



NEW YORK STATE BAR ASSOCIATION
INTERNATIONAL SECTION



EUROPEAN CONFERENCE 2015

"Switzerland, EU and USA: Partners in Success"

March 12 – 13, 2015 Winterthur/Zurich (Switzerland)

Sponsorship Opportunities

For further sponsorship information, please contact:

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Who are we?

New York State Bar Association and the International 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 International Section ("NYSBA International") is one of the most active sections of the NYSBA having over 2,000 members internationally with chapters in over 70 cities worldwide and is NYSBA's global representative and its international advocate for the rule of law.

In addition, NYSBA International brings members together to discuss and influence the resolution of key legal practice issues before local, state, national and international policy makers. Members are primarily professionals practicing law at major international law firms and multi-national corporations.

What is the European Conference?

Each year NYSBA International hosts its European Conference in a different city outside in Europe to provide American and foreign colleagues the opportunity to meet, network and expand their international practices.

The European Conference 2015 "Switzerland, EU and USA: Partners in Success" will take place in Zurich/Winterthur (Switzerland) from March 12 – 13, 2015. It covers the following challenging topics: Construction Law and Procurement, Labour Law, Extraterritoriality and Financial Services, Competition Law, Global Litigation Issues and Data Protection.

What will I get from participating?

The European Conference offers participants opportunities to:

- Attend programs with faculty foremost in their field who will address both legal and professional issues and their impact on international practices;
- Exchange ideas and strategies with other professionals on an informal basis;
- Meet and network with key players from leading U.S. and foreign firms who share common interests and concerns relating to international law.

Why Support the Meeting?

Repeated exposure of you and your firm to invitees and attendees.

- Promote your firm or company to high-profile international legal professionals in a conference brochure that will be widely distributed prior to the meeting, as well as on-site at the meeting.
- Develop and reinforce name recognition of your firm or company in the conference invitations, programs, coursebook materials, and prominent signage at sponsored events.
- Associate your firm or company with leading international associations such as NYSBA.

Who is our Audience?

Our materials are distributed to all attendees as well as a wider group of leading international lawyers, scholars, business professionals and government representatives worldwide.

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Sponsorship Packages

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

	Amount USD	Amount CHF	Number of Sponsorships
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General Meeting Sponsorships

Meeting Sponsor	\$8,000	CHF 6'000	1
Panel Sponsor	\$4,000	CHF 3'000	5

Meeting Event Sponsorships

Dinner Thursday	\$4,000	CHF 3'000	SOLD OUT
Dinner Friday	\$4,000	CHF 3'000	2
Lunch Thursday	\$2,000	CHF 1'600	1
Lunch Friday	\$5,000	CHF 4'000	2
Networking Break	\$4,000	CHF 3'000	SOLD OUT
Supporter	\$500	CHF 400	Unlimited

Deadline: All confirmed sponsorships must be received by Thursday, February 26, 2015 in order for proper presentation in the printed materials at the program.

Sponsorship Opportunities



Advertising Space	Tabletop Exhibit Space	Event Passes	Support Mentioned at Event	Additional
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Full Page	Yes	2	throughout the meeting	representative to make welcoming remarks
1/2 page	Yes	1	opening and closing of meeting	Banner ad

1/3 page	Yes	X	Sponsored Event	
1/4 page	X	X	Sponsored Event	
1/4 page	X	X	Sponsored Event	
Logo	X	X	Sponsored Event	
Logo	X	X	Sponsored Event	
Logo	X	X	X	

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How will my Organization be Promoted as a Sponsor?

All sponsors receive the benefit of being exposed to a large audience of professionals. In addition to the benefits listed for each specific sponsorship level on the previous page, each sponsor's profile/advertisement/logo will be included in:

- The International Section's promotional brochure that will be mailed to approximately 2,500 attorneys and in-house counsel who are members of NYSBA International Section.
- 2 subsequent email follow-ups to 15,000 attorneys and in-house counsel who are members of the NYSBA, ABA, IBA and other local bar associations.
- Program brochure that will be distributed on-site at the meeting.
- Conference materials distributed to all attendees during the meeting.
- Support will be mentioned and Sponsor's name and logo will be included on signage at the sponsored event.
- Signage for the sponsored event.

To inquire about sponsorship for this meeting, please contact:

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For general meeting information, please contact:

Tiffany Bardwell, Section Liaison • 1-518-487-5675 • tbardwell@nysba.org

For speaking opportunities, please contact:

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