



the global voice of
the legal profession®

Sponsorship opportunities



21st Annual International Conference on Private Investment Funds

12 – 14 March 2023, London, England

Sponsorship opportunities

Non-law firms only

ALL SPONSORSHIP PACKAGES ARE NON-EXCLUSIVE AND NON-NEGOTIABLE

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

Benefits	Headline conference sponsorship £8,000	Associate conference sponsorship £5,000
Complimentary sponsor delegate passes. Sponsor delegate passes, given away as part of a sponsorship agreement, cannot be used by speakers, moderators, panellists, Chairs or Co-Chairs, press, adjudicators or anyone listed in the programme. 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.	Three	Two
Complimentary attendance to all social events including ticketed dinners for named sponsor delegates	Three	Two
Option to provide two minute promotional video of company, played as delegates enter meeting room prior to each session commencing. Video to be supplied in .WMV format.	•	
Sponsor logos to appear on all conference promotional materials from date of booking. (Logo to be supplied in EPS Vector format)	•	
Sponsor logo on the cover of the online and final programmes	•	
Sponsor logo to appear inside online and final programmes	•	•
Sponsor logo to appear on the conference holding slide in main session room	•	•
Sponsor logo to appear on general conference signage	•	
Sponsor logo on signage at conference dinner	•	
Sponsor logo on signage at conference reception	•	
Sponsor logo on signage at conference refreshment breaks	•	
Sponsor logo on signage at conference luncheon	•	
Sponsor/exhibitor logo and link on the conference website	•	•
Exhibitor display table	•	•
Two exhibitor passes (Exhibitor passes given away as part of an exhibitor sponsorship package, cannot be assigned to a lawyer, even if they are no longer practicing or retired. In addition, the passes cannot be assigned to speakers, panellists, Chairs or Co-Chairs, members of the press or adjudicators. Exhibitor pass holders cannot attend working sessions or social events other than the opening reception, if held. Registration of exhibitor passes must be completed no later than 14 days prior to the conference commencement date).	•	•
Full page colour advertisement to be included in the final programme. Artwork to be supplied no later than 14 days before the conference commencement date.	•	
Full page colour advertisement to be included in the online programme. Artwork to be supplied no later than 14 days before the conference commencement date.	•	•
Sponsors acknowledged via IBA LinkedIn accounts	•	•

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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.

For further information on sponsorship please contact Andrew Webster-Dunn on andrew.webster-dunn@int-bar.org or telephone on +44 (0) 207 842 0090

Sponsorship opportunities

Available to all

ALL SPONSORSHIP PACKAGES ARE NON-EXCLUSIVE AND NON-NEGOTIABLE

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Benefits	Headline social event sponsorship £6,000	Conference dinner sponsorship £5,000	Conference reception sponsorship £3,000	Conference refreshment break sponsorship £3,000	Conference luncheon sponsorship £3,000
Complimentary sponsor delegate passes. Sponsor delegate passes, given away as part of a sponsorship agreement, cannot be used by speakers, moderators, panellists, Chairs or Co-Chairs, press, adjudicators or anyone listed in the programme. 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.	Three	Two	One	One	One
Complimentary attendance to all social events including ticketed dinners for named sponsor delegates	Three	Two			
Option to provide two minute promotional video of company, played as delegates enter meeting room prior to each session commencing. Video to be supplied in .WMV format.	•				
Sponsor logo to appear inside online and final programmes. (Logo to be supplied in EPS Vector format)	•	•	•	•	•
Sponsor logo to appear on the conference holding slide in main session room	•	•	•	•	•
Sponsor logo to appear on general conference signage	•				
Sponsor logo on signage at conference dinner	•	•			
Sponsor logo on signage at conference reception	•		•		
Sponsor logo on signage at conference refreshment breaks	•			•	
Sponsor logo on signage at conference luncheon	•				•
Sponsor logo and link on the conference website	•	•	•	•	•
Full page colour advertisement to be included in the final programme. Artwork to be supplied no later than 14 days before the conference commencement date.	•				
Full page colour advertisement to be included in the online programme. Artwork to be supplied no later than 14 days before the conference commencement date.	•	•			
Sponsors acknowledged via IBA LinkedIn accounts	•	•	•	•	•

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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 Conference sponsor, Associate Conference sponsor, Headline social event sponsor, Exhibitor display table or any other category named by the EA.
2. 'Sponsor' means an organisation that is named as one of the Headline Conference sponsors, Headline social event sponsors, Exhibitor display or any other category named by the EA.
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/acceptance of sponsorship

Applications to sponsor a social event or exhibit at an IBA specialist conference must be made by clicking on the appropriate link in this pack and completing the relevant online booking form.

