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## **IBA advertising and sponsorship policies with accompanying guidelines 2011**

for  
**IBA office staff**  
**PPID Council and Constituent Officers and**  
**LPD Council, Committee and Forum Officers**

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## **IBA advertising and sponsorship guidelines and policies handbook 2010**

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## **Introduction**

This handbook is designed as a reference guide for the management of advertising and sponsorship of the IBA for IBA office staff, PPID Council and Constituent Officers and LPD Council, Committee and Forum Officers.

As the IBA continues to develop and expand its global network, we are receiving more and more approaches from organisations and law firms wishing to advertise, with the IBA and become involved with the IBA through sponsorship. Similarly, as our Officers and staff promote the work of the IBA, they are coming across opportunities to do so more effectively by considering partnerships and co-sponsorship with other organisations.

Therefore, there is a clear need to provide a consistent and streamlined approach to entering into advertising and sponsorship agreements, to ensure both cost-efficient use of resources and the protection and enhancement of the IBA's reputation when associating with external organisations.

Any queries regarding the contents of this handbook may be addressed to the Head of Advertising and Sponsorship, who will be delighted to discuss them further.

## **1. PPID Council and Constituent Officers and LPD Council, Committee and Forum Officers**

The following points cover general advertising and sponsorship policies in which PPID Council and Constituent Officers and LPD Council, Committee and Forum Officers may be involved.

- 1.1 Committee Officers are encouraged to conduct exploratory discussions regarding sponsorship with potential sponsors, before directing the contact to the Head of Advertising and Sponsorship for the IBA, Andrew Webster-Dunn, at the London office for negotiation and completion of agreement.
- 1.2 Committee Officers are not authorised to agree sponsorship terms and conditions, benefits or costs.
- 1.3 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 agreement.
- 1.4 All requests for speaking opportunities must be passed on to the appropriate conference organiser. Speaking opportunities can only be authorised by the Council Liaison Officers, Conference Chair(s) and host/organising committee of the said event.
- 1.5 Any arrangements made by officers are subject to amendments to comply with IBA policy.
- 1.6 Officers and members cannot distribute literature regarding their firm at an IBA conference.
- 1.7 The IBA will at no time sell or distribute e-mails, telephone or fax numbers of its members to non-members of the IBA, unless written permission is given by the member.
- 1.8 All sponsorship agreements are non-exclusive and non-negotiable.
- 1.9 To enable the IBA to manage and track future advertising and sponsorship arrangements, a signed agreement must be completed by the advertiser or sponsor.
- 1.10 Agreements must detail the benefits and costs.
- 1.11 The IBA must retain and exercise full control over advertising and sponsorship activity.
- 1.12 The identity and presence of the IBA must be predominant over that of the advertiser or sponsor in all promotional materials.
- 1.13 The acknowledgement of the sponsorship arrangement must not compromise the independence or reputation of the IBA. The presence and acknowledgment must not suggest that the sponsor 'owns' or 'controls' any part of the IBA.
- 1.14 Additionally, descriptions of the relationship between the IBA and the sponsor must not imply the IBA's endorsement of the supporter. Words that imply endorsement, such as 'exclusive,' 'partner,' 'preferred,' 'endorsed' must not be used in describing such relationships.
- 1.15 The IBA name, logo or any identifying symbol or words must not be used in such a manner as to imply or state an endorsement by the IBA of a product, publication or service.

- 1.16 The IBA logo must not appear on products, materials, advertising or other promotional offerings produced by the sponsor without specific prior approval by the Head of Advertising and Sponsorship or Marketing Manager.
- 1.17 No sponsor may present an event or programme at an IBA event that is not co-sponsored by the IBA.
- 1.18 The following guidelines shall govern the process of review, approval and oversight of an organisation offering marketing support in return for exposure through advertising or logo placement at an IBA event:
  - 1.18.1 Notice of intent - Once an organisation has been identified, notice should be provided to the Head of Advertising and Sponsorship or Marketing Manager. At no stage, should an employee or representative of the IBA, other than the Executive Director or Deputy Executive Director sign a letter of agreement, memorandum of understanding, or any written summary of terms unless the writing includes the following language. 'These terms are in the process of discussion and negotiation and do not reflect a binding agreement between the parties.'
  - 1.18.2 Submission of request - A request for acceptance of marketing support must be submitted to the Head of Advertising and Sponsorship or Marketing Manager as soon as practicable but at least 30 days in advance of the expected date of first receipt of the support. The request must include complete details of the proposed support package, including, but not limited to, the amount of the support, the name and address of the supporter, and the benefits, if any, being offered to the supporter in recognition of its support.
  - 1.18.3 Review of request - The Marketing Manager or Head of Advertising and Sponsorship shall notify the submitting entity of the decision.
  - 1.18.4 Appeal - If the Marketing Manager and/or Head of Advertising and Sponsorship disapprove the acceptance of support, the entity seeking approval may appeal that decision to the Executive Director.
  - 1.18.5 Agreement – All contra agreements must abide by the general advertising and sponsorship policies of the IBA.
- 1.19 If the IBA is considering a proposed sponsorship arrangement, any employee, Officer or member who may be involved in the evaluation, negotiation or decision-making regarding the proposal must promptly disclose any actual or potential conflict of interest to the appropriate leadership of the IBA. The IBA shall decide whether recusal or other action is required. An IBA Officer/member requesting approval of a proposed sponsorship arrangement must concurrently disclose to the Head of Advertising and Sponsorship any information it has received regarding possible conflicts of interest.
- 1.20 Prior to the commencement of any co-organised, co-sponsored or joint conference all parties must accept and agree that the sponsorship policy of the IBA is followed and implemented in its entirety and that no amendments to the policy are acceptable unless agreed by the IBA Management Board prior to the commencement of the conference creative process.
- 1.21 All communications announcing sponsorships must be made jointly by the IBA and the sponsor, and must be reviewed by the Deputy Executive Director & Public Relations Director, of the IBA.

