Sponsorship opportunities

8th Mergers and Acquisitions in the Technology Sector Conference
13 – 14 March 2025, Intercontinental Hotel, Geneva, Switzerland
**Sponsorship opportunities**

**Non-law firms only**

**ALL SPONSORSHIP PACKAGES ARE NON-EXCLUSIVE AND NON-NEGOTIABLE**


<table>
<thead>
<tr>
<th>Benefits</th>
<th>Headline conference sponsorship</th>
<th>Associate conference sponsorship</th>
<th>Exhibitor display table</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary sponsor delegate passes. Sponsor delegate passes, given away as part of a sponsorship agreement, cannot be used by speakers, moderators, panelists, 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 or by an in-house/general counsel of a company proposed by the sponsor. The sponsor delegate pass cannot be given to a private practitioner of another law firm. Registration of complimentary delegate passes must be completed no later than 14 days prior to conference commencement date.</td>
<td>Three</td>
<td>Two</td>
<td>£1,800</td>
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<tr>
<td>Complimentary attendance to all social events including ticketed dinners for named sponsor delegates</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
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<tr>
<td>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.</td>
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</tr>
<tr>
<td>Sponsor logos to appear on all conference promotional materials from date of booking. (Logo to be supplied in EPS Vector format)</td>
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<tr>
<td>Sponsor logo on the cover of the online and final programmes</td>
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</tr>
<tr>
<td>Sponsor logo to appear on the conference holding slide in main session room</td>
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<td>Sponsor logo to appear on general conference signage</td>
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<td></td>
<td></td>
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<tr>
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<td>Sponsor logo on signage at conference luncheon</td>
<td>•</td>
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<tr>
<td>Sponsor/exhibitor logo and link on the conference website</td>
<td>•</td>
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<td>Exhibitor display table</td>
<td>•</td>
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</tr>
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<td>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, panelists, Chairs or Co-Chairs, members of the press or adjudicators. Exhibitor passes cannot be given to a private practitioner of a law firm. 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).</td>
<td>•</td>
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<tr>
<td>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.</td>
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<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>Sponsors acknowledged via IBA LinkedIn accounts</td>
<td>•</td>
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<td>•</td>
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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, Sponsorship Director, 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.

If you have any questions regarding sponsorship of this conference, please email andrew.webster-dunn@int-bar.org
Sponsorship opportunities

Available to all

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<td>£5,000</td>
<td>£4,000</td>
<td>£3,500</td>
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<tr>
<td>Complimentary attendance to all social events including ticketed dinners for named sponsor delegates</td>
<td>Three</td>
<td>Two</td>
<td>One</td>
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<td>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.</td>
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If you have any questions regarding sponsorship of this conference, please email andrew.webster-dunn@int-bar.org
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, Associate Conference, exhibitor, Headline social event, Conference dinner, Conference reception, Conference refreshment break. Conference lunches or any other category named by the IBA.

2. ‘sponsor’ means an organisation that is named as one of the above listed sponsorship categories or any other category named 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 the IBA processes personal data or is established.

Application/cancellation 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 refund will be given for non-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 is 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 commencement of the conference as shown on the conference webpage, 90 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 directed in writing to:

Andrew Webster-Dunn, Sponsorship Director, International Bar Association,
Chancery House, 53-64 Chancery Lane, London, WC2A 1QS United Kingdom or andrew.webster-dunn@int-bar.org

Invoicing

We are now issuing pro-forma invoices rather than 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 1970 (see below) and allows us to comply with the VAT regulations imposed on us by the UK authorities. Pro-forma invoices will be sent within 48 hours of the booking being placed. The invoice 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. It just has the words pro-forma instead of invoice.

HMRC Published Guidelines (since 1970)

If you need to issue a sales document for goods or services, you have not supplied yet you issue a pro-forma invoice. A pro-forma 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 the day by post on paper or email).

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 remaining unpaid 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.

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 sponsor agrees to comply with, and be subject to, the terms and conditions contained in this document. The IBA reserves the right to refuse or deny sponsorships to prospective companies, with no explanation.

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 discussions. Neither Officers, nor representatives of the IBA Sponsorship Department are authorised to agree, discuss or confirm speaking opportunities at a meeting as part of a sponsorship agreement. If you are invited to speak at an IBA conference; and told 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, Sponsorship Director, International Bar Association on andrew.webster-dunn@int-bar.org

Complimentary 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, adjudicators, 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 or by an independent counsel of a company proposed by the sponsor. The sponsor delegate pass cannot be given to a private practitioner of another law firm. Sponsor delegate badges cannot be used by companies companies linked to a law firm. Delegate badges cannot be exchanged, swapped, reassigned or given to another person at any time during the conference.

Anyone found to be in the possession of a sponsor delegate badge that is assigned to someone else will be asked to leave immediately. Delegate badges must always worn and visible. Delegate badges entitle the delegate to the same benefits as a paying delegate. Sponsor delegate badge holders may attend all non-ticketed social events, sessions, and purchase tickets to any other IBA ticketed social events. The delegate badge is valid for the duration of the conference, for the named delegate. A Sponsor delegate online registration form must be completed by the sponsor to obtain the Sponsor delegate badge.

