



# Specialist conferences 2009

## Sponsorship opportunities and benefits

**IBA Private Equity Transactions symposium**  
**London, 16-17 November 2009**



### Headline sponsor\*

**£4,000**

- Two free conference delegate passes
- Two free passes to the reception for a guest
- Sponsor's logo on the cover of the online and final programmes
- Full page colour ad to be included in the online programme
- Full page black and white ad to be included in the final programme
- Prime exhibitor's spot for your display table
- Two exhibitor passes for presentation opportunities (exhibition area)
- Sponsor's logo to appear on conference signage
- Sponsor's logo and link to appear on the conference website
- Sponsor's logo to appear on signage at conference social events
- Opportunity to distribute a gift to delegates during registration



### Associate social event sponsor – All social events

**£3,000**

*(incl cocktail reception, luncheon and refreshment breaks)*

- Two free conference delegate passes
- Two free passes to the reception for a guest
- Sponsor's logo to appear in online and final programmes
- Full page colour ad to be included in the online programme
- Full page black and white ad to be included in the final programme
- Sponsor's logo and link to appear on the conference website
- Sponsor's logo to appear on signage at the conference luncheon and coffee/tea breaks
- Sponsor's logo to appear on signage at the cocktail reception
- Sponsor's logo to appear on the conference website
- Opportunity to present each delegate with a gift



### Cocktail reception sponsor

**£2,000**

- One free conference delegate passes
- One free pass to the reception for a guest
- Sponsor's logo to appear in online and final programmes
- Sponsor's logo to appear on signage at the conference breaks
- Sponsor's logo to appear on the conference website
- Opportunity to present each delegate with a gift



### Luncheon & Refreshment break sponsor

**£1,500**

- One free conference delegate passes
- Sponsor's logo to appear on signage at the conference lunch and refreshment breaks
- Sponsor's logo to appear on the conference website
- Sponsor's logo to appear in online and final programmes

### Exhibitor's package

**£1,200**

- Exhibitor's display table
- Two exhibitor passes for networking and presentation opportunities to attendees
- Exhibitor's logo and link on the conference website
- Exhibitor's logo on the conference online and final programme

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For further information please contact Sara Dhariwal on +44 (0)20 7691 6868 or [sara.dhariwal@int-bar.org](mailto:sara.dhariwal@int-bar.org)

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All IBA sponsorship packages are non-exclusive.  
N.B. VAT will be charged where applicable

\*Law firms and law associations may only sponsor social events

\*\* Free delegate passes cannot be used by speakers

\*\*\*No external signage is permitted at an IBA conference

# SPECIALIST CONFERENCE – SPONSORSHIP TERMS & CONDITIONS 2009

## 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 social event sponsor, cocktail reception supporter, 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 sponsors, cocktail reception supporter, 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 rate.

Cancellation of sponsorship will result in a £125 release fee. 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 Sponsorship, International Bar Association, 10<sup>th</sup> Floor, 1 Stephen Street, London, W1T 1AT United Kingdom.

## 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 undersigned 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.

## 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.

## 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, eg, 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, eg, 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.

## Exhibitor attendance and badges

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. Notification of changes to exhibition staff must be sent via email, to [specialist.conferences@int-bar.org](mailto:specialist.conferences@int-bar.org), no later than 5 working days prior to the commencement of the conference. No additional badges will be issued at the event. Exhibitors cannot attend sessions. Exhibitors may only attend the conference welcome reception. Paying delegates will be given priority at all other social events. Lunches are not provided for exhibitors as part of any sponsorship package, however, from time to time permission may be granted by the IBA conference organiser at the conference.

## 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 areas of practice 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 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 8:00am to 4:00pm for the duration of the conference.

## Exhibition appearance

Exhibitors are responsible for all freight, decorating and labour charges. Information on shipping can be obtained by contacting Sara Dhariwal on +44(0)20 7691 6868 or e-mail [sara.dhariwal@int-bar.org](mailto:sara.dhariwal@int-bar.org).

## Installation of exhibits

Installation must take place between 7:30am and 8:00am on the commencement date of the conference. No installation work will be permitted after this time without special permission from the IBA conference organisers at the conference.

## Free delegate passes

Free delegates' passes, given as part of the sponsorship packages, cannot be assigned to a speaker. Notification of changes to free delegate passes must be sent via email, to [specialist.conferences@int-bar.org](mailto:specialist.conferences@int-bar.org), no later than 5 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.

## Artwork

The IBA will not make amendments to materials supplied for advertisement, where the materials do not conform to IBA's published requirements.

## 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 have material packed, identified and cleared for shipment by the closing of the conference registration desk. The IBA will not be held responsible for any items left behind.

## 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 skirted 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.

## 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 program events.

## 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 the event is being 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.

## 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.

## Social event sponsors

Sponsors of IBA social events are not permitted to erect or display signage, or distribute gifts or literature of any kind.

## Promotional literature and gifts

Law firms cannot distribute literature promoting their business at IBA specialist conferences. Gifts distributed at a conference by a law firm, as part of their sponsorship arrangements, 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 the Head of Advertising and Sponsorship.

## 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 the rules and regulations including any amendments that conference management may make from time to time. 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, safety and health 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 7691 6868 or e-mail at [andrew.webster-dunn@int-bar.org](mailto: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.