## 2. Specialist conferences

When organizing a specialist conference the following points need to be followed:

- 2.1 General
  - 2.1.1 All sponsorship agreements in relation to specialist conferences are non-exclusive and non-negotiable.
  - 2.1.2 A 'co-sponsor' is defined as a joint organiser of the conference for example NICSA in the case of the 'Globalisation of investment funds' conference or the ABA with regard to the 'ABA/IBA international cartel workshop' conference. A co-sponsor will be involved intellectually and financially with the organisation of the conference. No commercial organisation can be a co-sponsor. Co-sponsorship is organised by the relevant committee and the conference organizer.
  - 2.1.3 A 'sponsor' is an organisation that provides funds for a conference in return for advertising and promotional rights through association with the IBA, e.g. LexisNexis.
  - 2.1.4 A 'supporter' of a specialist conference is a company or organisation that contributes marketing support in return for advertising and promotional rights through association with the IBA, e.g. International Law Office.
  - 2.1.5 An 'exhibitor' is a company or organisation that contributes funds and/or marketing support in return for an area in which to display its goods and services, e.g. Who's Who Legal.
  - 2.1.6 The 'host committee's' role is to advise on local publicity and marketing, social programmes, and any local dignitaries or speakers who should be invited.
  - 2.1.7 A law firm can be a sole sponsor of a conference social event if no other sponsors are available; however, they will not be recognised as an exclusive sponsor.
  - 2.1.8 Specialist conference social events cannot be held at a law firm office. All social events must be held at a neutral venue.
  - 2.1.9 Only the host committee can be acknowledged as 'hosting' a social event. For all other social events, an organisation contributing funds will be recognised as a sponsor of the event. Neither option can be exclusive.
  - 2.1.10 The IBA will not promote events in its conference programmes other than those agreed by the committee as official IBA-sanctioned events. These events must not conflict with existing IBA events.
  - 2.1.11 All sponsorship arrangements must be accompanied by a signed agreement. Emails, letters or verbal indications of intent are not sufficient.
- 2.2 Exhibitors and the exhibition hall
  - 2.2.1 Law firms cannot exhibit at IBA specialist conferences.
  - 2.2.2 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.
  - 2.2.3 Exhibiting companies are not permitted to distribute promotional literature on behalf of law firms or law firm associations.
  - 2.2.4 Exhibitors found to be in breach of clauses 2.2.2 and 2.2.3 will be instructed to stop or risk expulsion from the exhibition hall.
  - 2.2.5 All exhibitor displays must stay within the parameters of the booth purchased.
  - 2.2.6 No alcohol is to be distributed on an exhibition booth during any part of the conference without the approval and written permission of the IBA.
  - 2.2.7 Smoking is not permitted within the designated exhibition areas.
  - 2.2.8 No explosives or combustible materials are permitted within the designated exhibition areas.
  - 2.2.9 The maximum number of exhibitor passes allocated per booth is two, no exceptions will be given.
  - 2.2.10 Exhibitor passes must be worn and visible at all times.