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

Should the sponsor wish to withdraw from being a sponsor of the chosen IBA specialist conference after placing an order, the sponsor will be liable to pay the following amounts:

- Cancellation after Sponsor logo is placed on the relevant IBA specialist conference webpage, up to 60 days prior to the conference commencement date, 50 per cent of agreed value of invoice.
- Cancellation 60 days prior to the conference commencement date as shown on the relevant conference webpage, 50 per cent of the agreed value of invoice.
- Cancellation 30 days or less prior to the conference commencement date as shown on the relevant conference webpage, 100 per cent of the agreed value of invoice.

Cancellation of sponsorship must be effected in writing to:

Andrew Webster-Dunn, Head of Sponsorship, International Bar Association,
5 Chancery Lane, London, WC2A 1LU United Kingdom or
andrew.webster-dunn@iba.org

Invoicing

We are now issuing pre-bills instead of final invoices as we recognise income on a cash receipts basis, as such we cannot issue an invoice until the pro-forma invoice is paid. This is a recognised practice by HMRC as per guidelines published in 1570 (see below) and allows us to comply with the VAT regulations imposed on us by the UK authorities. Pre-bills invoices will be used until 48 hours of the booking being placed. The pre-bill and receipt will be issued as soon as payment is received, the pro-forma invoice contains all the details that would be included on an invoice, including the VAT rate charged if just has the words pre-forma instead of invoice.

HMRC Published Guidelines (since 1570)

If you need to issue a sales document for goods or services you have not supplied yet you issue a pro-forma invoice. A pre-bill invoice is a valid invoice requiring your payment. A pro-forma invoice is NOT a VAT invoice (you will receive one of those automatically on payment)

All invoices must be paid within 30 days of the date on the invoice or no later than 30 days prior to the conference start date. Invoices awaiting payment at the commencement of the conference must be paid in full at the conference before delegate and/or exhibitor passes are released. For the avoidance of doubt, you shall not be permitted entry to the Conference unless full payment has been received by us.

Our deductions or withholdings

All fees payable to us by you is accordance with the terms contained in this 'Introduction' section shall be paid free and clear of all deductions or withholdings whatsoever. If any deductions or withholdings are acquired by law to be made from any fees payable to us by you under the terms contained in this 'Introduction' 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 deduction 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 EA, and upon acceptance, becomes a contract. By completing the online booking form, the sponsor agrees to comply with, and be subject to, the terms and conditions contained in this document. The EA reserves the right to release or deny sponsorships to prospective companies, with no explanation.

Booking link

The EA does not provide a booking link for any of its conferences.

Sponsorship and speaking at an IBA conference

Under IBA Policy, speaking opportunities at an IBA conference or event CANNOT be linked to exhibiting or sponsorship arrangements. Neither Offices, nor

representatives of the IBA Sponsorship Department are authorized to agree, discuss or confirm speaking opportunities at an IBA conference as part of a sponsorship agreement. If you are invited to speak at an IBA conference, and that that a condition of this invitation is that you MUST also pay to exhibit or be a sponsor at the conference, please email Andrew Webster-Dunn, Head of Advertising and Sponsorship, International Bar Association on andrew.webster-dunn@iba.org sending proof of the agreement. If it is proven in writing that being exhibitor or sponsor is a condition of your speaker invitation, the necessary steps will be taken to release your sponsorship funds and provide you with the sponsorship benefits.

