



NEW YORK STATE BAR ASSOCIATION  
**INTERNATIONAL SECTION**

**Seasonal Meeting**

**2018**

**Montreal, Canada**

**October 23–26, 2018**

*Sponsorship  
Opportunities*

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

**Mark F. Rosenberg**

rosenbergm@sullcrom.com (212) 558-3647

**Tiffany Bardwell**

tbardwell@nysba.org (518) 487-5675

**[www.nysba.org/  
montreal2018](http://www.nysba.org/montreal2018)**

## SEASONAL MEETING 2018

### Who are we?

#### New York State Bar Association and the International Section

The NYSBA International Section is comprised of about 2,000 members, approximately half of which are located outside the United States. The International Section has a number of substantive committees covering topics such as transportation law, trusts and estates, and cross-border litigation. However, the International Section is unique in having approximately 65 chapters located overseas. These chapters are comprised of section members, and are generally organized by country. Chapters have regular meetings and occasionally hold events such as receptions and seminars.

Seasonal meetings are typically attended by International Section members from the United States, the host country, and local countries where the International Section has chapters or members. We expect about 200 attendees at our seasonal meetings, and this year's meeting will doubtless be well attended.

### What is the Seasonal Meeting?

Each year NYSBA International hosts its Seasonal Meeting in a different city outside of the United States to provide American and foreign colleagues the opportunity to meet, network and expand their international practices. The last eight meetings were held in Guatemala (2017), Paris (2016), São Paulo (2015), Vienna (2014), Hanoi (2013), Lisbon (2012), Panama (2011), and Sydney (2010).

The meeting consists of three days of Continuing Legal Education ("CLE") sessions, including ethics panels, eligible for CLE credit in New York, Quebec, and Ontario, as applicable. The meeting also offers networking opportunities in the form of luncheons, cocktail receptions, dinners, other social and cultural events, and our traditional gala event.

### What will I get from participating?

The Seasonal Meeting 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; and
- Meet and network with key players from leading U.S. and international firms who share common interests and concerns relating to international law.

### Why support the meeting?

Repeated exposure for 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.

# 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	Advertising Space	Tabletop Exhibit Space	Passes	Additional
<b>GENERAL MEETING SPONSORSHIPS</b>					
<b>Diamond Sponsor</b>	\$15,000	Full Page	X	3 full registration, reception, lunch, and dinner passes	Naming rights for (a) the closing Gala or (b) the Thursday night dinner, opportunity to give remarks during named event, and organization's logo will be displayed throughout event
<b>Gold Sponsor</b>	\$10,000	1/2 page	X	2 full registration, reception, lunch, and dinner passes	Opportunity to give remarks at designated event and organization's logo will be displayed throughout event
<b>Silver Sponsor</b>	\$7,000	1/4 page	X	1 full registration, reception, lunch, and dinner pass	Acknowledgment during Opening and organization's logo will be displayed throughout event
<b>Bronze Sponsor</b>	\$5,000	Logo	X	1 registration pass; reception passes may be purchased à la carte	X
<b>MEETING EVENT SPONSORSHIPS</b>					
<b>Executive Committee Reception &amp; Dinner</b>	\$5,000	1/4 page, Logo	X	X	Logo displayed at sponsored event
<b>President's Opening Reception (Wednesday)</b>	\$5,000	1/4 page, Logo	X	X	Logo displayed at sponsored event
<b>Lunch (Thursday)</b>	\$3,000	Logo	X	X	Logo displayed at sponsored event
<b>Reception (Thursday)</b>	\$4,000	1/4 page, Logo	X	X	Logo displayed at sponsored event
<b>After Party (Thursday)</b>	\$10,000	1/2 page, Logo	X	1 full registration, reception, lunch, and dinner pass	Logo displayed at sponsored event, opportunity to speak at sponsored event, and opportunity to invite up to 8 attorneys to sponsored event
<b>Gala Reception (Friday)</b>	\$5,000	1/4 page, Logo	X	X	Logo displayed at sponsored event
<b>Lunch (Friday)</b>	\$3,000	Logo	X	X	Logo displayed at sponsored event
<b>Transportation</b>	\$4,000	Logo	X	X	Logo displayed on transportation
<b>Gala Entertainment (Friday)</b>	\$2,500	Logo	X	X	Logo displayed at sponsored event
<b>Networking Break</b>	\$1,500	Logo	X	X	Logo displayed at sponsored event
<b>Supporter</b>	\$1,000	Logo	X	X	X
<b>PROMOTIONAL MATERIAL SPONSORSHIPS</b>					
<b>Charging Station</b>	\$2,500	Logo	X	X	X
<b>Swag/Meeting Bags</b>	\$2,500	Logo	X	X	X
<b>Lanyards</b>	\$2,500	Logo	X	X	X
<b>EXHIBITOR SPONSORSHIPS</b>					
<b>Gold Exhibitor</b>	\$10,000	1/2 page ad	YES	2 full registration, reception, lunch, and dinner passes	Opportunity to give remarks at designated event and organization's logo will be displayed throughout event
<b>Silver Exhibitor</b>	\$7,000	1/4 page ad	YES	1 full registration, reception, lunch, and dinner pass	Acknowledgment during Opening and organization's logo will be displayed throughout event
<b>Bronze Exhibitor</b>	\$5,000	Logo	YES	1 registration pass; reception passes may be purchased à la carte	X