- 2.2.11 Exhibitor passes cannot be exchanged between colleagues. The exhibitor pass is valid for the duration of the conference.
  - 2.2.12 Exhibitor passes must not be altered or covered.
  - 2.2.13 Exhibitors are not permitted to enter sessions; those who do will be asked to leave.
  - 2.2.14 Exhibitors may attend all non-ticketed social events.
  - 2.2.15 Exhibitors are not permitted to attend any other social function.
  - 2.2.16 Exhibitors are not permitted to invite guests to the conference or exhibition.
  - 2.2.17 Lunches served in the exhibition area are available to exhibitors only once the delegates have dined.
- 2.3 Complimentary delegate passes
- 2.3.1 Complimentary delegate passes, given away as part of a sponsorship agreement, can be used by speakers, panelists, 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.
  - 2.3.2 An application form must be completed to receive a complimentary delegate pass six weeks prior to the conference commencement date.
  - 2.3.3 Delegate badges must be worn and visible at all times.
  - 2.3.4 Complimentary delegate badges entitle the delegate to the same benefits as a paying delegate.
  - 2.3.5 Complimentary delegate badge holders may attend the welcome cocktail party, sessions and purchase tickets to any other IBA ticketed social events.
  - 2.3.6 Complimentary delegate passes cannot be exchanged between colleagues. The delegate pass is valid for the duration of the conference, for the named delegate.
  - 2.3.7 Complimentary delegate passes must not be altered or covered.
- 2.4 Press passes
- 2.4.1 Press passes can be acquired by contacting the IBA Marketing Manager at the IBA offices in London.
- 2.5 Mailing lists/lists of participants
- 2.5.1 The delegate's mailing list is available for sale to third-party organisations for mailing purposes; however, the list will exclude those lawyers who have declined third-party mailings, e-mail addresses, and fax and telephone numbers.
  - 2.5.2 Mailing lists are for one use only and must not be incorporated into any database.
  - 2.5.3 Delegate information is not to be shared with firms, companies or organisations prior to or after a conference, even for reference purposes.
  - 2.5.4 No details of third-party exclusions are to be sold or sent to a third-party organisation, at any time, in any format for mailing or viewing purposes.
  - 2.5.5 Law firms and law firm associations cannot purchase a delegate mailing list from a specialist conference to promote their firm or invite delegates to social events.
  - 2.5.6 Conference Chairs and officers can be given and use the e-mail addresses of IBA members for the purposes of IBA business upon signing a disclaimer which can be obtained from the IBA Marketing Manager.
  - 2.5.7 Conference Chairs and officers can view the name, firm name and country of all the people included on the list of participants. No contact details are to be supplied.
  - 2.5.8 The IBA will not sell or provide the delegate's mailing list to law firms, companies or organisations that are hosting a non sanctioned social event.
  - 2.5.9 All uses of the conference delegate mailing list must be paid for at the prevailing rate set out in the sponsorship programme and must comply with the terms and conditions of the IBA. No exceptions will be given.
  - 2.5.10 The list of participants is not a mailing list; it is for reference purposes only. It must not be incorporated into any database.

- 2.5.11 The list of participants must not be supplied to external organisations prior to a conference start date.
  - 2.5.12 Sponsoring organisations will be given the conference mailing list if this is part of their agreement; this must exclude e-mail addresses, and fax and telephone numbers and those delegates who have declined third-party mailings. No updates are to be supplied once a copy has been sent.
  - 2.5.13 All delegate mailing lists purchased, are for a one-off use. All IBA lists have been seeded and appropriate action will be taken if this is infringed.
  - 2.5.14 All specialist conference delegate mailing lists must be used within 30 days of receipt of the data.
  - 2.5.15 Conference delegate mailing lists will not be available to third-party organisations 60 days after the completion of the conference.
  - 2.5.16 The preferred software format used by the IBA when distributing the delegate mailing list is Microsoft Office Excel.
- 2.6 Social event sponsorship
- 2.6.1 Gifts and promotional literature cannot be distributed at an IBA social event.
  - 2.6.2 Gifts can only be distributed from the registration desk at an IBA conference when part of a sponsorship agreement. Gifts can only carry the following information: firm name, logo and firm URL. No e-mail addresses, postal addresses, telephone or fax numbers, no partner names or practice details are permitted.
  - 2.6.3 Permitted gift ideas include a pen, USB stick (no presentations), mug, umbrella, place mat and computer mouse. All gifts must be approved by the Head of Advertising and Sponsorship.
  - 2.6.4 No sponsor is allowed to erect signage at an IBA conference social event as part of their agreement. All signage acknowledging sponsorship of the IBA event is to be produced by the IBA.
  - 2.6.5 No speeches by sponsors are permitted during the event.
- 2.7 Lanyards
- 2.7.1 Each year a different sponsor shall be sought to provide the lanyards for the specialist conferences.
  - 2.7.2 The lanyards must include the IBA logo.
  - 2.7.3 Law firms and recruitment companies cannot sponsor the conference lanyards.
- 2.8 Inserts
- 2.8.1 Law firms and recruitment companies cannot place inserts in the conference delegate bags.
  - 2.8.2 Inserts must not exceed 25g in weight.
  - 2.8.3 Only one insert from each company will be included.
- 2.9 Advertising
- 2.9.1 All advertisements in the preliminary online programme are colour.
  - 2.9.2 All advertisements in the final printed programme are black and white.
  - 2.9.3 Recruitment companies cannot advertise in any specialist conference programme.
  - 2.9.4 Law firms and law firm associations can advertise in the final programmes.
- 2.10 Leafletting
- 2.10.1 The placing of leaflets inside the exhibition area outside a designated exhibition booth is not permitted; all unauthorized leaflets will be removed and destroyed.
  - 2.10.2 The distribution of unauthorized leaflets or pamphlets is not permitted anywhere within the IBA conference area. This includes all IBA social events, sessions, refreshment areas.
  - 2.10.3 All unauthorized leaflets will be removed and disposed of.