Conference Chair and Co-Chairs

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

Complementary sponsor delegate badges

Sponsor delegate badges, given as part of a sponsorship agreement, cannot be assigned to speakers, panelists, moderators, Conference Chair or Co-Chairs, press, exhibitors or anyone listed in the programme as speaking in any capacity. A sponsor delegate badge can only be used by a representative of the sponsoring company in their capacity as a delegate. Sponsor delegate badges cannot be shared by multiple companies listed in a bar list. Delegate badges cannot be shared by multiple people. Delegate badges used for more than one delegate at all times and cannot be shared. Sponsor delegate badges on the delegate in the same location as a paying delegate. Sponsor delegate badge holders may attend all non-ticketed social events, seminars and lunches held in any other IBA ticketed social events. The delegate badge is valid for the duration of the conference, for the named delegate. A Sponsor delegate or the registrant form must be completed by the sponsor in order to obtain the Sponsor delegate badge. Notifications of changes to the delegate passes must be sent via e-mail, to the appropriate member of the IBA Sponsorship team no later than the working days prior to the commencement of the conference. No amendments will be made at the event, only the people on the registrant form may attend the conference. No discount or rebate will be given for use-use of complimentary delegate passes.

IBA host position: policy for attendance, exhibition and sponsorship

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 defame any other company's involvement by competing with the sponsored event, e.g., the holding 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 sponsored booth. These and other similar actions will be considered unacceptable, and will be prohibited except with the explicit written permission of IBA. All attendees, registrants or exhibitors of this policy. Attendance at the conference signifies agreement to this policy and subsequent consequences if stated.

Exhibitors and the exhibition hall

Exhibitors are not permitted to exhibit, promote or distribute literature, products or services which are not covered, protected 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 excluded to stop or risk exhibition from the exhibition hall.

Exhibitor attendance and badges

The maximum number of exhibitor passes allocated per booth is five, no exceptions will be given. Exhibitor badges cannot be used by anyone at any delegate. Exhibitor badge holders must be employed by the exhibiting company. 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 offered or covered. The exhibitor pass is valid for the duration of the conference. With the exception of the first or only conference reception, exhibitors are not permitted to attend any other conference social functions. Lunches and refreshment breaks are not provided as part of an exhibitor or sponsorship package. Therefore, exhibitor personnel are not permitted to attend lunches or refreshment breaks; those who do will be asked to leave. Exhibitors are not permitted to bring goods to the conference or exhibition. Notifications of changes to exhibitor staff must be sent via email, to andrew.webster-dunn@iba.org no later than the working days prior to the commencement of the conference. No additional badges will be issued at the event.

Exhibitor use of sponsorship-related materials

When exhibiting at exhibitions, conferences or other promotional activities must be confined to the limits of the area assigned. No sponsor can distribute promotional materials in a booth and reuse or access. Likewise no display shall be placed in reasonable quantities. A company's promotional materials should not interfere with any other company's sponsorship or exhibition. A sponsor is prohibited from distributing copyrighted 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 and claims and occupied for which no special arrangements have been made by us on the day of the conference, may be reserved by the EA to eliminate empty spaces in the exhibit hall. The EA will not refund any part of the booth rental and exhibitors will be liable for the full rental amount.

Substantiated exhibition claims and issues

Substantiated exhibition issues are those identified through in the end of the last working session specified in the programme for each day.

SPECIALIST CONFERENCE – EXHIBITION AND SPONSORSHIP TERMS & CONDITIONS 2022

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

EA arranges for the erection of necessary stepped tables of uniform style. All exhibits must be contained in the special limits of the booth as indicated on the floor plan or by the EA 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 stands, is permitted in excess of 6' in height without prior permission granted by the EA. Booths must not present an objectionable site 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 must 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 damage the walls or floors of the building. When such damage occurs, the exhibitor is liable to the owner of the property or to the insurer. Electrical wiring must conform to the health and safety regulations of the country in which the event is held. Carcinogenic materials or explosives are not permitted in the exhibition area. All exhibits shall cover the interests of the members of EA and be operated in a way that does not detract from other exhibits at the conference. Conference management determines the acceptability of process, things, content, sound equipment and/or physical material and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of EA. In the event of such restriction or eviction, EA is not liable for any refund of exhibition fees or any other exhibitor-related expenses.

Exhibition freight

Exhibitors are responsible for the delivery and removal of their freight in and from the conference venue. The EA is unable to assist in the shipment of materials in and from the conference. All freight must be labeled exactly as specified by the EA. The EA will not be held responsible for the loss of any freight materials, especially those incorrectly labeled. Information on shipping can be obtained by contacting Andrew Webster-Dunn at andrew.webster-dunn@ea.org.uk and +44 (0)20 7842 8282.

