations shall be subject to the decision of the IBA. Sponsors shall be notified in writing of any amendments to these regulations.

Questions
Contact Andrew Webster-Dunn, Head of Sponsorship, International Bar Association, at +44 (0)20 7842 0090 or e-mail at andrew.webster-dunn@int-bar.org

Governing law and jurisdiction
This Agreement shall be exclusively governed and construed in accordance with the laws of England and Wales without regard to principles of conflicts of law.