- 2.10.4 Speakers and Officers can only distribute speakers' notes; they cannot distribute leaflets or pamphlets promoting their firm, books or any other products or services when in sessions.
- 2.11 Programme - logo placements
  - 2.11.1 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.
  - 2.11.2 Only logos for co-sponsors (see 2.2) 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.
  - 2.11.3 All artwork will be used as supplied. Any amendments may incur additional charges.
- 2.12 Signage
  - 2.12.1 "Co-sponsoring" organisation will either be mentioned by name or with a logo on the signage of a conference.
  - 2.12.2 The logo of a "supporting" organisation will not appear on signage at a conference.
- 2.13 Magazine distribution
  - 2.13.1 The distribution of magazines at an IBA conference is not permitted, unless approval has been given by the Head of Advertising and Sponsorship.
  - 2.13.2 All non approved magazines will be removed and disposed of.
- 2.14 Host committee
  - 2.14.1 Only the members of the host committee named six months prior to the conference commencement date by the conference organising committee will be recognised as part of the 'host committee'.
  - 2.14.2 Members of the host committee are expected to provide assistance regarding local publicity, marketing, social programmes and local dignitaries and speakers who would be invited to conference team chairs.
  - 2.14.3 In addition, they are expected to assist with marketing and promotion of conference to businesses and firms in the country where the conference is to be held.
  - 2.14.4 From time to time, the host committee may be asked to help secure sponsorship for conference social functions in conjunction with the IBA sponsorship department.
  - 2.14.5 In the event that the conference organising committee gives approval for the host committee to host its own social function at the conference, the IBA will include the logo from each member firm of the host committee inside the final conference programme up to 25 members, above this number only the name of the host committee member firms will be listed in the final conference programme.
  - 2.14.6 A social event hosted by the host committee must not conflict with any part of the conference working or social event programme. In addition, the host committee cannot seek sponsorship for this social event from outside the host committee.
  - 2.14.7 Firms wishing to join the host committee must have an office within the borders of the country where the conference is being held.
  - 2.14.8 All host committee responsibilities must be met in full, in order to be recognised as a member of the host committee.
  - 2.14.9 Being a member of the host committee does NOT include a speaking opportunity at the conference.
  - 2.14.10 Host committee members are expected to register for and attend the conference in its entirety, and host committees of fewer than 25 people are acknowledged in the conference programme.

### 3. Law firms

Law firm advertising and sponsorship is tightly controlled and the following points need to be adhered to:

- 3.1 Law firms are only permitted to sponsor social events at an IBA annual or specialist conference.
- 3.2 Law firms are excluded from:
  - 3.2.1 being a headline sponsor of a specialist conference;
  - 3.2.2 being an official corporate supporter of an annual conference;
  - 3.2.3 sponsoring the opening ceremony of the annual conference;
  - 3.2.4 speaking at a social event as part of the sponsorship opportunity;
  - 3.2.5 exhibiting at any IBA conference.
- 3.3 Law firms sponsoring an IBA social event are not permitted to erect or display signage of any kind at said event.
- 3.4 A law firm cannot hold an IBA conference social event at their office.
- 3.5 Only the recognised 'host committee' can be credited with hosting an IBA social event; all other events are defined as being sponsored or supported.
- 3.6 An event is defined as being "hosted by" when the sponsors arrange, manage and pay for all the expenses incurred for the event.
- 3.7 Law firms are not allowed to distribute promotional literature at an IBA conference, directly or within the delegate packs. However, they can distribute gifts at approved specialist conferences as part of a sponsorship agreement (see specialist conferences 3.8 and 3.9 below for details).
- 3.8 Gifts distributed at a conference by a firm or association can only carry the following information; firm name, logo and firm URL. No email addresses, postal addresses, telephone or fax numbers, no partner names or practice details.
- 3.9 Permitted gift ideas include a pen, USB stick (no presentations), mug, umbrella, place mat and computer mouse. All gifts must be approved by the Head of Advertising and Sponsorship.
- 3.10 Law firms can advertise in all IBA publications and conference programmes.
- 3.11 Law firms are not allowed to advertise on the IBA website.
- 3.12 Law firms can have, as part of a sponsorship agreement, their logo displayed on the home page of the relevant conference they are sponsoring. Links through to law firms and law firm associations websites are permitted, if part of a sponsorship agreement. In addition, a brief description will also be placed on the relevant conference website.
- 3.13 Law firms can provide funding for HRI and individual projects but cannot be sponsor of a committee or HRI.
- 3.14 Law firms can use the delegate mailing list from the annual conference to contact delegates to invite them to a social function, but not for any other purpose.

- 3.15 The sponsoring of programme sessions is not allowed.
- 3.16 Law firms cannot use or purchase lists of IBA members or specialist conference delegate mailing lists.

