



NEW YORK STATE BAR ASSOCIATION
INTERNATIONAL SECTION

Global Conference 2019: A World of Many Voices, United in Our Diversity

Tokyo, Japan | November 5-8, 2019

www.nysba.org/tokyo2019

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's International Section is comprised of almost 1,900 members, approximately half of whom are located outside the United States. The Section has a number of committees covering an array of international subjects, such as arbitration and ADR, banking and finance, cross-border litigation, data security, human rights, immigration, the environment, insolvencies and reorganization, tax, transportation and trade, and trusts and estates, to name just a few. Moreover, the Section is unique in having numerous chapters around the world. These chapters are comprised of members of the Section, are mostly organized by country, and have regular meetings and hold receptions and seminars.

Typically, over 200 Section members and other participants from around the globe attend the conferences we hold in the autumn outside the United States, and we expect Tokyo will be no different.



What is the Global Conference?

Each year, NYSBA's International Section hosts a conference 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. Our most recent conferences have been held in Montréal (2018), Antigua, Guatemala (2017), Paris (2016), São Paulo (2015), Vienna (2014), Hanoi (2013), Lisbon (2012), Panama (2011), and Sydney (2010). This year, the conference will consist of three days of Continuing Legal Education (CLE) panels and plenaries, including a Mock International Arbitration, an Arbitration Plenary featuring representatives of the top international arbitration organization, an ethics panel, and various other hot topics in international law. The meeting also offers networking opportunities in the form of extended breaks, luncheons, receptions, dinners, including our traditional gala dinner, and social and cultural events.

What will I get from participating?

The Global Conference offers participants opportunities to:

- Attend programs with faculty foremost in their fields 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 international firms and businesses who share common interests and concerns relating to international legal practice.

Why support the Conference?

- Repeated exposure for you and your firm or company 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, course materials, and prominent signage at sponsored events.
- Associate your firm or company with leading international associations such as NYSBA's International Section.

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.

How will my organization be promoted?

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 subsequent pages, each sponsor's profile/advertisement/logo will be included in:

- The International Section's promotional brochure that will be shared with approximately 1,900 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.

SPONSORSHIP PACKAGES

The International Section offers the opportunity to sponsor as a general meeting sponsor or for specific events during the conference 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
Diamond Sponsor	\$25,000	Full Page	X	3 full registration, reception, lunch, and dinner passes	Naming rights for (a) the closing Gala or (b) the Thursday night dinner, the opportunity to give brief remarks before that dinner, and the organization's logo displayed throughout the dinner.
Platinum Sponsor	\$20,000	Full Page	X	2 full registration, reception, lunch and dinner passes	Naming rights for (a) the Arbitration Plenary or the (b) Thursday or (c) Friday lunches, the opportunity to give brief remarks before the plenary or the lunch, and the organization's logo displayed throughout the plenary or lunch.
Gold Sponsor	\$15,000	Full Page	X	2 full registration, reception, lunch, and dinner passes	Naming rights for (a) the Mock Arbitration, (b) the Human Rights Plenary, (c) the General Counsel's Plenary, or (d) the Judicial Plenary, the opportunity to give brief remarks before it, and organization's logo displayed throughout it.
Silver Sponsor	\$10,000	1/2 page	X	1 full registration, reception, lunch, and dinner pass	Acknowledgment during Opening and organization's logo will be displayed throughout event. Naming rights for one of the 18 panels.
Bronze Sponsor	\$7,500	1/2 page	X	1 registration pass; reception passes may be purchased à la carte	Organization's logo will be displayed throughout the event.

With naming rights, the sponsor's name would be included in the actual title of the event or dinner in the conference brochure and at the event or dinner itself, e.g., the Smith & Jones LLP Gala Dinner.

The Arbitration Plenary will feature representatives of the AIDA Reinsurance and Insurance Arbitration Society (ARIAS) - U.S., Arbitration Ireland, the Hong Kong International Arbitration Centre, the International Centre for Dispute Resolution, the International Chamber of Commerce, the Korean Council for International Arbitration, JAMS International, the Japan International Dispute Resolution Center, the Philippine International Center for Conflict Resolution, the Singapore International Arbitration Centre, and the Stockholm Chamber of Commerce, led by practitioners Yoshimasa Furuta of Anderson Mori & Tomotsune (Tokyo), Jay G. Safer of Wollmuth Maher & Deutsch LLP (New York), and Ron Soffer, Soffer Advocats (Paris).

The Mock Arbitration will feature top international arbitration practitioners who, in two mock arbitrations, will explain and demonstrate best practices for international arbitral advocacy, and a workshop will demonstrate how practitioners may most effectively advocate for their clients amid a diversity of cultures, legal traditions, and ethical requirements. The General Counsel Plenary will be a discussion by in-house counsel of prominent international business about the cross-border and transnational legal issues that concern them most. The Human Rights Plenary will focus on marriage equality, diversity and inclusion, and human trafficking; one of the Co-Chairs is Prof. Osamu Arakaki, Professor of International Law at International Christian University (ICU) in Tokyo.

	Amount USD	Advertising Space	Tabletop Exhibit Space	Passes	Additional
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CONFERENCE EVENT SPONSORSHIPS

Gala Entertainment (Friday)	\$6,000	Logo	X	X	Logo displayed at sponsored event
Executive Committee Reception & Dinner	\$5,000	1/4 page, Logo	X	X	Logo displayed at sponsored event
President's Opening Reception (Wednesday)	\$5,000	1/4 page, Logo	X	X	Logo displayed at sponsored event
Reception (Thursday)	\$4,000	1/4 page, Logo	X	X	Logo displayed at sponsored event
Entertainment (Thursday Evening)	\$4,000	Logo	X	X	Logo displayed at sponsored event
Transportation	\$4,000	Logo	X	X	Logo displayed on transportation
Lunch (Thursday)	\$3,000	Logo	X	X	Logo displayed at sponsored event
Lunch (Friday)	\$3,000	Logo	X	X	Logo displayed at sponsored event
Networking Break	\$1,500	Logo	X	X	Logo displayed at sponsored event
Supporter	\$1,000	Logo	X	X	Logo displayed on general sponsor poster

PROMOTIONAL MATERIAL SPONSORSHIPS

Charging Station	\$2,000	Logo	X	X	Logo displayed on general sponsor poster
Swag/Meeting Bags	\$2,500	Logo	X	X	X
Lanyards	\$2,000	Logo	X	X	X
Meeting Pins	\$1,750	Logo	X	X	Logo displayed on general sponsor poster

EXHIBITOR SPONSORSHIPS

Gold Exhibitor	\$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
Silver Exhibitor	\$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
Bronze Exhibitor	\$5,000	Logo	YES	1 registration pass; reception passes may be purchased à la carte	Logo displayed on general sponsor poster

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