Notification of change in the delegate passes must be sent via e-mail to the appropriate member of the IBA Sponsorship team no later than five working days prior to the commencement of the conference. No amendments will be made at the event, only the people on the registration form may attend the conference. No discount or refund will be given for non-use of complimentary delegate passes.

Data Protection

For the purposes of this agreement and 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 subject to the provisions of this agreement; (ii) comply to its obligations under 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, permissions and 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 of 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

Social event sponsors

Sponsors of IBA social events are NOT permitted to erect or display signage or distribute gifts or promotional literature of any kind. No speeches by sponsors are permitted during the sponsored social event. The collection of delegate data at an IBA social event is strictly prohibited.

Conference signage/banners logo placements

The logo of a social event sponsor will appear on signage at the relevant sponsored event. Headline Conference, Headline social event sponsor logos will appear on a separate SIGN/BANNER and individual social event. The number of banners and signs at a conference will be determined by the IBA.

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 100 (w) x 60 (h) pixels, andcoloured when used on the IBA website. All artworks will be used as supplied; any amendments may incur additional charges.

Programme logo placements

Logos attributed to organisations supporting and/or sponsoring a specialist conference will appear inside the conference programme along the bottom of the conference page in the following category order: Specialist conference event, Headnote social event, Associate conference. Conference dinner, Conference reception, Conference luncheon, Conference refreshment breaks, Conference breakfast, exhibitor and supporters. Logos within a sponsorship category cannot be alphabetically shuffled from top to bottom. Only logos for Headline Conference sponsors and co-sponsors are permitted to appear on the front cover of a specialist conference programme. These will be placed in alphabetical order from left to right. All artwork will be used as supplied. Any amendments may incur additional charges.

Programme – advert placements

Adverts attributed to organisations supporting and/or sponsoring a specialist conference will appear at the back of the online and final conference programme. Adverts will be placed in alphabetical order as follows: Headline Conference, Conference 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 final programme will be in black and white, adverts appearing in the Programme page.

Website logo placements

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

SPECIALIST CONFERENCE – EXHIBITION AND SPONSORSHIP TERMS & CONDITIONS 2025

Andrew Webster-Dunn, Sponsorship Director, International Bar Association,
Chancery House, 53-64 Chancery Lane, London, WC2A 1QS United Kingdom or andrew.webster-dunn@int-bar.org
Promotion video

Maximum duration of promotional video is to be two minutes. Only content relevant to the sponsoring company, event or organization may be used. Video content must be submitted prior to meeting room 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.

IBA best practices policy for attendees, exhibitors, and sponsors

IBA provides opportunities for sponsors to have direct exposure to conference attendees through the sponsorship terms 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. For example, if the hosting company has the same name as the sponsored event: (2) conference sponsors will not interfere with another sponsor’s or exhibitor’s communication with an attendee communication, either directly or indirectly, e.g., the distribution of brochures or other collateral outside of a designated area/exhibit booth. These and other similar actions will be considered unacceptable and will be prohibited except with the explicit written permission of IBA. All attendees, regardless of whether they sponsor, exhibit or network at an event, are subject to the guidelines of this policy, and attendance signifies agreement to this policy and subsequent consequences if violated.

Exhibitors and the exhibition hall

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

Exhibitor attendance and badges

The maximum number of named exhibitor passes allocated per exhibitor table for an IBA specialist conference is two, no exceptions will be given. No additional badges will be issued at the event, even if a badge has been lost. Exhibitor badges cannot be exchanged, swapped, or given or to another person at any time during the conference. Anyone found to be in the possession of an exhibitor badge that is assigned to someone else will be asked to leave and their exhibitor table will be closed immediately, with no refund or future bookings accepted for any IBA conference. Only those registered prior to the conference may attend the event. No additional team members from exhibiting companies will be given access to the conference venue area at any point. Each exhibitor must wear an official IBA conference badge. Exhibitor passes must not be altered or covered. The exhibitor pass is valid for the duration of the conference. Exhibitor badges cannot be used by lawyers of any description. Exhibit badge holders must be employed by the exhibiting company. Except for 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 exhibition or sponsorship package. Therefore, exhibitor personnel are not permitted to attend lunches or refreshment breaks; these will be allocated as a group. Exhibitors are not permitted to invite guests to the conference or exhibition. Notification of changes to exhibition staff must be sent via email, to andrew.webster-dunn@int-bar.org no later than five working days prior to the commencement of the conference.

Exhibitor use of space/promotional materials

While 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 breakout 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 material. Sponsors or exhibitors may not distribute copyrighted materials. Law firms and organisations that promote legal services must work within the limits of the law as defined by the country in which the conference is held. Combustible materials, 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 sponsors’ or the exhibition managers’ responsibility. Exhibitors may not place anything in the exhibition space common place, including any amendments that conference management may make from time to time, set out in this document. The exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations, and codes of duly authorized local, state and federal governing bodies concerning fire, health and safety as well as the rules and regulations of the operators of and/or owners of the property where the conference is held.

Function space

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

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 fulfillment 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 to Goods, equipment or furniture; adverse weather or acts of God, civil 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.

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.