#### **4. Mailing lists and lists of participants**

When managing membership mailing lists and the lists of participant's from conferences the following points must be followed:

- 4.1 The IBA rents its membership and annual and specialist conference lists to third parties, first removing all members' details where they have declined to receive third-party mailings.
- 4.2 Mailing lists are for one use only and must not be incorporated into any database.
- 4.3 Only the lawyer name, firm name and postal addresses will be supplied as part of a list rental agreement.
- 4.4 Delegate information is not to be shared with firms, companies or organisations prior to or after a conference, even for reference purposes.
- 4.5 Mailing lists can be rented for all purposes by commercial companies (provided the planned mailing does not conflict with IBA activity).
- 4.6 Law firms and law firm associations can only rent lists for social event invitations at the annual conference; these lists must exclude email addresses, telephone and fax numbers and those delegates who have declined third-party mailings.
- 4.7 Law firms and law firm associations are not allowed to purchase delegate mailing lists from specialist conference or a list of members of the IBA.
- 4.8 Law firms and law firm associations cannot purchase mailing lists of any kind for the purpose of promoting their firms business or partners.
- 4.9 Recruitment companies are not permitted to use or rent IBA mailing lists.
- 4.10 Conference chairs and officers can be given and use the email addresses of IBA members for the purposes of IBA business upon signing a disclaimer which can be obtained from the IBA Marketing Manager.
- 4.11 No e-mail addresses, telephone or fax numbers are to be passed on to officers or anyone outside the IBA.
- 4.12 A conference list of participants is not to be used as a mailing list; it is for reference purposes only.
- 4.13 The list of participants must not be supplied to external organisations prior to a conference start date in any format.
- 4.14 However, it is possible to provide the firm name and country of the delegates registered, to sponsoring organisations.
- 4.15 Conference chairs and officers cannot purchase or use the conference delegate mailing list to promote their firm.
- 4.16 Conference chairs and officers may see the delegate mailing list including name, firm, country and third-party exclusions, no other details are to be supplied.

- 4.17 If a delegate has chosen not to receive third-party mailings, his or her name and contact details must not be disclosed to anyone outside of the IBA, other than in the list of participants.
- 4.18 The IBA will not sell or provide the delegate's mailing list to law firms, companies or organisations that are hosting non sanctioned social events.
- 4.19 List use is limited to a one-time use for each purchase. Unauthorised additional uses of the list will be charged at £500 per thousand names.
- 4.20 Lists must be used within 30 days of purchase.
- 4.21 Each list includes seeded IBA contacts.
- 4.22 All list purchases must be accompanied by a signed agreement.
- 4.23 Lists are supplied electronically in Microsoft Excel spreadsheet format.
- 4.24 Invoicing for list rental purchases will take place upon delivery of the list.
- 4.25 All invoices must be paid within 30 days, see invoicing policy for more details.

## 5. Publications

When accepting adverts or inserts into any IBA publication the following policies must be adhered to:

- 5.1 Commercial and non-commercial organisations, companies and law firms are allowed to place on-page advertisements within IBA publications, exceptions listed below.
- 5.2 Commercial and non-commercial organisations and companies are allowed to place inserts within IBA publications, exceptions listed below.
- 5.3 Law firms and organisations offering legal advice as part of their business cannot insert leaflets into an IBA publication.
- 5.4 The IBA will not accept advertisements or inserts from recruitment companies.
- 5.5 All advertisements and inserts must be approved prior to publication by the Head of Advertising and Sponsorship.
- 5.6 Adverts will be placed in alphabetical order from the front of the publication, unless a specific page has been agreed.
- 5.7 The IBA reserves the right to refuse any advert or insert, at its discretion.
- 5.8 All advertisement arrangements must be coordinated and finalised by the Head of Advertising and Sponsorship.
- 5.9 Advertisements will be declined if they contain or imply the following content:
  - 5.9.1 content of a sexist or racist nature;
  - 5.9.2 content which is deemed by the IBA to infringe or break discrimination laws of any nature within the UK.
- 5.10 See terms and conditions for details regarding advertiser's responsibility.

## 6. Online

When accepting advertisements for the IBA website the following policies must be adhered to:

- 6.1 There is currently only one advertising space available on the IBA website, this is a skyscraper advert on the left hand side of every page of the website. The advert is repeated on each page of the IBA website.
- 6.2 The maximum length of time a company may advertise on the skyscraper advert is three calendar months in one calendar year.
- 6.3 The minimum length of time a company may advertise on the skyscraper advert is one calendar month.
- 6.4 Law firms, organisations offering legal advice and recruitment companies cannot place logos or advertise using the skyscraper advert on the IBA website.
- 6.5 The skyscraper advert is charged at £6 per thousand page impressions, per calendar month.
- 6.6 A law firm's and law firm association's logo and link may only appear on the IBA website as part of a social event sponsorship agreement for the annual conference or a specialist conference. The logo will be placed on the homepage of the relevant conference only.
- 6.7 Sponsors may also pay to have their logos located on the homepage of the IBA website. The cost for placing a logo is £450 per month. (See point 6.4 for restrictions.)
- 6.8 Company logos may be placed on pages throughout the website, however, no law firm or recruitment company logos shall be accepted.
- 6.9 Sponsorship of a committee will include the sponsor's logo being placed on the relevant committee's homepage. (See point 6.4 for restrictions.)
- 6.10 All adverts and logos must be approved prior to posting on the website.
- 6.11 All logo placements and adverts must be accompanied by a signed agreement.
- 6.12 See terms and conditions for details regarding advertiser's responsibilities.