### How will my organization be promoted as a sponsor?

All sponsors receive the benefit of being exposed to a large audience of legal 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 shared with approximately 2,000 attorneys and in-house counsel who are members of the NYSBA International Section.
- 2 subsequent email follow-ups to 20,000 attorneys and in-house counsel who are members of the NYSBA, ABA, IBA, UIA and other local bar associations.
- Program brochure that will be distributed on-site at the meeting.
- Other 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.

To inquire about sponsorship for this meeting, please contact:

**Mark F. Rosenberg** • [rosenbergm@sullcrom.com](mailto:rosenbergm@sullcrom.com) • (212) 558-3647

For general meeting information, please contact:

**Tiffany Bardwell** • [tbardwell@nysba.org](mailto:tbardwell@nysba.org) • (518) 487-5675

For speaking opportunities, please contact:

**Mark F. Rosenberg** • [rosenbergm@sullcrom.com](mailto:rosenbergm@sullcrom.com) • (212) 558-3647

### New York Steering Committee

**Program Chair, Mark F. Rosenberg**, Sullivan & Cromwell LLP

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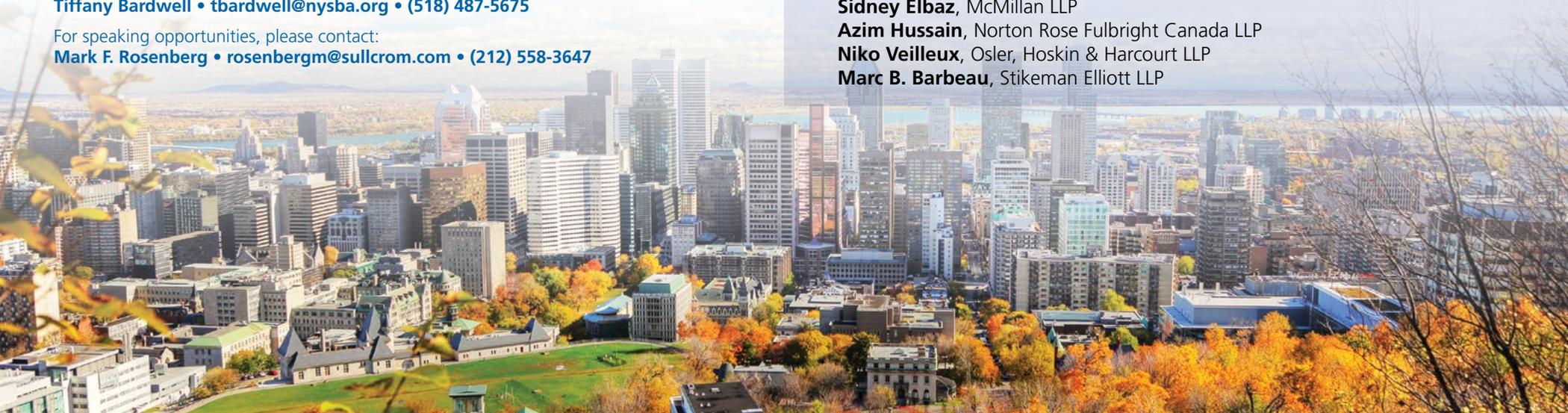
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NEW YORK STATE BAR ASSOCIATION  
**INTERNATIONAL SECTION**

One Elk Street, Albany, NY 12207  
Phone 518.463.3200  
[www.nysba.org](http://www.nysba.org)