Removal of exhibits

No exhibitor shall commence dismantling or packing product before the end of the first 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. The EA will not act on behalf of an exhibitor for the collection of any freight. All materials remaining after the conference closes or at a time specified by an EA representative, will be removed and disposed by the conference venue staff, if arrangements have not been made for storage or collection. The EA will not be held responsible for any items left behind.

Notes, samples and souvenirs

No goods are to be sold for delivery on the floor. Orders may be taken for table delivery. Free samples and souvenirs may be given away at your designated booth only. The placing of promotional promotional literature or gifts at an EA conference or social event, is strictly prohibited. All promotional items will be removed and be the first instance referred to the representative of the relevant company. All subsequent items will be removed and disposed of without notification.

Insurance

All exhibitors MUST obtain insurance coverage against damage to 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 arrival, exhibit sales, issue 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 at the venue and shall indemnify and hold harmless the EA from any and all such claims, damages and claims.

Liability

Exhibiting companies assume entire responsibility and hereby agree to protect, indemnify, defend and hold the EA 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 exhibitors installation, removal, maintenance, occupancy or use of conference premises or a part thereof, including any such liability caused by the sole negligence of the venue, its employees and agents.

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 relevant laws, ordinances, regulations and codes of duty authorized local, state and federal governing bodies concerning the, health and safety as well as the rules and regulations of the operators of similar events of the property where the conference is held.

Booth event sponsors

Sponsors of EA 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 sponsored event. The collection of delegate data at an EA social event is strictly prohibited.

Conference signposting/logo placement

The logo of a social event sponsor will appear on signage of the relevant sponsored event. Headline Conference, Associate Conference, and Headline social event sponsor logos will appear on a specific BANNER in the individual social

event sponsors. The number of banners and signs at a conference will be determined by the EA.

Artwork

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

Programme logo placement

Logos attributed to organisations supporting and/or sponsoring a specialised conference will appear inside the conference programme along the bottom of the conference page in the following category order: Headline social event, Associate conference, Conference sponsor, Conference reception, Conference luncheon, Conference refreshment breaks and Conference breakfast. Logos within a sponsorship category will be listed in alphabetical order from left to right. Only logos for co-sponsors and Headline Conference sponsors are permitted to appear on the front cover of a specialised conference programme. These will be placed in alphabetical order from left to right. All artwork will be used as supplied. Any arrangements may incur additional charges.

Programme – advert placement

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

Website logo placement

Logos attributed to organisations supporting and/or sponsoring a specialised conference will appear on the conference website in the following category order: Headline conference, Headline social event, Associate conference, Conference dinner, Conference reception, Conference luncheon, Conference refreshment breaks, Conference breakfast, exhibitor, sponsors and lawyers. Logos within a sponsorship category will be listed in alphabetical order, from top to bottom. All artwork will be used as supplied. Any arrangements may incur additional charges.

Presenting video

Maximum duration of promotional video is to be ten minutes. Only content relevant to the sponsoring company will be shown. Video to be played as delegates enter meeting rooms prior to each session commencing. Video content will appear in category order as follows: Headline Conference and Headline Social Event Sponsor. Within each category of sponsorship, video content will appear in alphabetical order.

Exhibition space

If it is understood that no tables, sofas or other space in the conference hotel are to be used for exhibition purposes, meetings or other exhibitor sales-related use. Having individual cocktail parties, open houses and similar exhibitor-sponsored activities, should be checked with the EA conference management as so not in conflict with any of the programmed events.

Conference postponement or cancellation

EA 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. EA will not be liable for breach of this contract as to the delivery of exhibition space if non-delivery is due in any of the following causes including, but not limited to: damage caused by fire, act of God, public enemy, war or insurrection, strikes, the authority of the law, or for any cause beyond EA'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.

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, third 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 lawful personal data, controller, processor, processing, data subject and supervisory authority shall have the meanings ascribed to them under the GDPR. EA Privacy Policy <https://www.ea.org.uk/our-privacy-policy>

Amendments

Any and all notices and questions not specifically covered by the preceding regulations shall be subject to the decision of the EA. Quorums shall be defined in writing of any amendments to these regulations.

Contact us

Carolee Andrew Webster-Dunn, Head of Operations, International Bar Association, at +44 (0)20 7842 8282 or e-mail at andrew.webster-dunn@ea.org.uk

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.