## 7. Annual conference

The annual conference encompasses a number of unique sponsorship opportunities, including:

- 7.1 Exhibitors and the exhibition hall
  - 7.1.1 Law firms and law firm associations cannot exhibit at the IBA annual conference.
  - 7.1.2 Exhibitors are not permitted to sublet, promote or distribute literature or products which are not owned or published by the paying exhibitor.
  - 7.1.3 Exhibiting companies are not permitted to distribute promotional literature on behalf of law firms and law firm associations.
  - 7.1.4 Exhibitors found to be in breach of clauses 7.1.2 and 7.1.3 will be instructed to stop or risk expulsion from the exhibition hall.
  - 7.1.5 All exhibitor displays must stay within the parameters of the booth purchased.
  - 7.1.6 No alcohol is to be distributed on an exhibition booth during any part of the conference without the approval and written permission of the IBA.
  - 7.1.7 Smoking is not permitted within the designated exhibition areas.
  - 7.1.8 No explosives or combustible materials are permitted within the designated exhibition areas.
  - 7.1.9 The maximum number of exhibitor passes allocated per booth is two.
  - 7.1.10 Exhibitor passes must be worn and visible at all times.
  - 7.1.11 Exhibitor passes cannot be exchanged between colleagues. The pass covers the entire week for the named delegate.
  - 7.1.12 Exhibitor passes must not be altered or covered by the exhibitor.
  - 7.1.13 Exhibitors are not permitted to enter sessions; those who do, will be asked to leave.
  - 7.1.14 Exhibitors can attend the welcome party.
  - 7.1.15 Exhibitors cannot attend any other social function.
  - 7.1.16 Exhibitors are not permitted to invite guests to the conference or exhibition.
  - 7.1.17 Lunches served in the exhibition area are available to exhibitors only once the delegates have dined.
- 7.2 Complimentary delegate passes
  - 7.2.1 Complimentary delegate passes, given away as part of a sponsorship agreement, cannot be used by speakers, only by representatives of the sponsoring companies attending as delegates.
  - 7.2.2 An application form must be completed to receive a complimentary delegate pass.
  - 7.2.3 Delegate badges must be worn at all times.
  - 7.2.4 Complimentary delegate badges entitle the delegate to the same opportunities as a paying delegate.
  - 7.2.5 Complimentary delegate badge holders may attend the welcome party, sessions and purchase tickets to IBA social events.
  - 7.2.6 Complimentary delegate passes cannot be exchanged between colleagues. The pass covers the entire week for the named delegate.
  - 7.2.7 Complimentary delegate badges must not be altered or covered.
- 7.3 Press passes
  - 7.3.1 Press passes can be acquired by contacting the IBA Press Office at the IBA offices in London.
- 7.4 Mailing lists/lists of participants
  - 7.4.1 The delegate's mailing list is available for sale to third-party organisations for mailing purposes; however, the list will exclude those lawyers who have declined third-party mailings, e-mail addresses, and fax and telephone numbers.
  - 7.4.2 Mailing lists are for one use only and must not be incorporated into any database.

- 7.4.3 No details of third-party exclusions are to be sold or sent to a third party organisation, at any time, in any format for mailing or viewing purposes.
  - 7.4.4 Where agreed by the delegate, and for the sole purpose of this conference, contact details will be sold to third party companies and firms who wish to invite the delegates to a social event hosted by said companies/firms at the annual conference. The lists cannot be used to promote law firms. Details will include the following: delegate name, firm name, and postal address; including city, country and post/zip code only. All invitations must be approved by the IBA prior to the mailing list being forwarded.
  - 7.4.5 All uses of the delegate mailing list must be paid for at the prevailing rate stated in the sponsorship programme and must comply with the terms and conditions of the IBA. No exceptions will be given.
  - 7.4.6 Officers wishing to use the delegate mailing list to invite conference-registered delegates to a social event hosted by their firm must pay for the list.
  - 7.4.7 All delegate mailing lists purchased are for a one off use, all IBA lists have been seeded and the appropriate action will be taken if this is infringed.
  - 7.4.8 The preferred software format used by the IBA when distributing the delegate mailing list is Microsoft Excel.
  - 7.4.9 See section 8 for invoicing and payment policy.
- 7.5 Social event sponsorship
- 7.5.1 Law firms and law firm associations cannot distribute literature at a sponsored event.
  - 7.5.2 No gifts are to be distributed at sponsored social events.
  - 7.5.3 No sponsor is allowed to erect signage at an IBA conference social event as part of their agreement. All signage acknowledging sponsorship of the IBA event is to be produced by the IBA.
  - 7.5.4 No speeches by sponsors are permitted during the event.
- 7.6 Lanyards
- 7.6.1 Each year a different sponsor shall provide the lanyards for the annual conference.
  - 7.6.2 The lanyards must include the IBA logo or conference logo.
  - 7.6.3 Law firms, law firm associations and recruitment companies cannot sponsor the conference lanyards.
- 7.7 Bag sponsorship
- 7.7.1 A minimum of £5,000 is to be charged for sponsorship of the conference bags.
  - 7.7.2 The IBA logo and details must not be less prominent than those of the sponsors.
  - 7.7.3 A company may sponsor the delegate bags for a maximum of two consecutive years.
  - 7.7.4 Law firms, law firm associations and recruitment companies cannot sponsor the conference delegate bags.
- 7.8 Inserts
- 7.8.1 Law firms, law firm associations and recruitment companies cannot place inserts in the conference delegate bags.
  - 7.8.2 Inserts must not exceed 25g for official corporate supporters or gold sponsors or 17g for a silver or bronze sponsor. All other inserts must not exceed 25g.
  - 7.8.3 Only one insert from each company will be included.
- 7.9 Advertising
- 7.9.1 All advertisements in the preliminary programme are colour.
  - 7.9.2 All advertisements in the final programme are black and white, with the exception of the inside front and back pages and the outside back cover.
  - 7.9.3 Recruitment companies cannot advertise in the preliminary and final programmes.

