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Webinar sponsorship opportunities



The Future of Law Firm Marketing

19 May 2021 14:00-15:00 BST

Sponsorship opportunities



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A webinar presented by the IBA Law Firm Management Committee

It is our pleasure to provide you with the sponsorship opportunities for this webinar and to invite your law firm/company to become one of the sponsors.

Details of the three sponsorship options: Gold, Silver and Bronze, including benefits, costs associated with each package and our usual simple method of making a booking can be found in the following pages.

With new challenges brought upon by the pandemic, law firms and lawyers are being pushed to adapt quickly to retain existing clients and grow new practice areas. Marketing departments have quickly pivoted to provide training in new media skills, innovate with producing events online and show lawyers that while objectives may not have changed, the tactics certainly have.

What will the future law firm marketing department look like? Will the support broken by practice area continue, and will there be a rise of the law firm marketing technologist?

Moderator

Deborah Farone

Consultant and Author, Farone Advisors, New York City, New York

Confirmed speakers

Lavinia Calvert

General Manager, Intapp, Auckland

Gaia Francieri

Head of Communications, Chomenti, and President of Marketing the Professional Services Association, Milan

Jennifer Johnson

Founder and CEO, Calibrate Legal, and Co-chair Legal Marketing Association's Advocacy Committee, Texas

Michael Hertz

Chief Marketing Officer, White & Case

We look forward to welcoming you as a conference sponsor and to seeing you online soon!

Kind regards,

Andrew Webster-Dunn

Head of Advertising and Sponsorship,
International Bar Association

WhatsApp/Mob: +44 (0)7774 201690

Sponsorship opportunities

ALL SPONSORSHIP PACKAGES ARE NON-EXCLUSIVE AND NON-NEGOTIABLE

Privacy policy – www.ibanet.org/web-privacy-policy.aspx

Package type	Gold	Silver	Bronze
Costs	£2,000	£1,500	£1,000

Benefits			
Complimentary sponsor delegate passes. 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. Complimentary delegate passes can only be used by a representative of the sponsoring company in their capacity as a delegate. Registration of complimentary delegate passes must be completed no later than 14 days prior to conference commencement date.	4	3	2
'Leaderboard' advert (landscape) and sponsor link on webinar website Up to two different client adverts rotating Format: gif, png or jpg (max file size 100kb) Size: 600 pixels (H) x 100 pixels (W) Link: single URL web address	Y		
Sponsor logo and link on the webinar website	Y	Y	Y
Sponsor logo to appear on the holding slide of the webinar (30 seconds)	Y	Y	
Sponsor logo to appear on webinar registration page	Y		
Sponsor logos to appear on all promotional materials from date of booking	Y		
Sponsor logo included in IBA Sponsorship Twitter and LinkedIn announcements	Y	Y	Y
Note – Logo to be supplied in EPS Vector format	CLICK HERE TO BOOK	CLICK HERE TO BOOK	CLICK HERE TO BOOK

IBA sponsorship packages do not include speaking opportunities. Speaking opportunities cannot be linked to sponsorship discussions or financial arrangements. 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.

Should you wish to be considered for a speaking position at an IBA Conference, please email conferences@int-bar.org stating the conference of interest and ask to be put in touch with the relevant Conference Chair.

Assignment of advertisements

All sponsorship placements 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 sponsorship of any category named by the IBA.
2. 'Sponsor' means an organisation that is named as one of the sponsors of a webinar by the IBA.
3. 'IBA' means International Bar Association
4. 'GDPR' means the General Data Protection Regulation (Regulation (EU) 2016/679), as amended or replaced from time to time.
5. 'Data Protection Law' means the GDPR and all other national, international or other laws related to data protection and privacy that are applicable to any territory where IBA or Sponsor processes personal data or is established.

Application/cancellation of Sponsorship

Application for sponsorship must be made by completing the relevant online booking form. Invoices will be sent within 48 hours of the booking being placed. All invoices must be paid within 30 days of the date on the invoice or no later than 7 working days prior to the webinar start date.

Sponsorship packages, including benefits and costs cannot be shared between firms or companies. No discount or refund will be given for non-use of benefits by the sponsor associated with a sponsorship package.

Cancellation of a sponsorship package, once the artwork has been uploaded to the website will result in a £1,000 GBP release fee. If cancellation is made 60 days or less prior to the Webinar start date, Sponsorship fees will be charged at the full amount.

Cancellation of a sponsorship package must be directed in writing to: Andrew Webster-Dunn, Head of Sponsorship 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 booking shall be at the discretion of the IBA, and upon acceptance, becomes a contract. By completing the online booking form, the advertiser 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 sponsorship bookings to prospective companies, with no explanation.

Mailing lists

The IBA does not provide mailing list for any of its webinars.

Sponsorship and speaking at an IBA Webinar

Under IBA Policy, speaking opportunities at an IBA webinar CANNOT be linked to sponsorship discussions. Neither officers, nor representatives of the IBA sponsorship Department are authorised to agree, discuss or confirm speaking opportunities for an IBA Webinar as part of a sponsorship agreement.

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.

Website logo placements

Logos attributed to organisations sponsoring and/or supporting an IBA webinar will appear on the webinar website in alphabetical order, from top to bottom. All artwork will be used as supplied. Any amendments may incur additional charges.

Webinar postponement or cancellations

IBA at its discretion shall have the right to postpone or cancel the webinar and shall be liable in no way to the advertiser for losses resulting from such delay or cancellation. IBA will not be liable for fulfilment of this contract as to the delivery of sponsorship logos or adverts 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, in the event of it not being able to hold the webinar for any of the above named reasons, reimburse the sponsor for the amount already paid.

Data Protection

For the purposes of this agreement and either party's processing of personal data in connection with this agreement, the parties agree that each party acts as an independent data controller. Each party shall (i) only process personal data in compliance with, and shall not cause itself or the other party to be in breach of, Data Protection Law, (ii) only process the other party's personal data as reasonably necessary to perform its obligations and exercise its rights under this agreement; (iii) ensure that it has obtained all necessary rights, permission and/or consents required for the disclosure of personal data to the other party as specified in the agreement, and (iv) act reasonably in providing such information and assistance as the other party may reasonably request to enable the other party to comply with its obligations under Data Protection Law.

For the purposes of this agreement, the terms personal data, controller, processor, processing, data subject and supervisory authority shall have the meanings ascribed to them under the GDPR. IBA Privacy Policy <https://www.ibanet.org/web-privacy-policy.aspx>

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 Advertising and 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 Headlines of conflicts of law.