



NEW YORK STATE BAR ASSOCIATION  
**CORPORATE COUNSEL SECTION**



## **Corporate Counsel Institute 2015**

**October 22 - 23, 2015** Cornell Club, New York City

## *Sponsorship Opportunities*

**For further sponsorship information, please contact:**

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## Who are we?

### New York State Bar Association and the Corporate Counsel Section.

The New York State Bar Association ("NYSBA") is an organization of attorneys in the State of New York and, with more than 72,000 members, is the largest voluntary bar organization in the United States.

The Corporate Counsel Section is a Section of the New York State Bar Association with over 1400 members. Section Members are primarily in-house counsel and private practitioners with business oriented practices. The section aims to bring value to its members with educational and professional development opportunities.

The Corporate Counsel Institute will attract over 100 corporate counsel from the tri-state area and beyond.

## Institute Highlights

This year the Corporate Counsel Institute will cover an array of topics including:

- Employment Hot Topics for In-House
- Managing the Arbitration Process
- Ethics: The Corporate General Counsels' Perspective
- Human Trafficking
- Cybersecurity & Privacy Laws
- Update on Not for Profit Law
- Valuing your company's Intellectual Property
- Ethics for Corporate Counsel

In addition to the topics presented, the Institute will feature a keynote address by Benjamin Lawskey, Former Superintendent of the Department of Financial Services and luncheon which will provide an opportunity to network.

# *Sponsorship Opportunities*

## **What will I get from participating?**

The Corporate Counsel Institute offers participants opportunities to:

- Attend programs with faculty foremost in their field who will address the wide array of issues important to in-house and corporate counsel;
- Exchange ideas and strategies with other professionals on an informal basis;
- Meet and network with key in-house and corporate counsel.

## **Why support the institute?**

The Institute will provide increased visibility of your company or law firm and allow you to connect with In-House and Outside Counsel. Sponsorship packages offer the opportunity to promote your company or firm through conference materials, marketing, and signage to keep your name at the top of attendees' minds. Most packages also offer attendance for a number of participants from your company for the opportunity to learn, network, and promote in person.

To inquire about sponsorship for this meeting, please contact:

**Elizabeth J. Champnoi** • [eshampnoi@srr.com](mailto:eshampnoi@srr.com) • 646-807-4235

For general meeting information, please contact:

**Beth Gould, Section Liaison** • 1-518-487-5674 • [bgould@nysba.org](mailto:bgould@nysba.org)

## Sponsorship Packages

The Corporate Counsel Section offers the opportunity to sponsor as a general meeting sponsor or for specific events during the meeting. The variety of sponsorships allows your organization to participate, and get exposure in a way that suits your goals.

### **Luncheon Sponsor (\$5,000):**

- Be the sole sponsor for the networking luncheon: receive exclusive signage and acknowledgement of your company during the luncheon
- 3 attendees for conference, luncheon and reception
- Company's logo as a sponsor on all future marketing materials for 2015 program
- Tabletop exhibit space available for marketing
- Attendee list at event (name and company only)
- Full page advertisement in program materials
- Company logo in sponsorship slides
- E-blasts to members and participants to include your company name
- Words of thanks by conference chairman
- Logo on sponsorship easel board

### **Cocktail Reception Sponsor (\$5,000)**

- Be the sole sponsor for the cocktail reception: receive exclusive signage and acknowledgement of your company during the reception
- 3 attendees for conference, luncheon and reception
- Company's logo as a sponsor on all future marketing materials for 2015 program
- Tabletop exhibit space available for marketing
- Attendee list at event (name and company only)
- Full page advertisement in program materials
- Company logo in sponsorship slides
- E-blasts to members and participants to include your company name
- Words of thanks by conference chairman
- Logo on sponsorship easel board

### **Gold Level Sponsor (\$4,000):**

- 2 attendees for conference, luncheon and reception
- Company's logo as a sponsor on all future marketing materials for 2015 program
- Tabletop exhibit space available for marketing
- Attendee list at event (name and company only)

# Sponsorship Opportunities



- Full page advertisement in program materials
- Company logo in sponsorship slides throughout conference
- E-blasts to members and participants to include your company name
- Words of thanks by conference chairman
- Logo on sponsorship easel board

## **Silver Level Sponsor (\$2,500):**

- 1 attendee for conference, luncheon and reception
- Half page advertisement in program materials
- Company logo in sponsorship slides throughout conference
- E-blasts to members and participants to include your company name
- Words of thanks by conference chairman
- Logo on sponsorship easel board

## **Bronze Level Sponsor (\$1,000):**

- Acknowledgement in program materials
- Words of thanks by conference chairman
- Logo on sponsorship easel board

## **Friend Level (\$500):**

- Acknowledgement in program materials





# Planning Committee

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