7.9.4 Law firms and law firm associations can advertise in the preliminary and final programmes.

#### 7.10 Leafleting

7.10.1 The placing of leaflets inside the exhibition hall outside an exhibition booth is not permitted; all leaflets will be removed and destroyed.

7.10.2 The distribution of leaflets, pamphlets or gifts is not permitted anywhere within the IBA conference area this includes all IBA social events, sessions and refreshment areas.

7.10.3 All unauthorized leaflets or products will be removed and disposed of.

7.10.4 Speakers and officers cannot distribute leaflets or pamphlets promoting their firm, books or any other services when in sessions.

#### 7.11 Logo order

7.11.1 Logos for all sponsors and exhibitors will be placed in alphabetical order within the respective sponsored area of the programme, website and signage, with the exception of the Official Corporate Supporters, who will be listed in date order of the package booked.

#### 7.12 Agreements

7.11.2 All sponsorship arrangements must be accompanied by a signed agreement. Emails, letters or verbal indications of intent are not sufficient.

## 8. Invoicing and payment

Invoicing for all sales activity must adhere to the following:

- 8.1 Purchase order numbers must be obtained when available.
- 8.2 Invoices must include details of the advertisement or conference sponsored ie event name, event date, and sponsorship amount (specifying currency).
- 8.3 Invoices are to be raised and dispatched to the sponsor within five working days of receipt of a signed agreement. The only exception to this rule is for skyscraper adverts, see point 8.5.
- 8.4 Hard copy invoice will be sent to the client, even if a soft copy has been e-mailed.
- 8.5 Skyscraper adverts must be invoiced within five working days of the calendar month the advert was placed in.
- 8.6 All invoices are to be settled in full, within 30 days of receipt of invoice.
- 8.7 Invoices unpaid after 60 days will incur an additional charge on the total value of the invoice; this charge will be two percent above the Bank of England prevailing base rate.
- 8.8 Accepted payment methods include cheque, credit card and bank transfer. (See terms and conditions on booking form for more details.)
- 8.9 The IBA will accept payment in any one of the following three currencies: British Pound (£), US Dollar (\$) and Euro (€).
- 8.10 A VAT number is required for European Union country clients; speak to the accounts team for confirmation.
- 8.11 VAT is applicable only on events taking place within the UK and companies based in the UK.
- 8.12 In order to speed up the invoicing process all specialist conference invoices must include the following:
  1. Client contact name
  2. Company/firm name
  3. Full postal address
  4. Zip/postcodeThe sponsorship description for the invoice must contain the following:
  1. Conference name
  2. Conference date
  3. Sponsorship option
  4. Sponsorship value and currency
  6. Sponsorship agreed by "Name of person who agreed sponsorship"Support information
  1. VAT number (where appropriate)
- 8.13 Payment terms and conditions will be included on the invoice.

## 9. Guidelines for co-sponsorship of IBA conferences by other organisations

For events organised by an IBA committee, the following is expected:

- 9.1 Any co-sponsor organisation must be reputable.
- 9.2 Co-sponsorship by another organisation must be deemed to add value to the programme.
- 9.3 Co-sponsorship of an IBA conference by another organisation in name only is welcomed, and, in return for having a logo and recognition of the co-sponsorship on the programme, the co-sponsor would be expected to provide some tangible benefit to the IBA (eg marketing assistance, sponsorship of an event during the conference, etc) at no cost to the IBA.
- 9.4 At the discretion of the conference chair or organising committee, a co-sponsor may be invited to nominate a speaker(s) for the programme; nominated speakers must comply with all sponsorship guidelines set out in this document.
- 9.5 All co-sponsorship must be agreed with and confirmed in writing by the IBA Executive Director or his designated employee prior to the printing of any publicity material for the event.
- 9.6 Any verbal agreement made by an officer, the conference chair or a member of the organising committee to a potential co-sponsoring organisation must be confirmed in writing by the IBA Executive Director or his designated employee.
- 9.7 No officer, conference chair or member of the organising committee may confirm arrangements with a co-sponsoring organisation without the prior approval of the IBA office. If such approval has not been sought, it will be assumed that the officer, conference chair or member of the organising committee is acting in his/her personal capacity and not as a representative of the IBA.
- 9.8 Any notable benefits to the co-sponsoring organisation (eg free delegate places) must be agreed and confirmed in writing by the IBA Executive Director or his designated employee prior to the printing of the preliminary conference programme.
- 9.9 All division of responsibilities must be clear from the outset and must be confirmed in writing prior to the printing of the preliminary conference programme.
- 9.10 It would be unusual for the IBA to offer exclusive co-sponsorship to any organisation.
- 9.11 In the event that it is mutually agreed that a co-sponsoring organisation will share financial responsibility for the event, the following rules will apply:
  - 9.11.1 any financial arrangements for the sharing of revenues and losses must be confirmed in writing by the IBA Executive Director or his designated employee prior to the event, and prior to publicity material being produced for the event (likely to be six months before the event);
  - 9.11.2 any co-sponsoring organisation expecting to share in conference revenues will also be expected to agree to share any conference losses;
  - 9.11.3 the IBA office will prepare the conference budget with necessary input from the co-sponsoring organisation(s);
  - 9.11.4 the IBA will retain control over the budget and advise the co-sponsoring organisation(s) of any possible over-spend on budget items;

- 9.11.5 staff time must always be included in the conference budget and will be based on an accurate estimate of the number of staff hours spent on a conference of similar length; and
  - 9.11.6 the IBA will provide full accounts to the co-sponsoring organisation(s) within at least 60 days after the event.
- 9.12 Prior to the commencement of any co-organised, co-sponsored or joint conference all parties must accept and agree that the sponsorship policy of the IBA is followed and implemented in its entirety and that no amendments to the policy are acceptable unless agreed by the IBA Management Board prior to the commencement of the conference creative process.

## **10. Guidelines for co-sponsoring of conferences/seminars organised by other organisations and law firms**

Committee officers are encouraged to identify possible co-sponsorship opportunities for events organised by other reputable organisations with which liaison is deemed a benefit for the IBA and its constituents.

For events organised by other organisations and law firms and supported by the IBA, the following rules will apply:

- 10.1 All co-sponsorship or support must be deemed to add value to the IBA and its divisions and the relevant committee.
- 10.2 The leadership of the division and committee to which the subject matter of the seminar pertains should review the seminar programme before approval to support the event is given.
- 10.3 Written confirmation of any co-sponsorship and support must be provided to the organiser by the IBA Executive Director or his designated employee.
- 10.4 Only the IBA Executive Director or his designated employee may authorise use of the IBA logo on conference programmes and materials produced by other organisations or companies.
- 10.5 Exact wording to be used on the publicity material must be agreed in advance.
- 10.6 Events which may conflict or overlap with any IBA conference will not be deemed suitable for co-sponsorship or support.
- 10.7 If requested, the IBA will provide marketing support in the most cost-effective and efficient method.
- 10.8 In return for co-sponsorship or support, the IBA would expect to have at least one representative speaking at the Conference.
- 10.9 All arrangements for the event are the responsibility of the organisation/law firm.
- 10.10 Any changes in structure or programme content must be communicated to the IBA in advance.
- 10.11 The IBA does not usually enter into such agreements with the intention of gaining financially from the arrangement. However, should the organisation/law firm wish to discuss the financial responsibilities in more detail, this discussion will be led by the head of the conferences department. Any financial agreements must be confirmed in writing by the IBA Executive Director or his designated employee prior to the event, and prior to publicity material being produced for the event.
- 10.12 The IBA will co-sponsor/support up to a maximum of two events organised by any one law firm a year.
- 10.13 Prior to the commencement of any co-organised, co-sponsored or joint conference all parties must accept and agree that the sponsorship policy of the IBA is followed and implemented in its entirety and that no amendments to the policy are acceptable unless

agreed by the IBA Management Board prior to the commencement of the conference creative process.

## **11. Advertising and sponsorship department**

The advertising and sponsorship department is part of the PR, Marketing and Membership department and is responsible for arranging and organisation of all advertising and sponsorship for the IBA, within all newsletters, journals, online and all conferences. Reciprocal sponsorship agreements with other organisations are also dealt with by staff in this department.

Advertising and sponsorship comprises two staff members Andrew Webster-Dunn, Head of Advertising and Sponsorship, and Sara Dhariwal, Advertising and Sponsorship Executive.

The PR, Marketing and Membership Department is managed Tim Hughes ([tim.hughes@int-bar.org](mailto:tim.hughes@int-bar.org)) Deputy Executive Director – Director of Marketing and Public Relations.