



NEW YORK STATE BAR ASSOCIATION
INTERNATIONAL SECTION

2015

Sponsorship Opportunities



Sponsorship Form

Event Name _____

Sponsorship Category _____

Amount _____

Contact Name _____

Company/Law Firm _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____

E-mail address _____

For questions regarding sponsorship opportunities, please contact Mark Rosenberg at (212) 558-3647 or rosenbergm@sullcrom.com.

PAYMENT INFORMATION:

Payment will be accepted by credit card or check.

☐ Charge \$ _____ to:
☐ American Express ☐ MasterCard ☐ Visa

Expiration date _____

Card number _____

Authorized Signature

Cardholder Name _____

Fax, Email or mail this form to:

Tiffany Bardwell
New York State Bar Association
One Elk Street
Albany, New York 12207
Telephone: 518-487-5675
Secure Fax: 518-463-5993
Email: tbardwell@nysba.org

Please Note: Every sponsorship is subject to prior sale.

For more information about the International Section please contact Tiffany Bardwell at tbardwell@nysba.org.



NEW YORK STATE BAR ASSOCIATION
DEPARTMENT OF SECTION SERVICES
One Elk Street
Albany, New York 12207

Who we are

New York State Bar Association and the International Section

The 2015 New York Global Law Week in New York City is organized by the International Section ("NYSBA International") of the New York State Bar Association ("NYSBA"). NYSBA is an organization of attorneys in the State of New York and, with more than 72,000 members, is the largest voluntary state bar organization in the United States.

The International Section is one of the most active sections of the NYSBA having approximately 2,000 members internationally with chapters in over 70 cities worldwide. Members are primarily attorneys practicing law at major international law firms and multi-national corporations.

NYSBA International is NYSBA's global representative and its international advocate for the rule of law. Linking its members through meetings and technology, NYSBA International provides opportunities to network and discuss international legal developments. 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.

Sponsorship Benefits

- > Repeated exposure of you and your company to invitees and attendees.
- > Promote your company to a high-profile group of leading international lawyers, scholars, and government representatives, in several hard copy and electronic mailings, as well as on-site at the meeting.
- > Develop and reinforce name recognition of your company in the conference invitations, programs, coursework CD, and prominent signage at sponsored events.
- > Associate your firm or company with leading international associations such as NYSBA.

Sponsorship Opportunities

We are seeking sponsorship from companies that service and work closely with the domestic or international legal community and are looking for a unique opportunity to interact with international lawyers. 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.

Our Audience

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

What you get from participating

- > 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.



Global Law Week 2015

New York City | May 12–15

About Global Law Week

Building on the success of the inaugural Global Law Week in 2011, NYSBA International will again hold its biennial celebration of international law in New York City.

During the week of May 12–15, several law firms and other institutions will all open their doors to attorneys, legal professionals, clients, friends and colleagues from New York and around the world to discuss major issues in the international practice of law, to make and renew professional and personal relationships and connections, and to celebrate the prominence of New York law and New York itself in the commercial, financial, and cultural life of the world.

On May 12, Global Law Week will feature the “Fundamentals of International Practice,” the seventh annual presentation of NYSBA International’s day-long CLE program for aspiring international practitioners. Later that same evening, there will be a reception to celebrate the kick-off of Global Law Week.

For sponsorship opportunities related to the GLW program, please contact Mark Rosenberg at (212) 558-3647 or rosenbergm@sullcrom.com.

Sponsorship Levels

World Sponsor: \$5,000 USD

The highest level of sponsorship providing the greatest exposure for your company before, during and after the meeting.

- > Full-Page Advertisement in GLW Program
- > Promotional materials distributed at Fundamentals of International Practice
- > Six Tickets to Opening Reception
- > Two Tickets to Fundamentals of International Practice

Global Citizen: 3,000 USD

- > Half-Page Advertisement in GLW Program
- > Promotional materials distributed at Fundamentals of International Practice
- > Four Tickets to Opening Reception
- > Two Tickets to Fundamentals of International Practice

International Leader: \$2,000 USD

- > Half-Page Advertisement on GLW Program
- > Two Tickets to Opening Reception
- > Two Tickets to Fundamentals of International Practice

New York Patron: \$1,000 USD

- > Quarter Page Advertisement in GLW Program
- > Two Tickets to Opening Reception

New York Supporter: \$500 USD

- > Listing in GLW Program
- > One Ticket to Opening Reception





Seasonal Meeting 2015

São Paulo, Brazil | October 14 – 17, 2015

About 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 five meetings were held in Vienna (2014), Hanoi (2013), Lisbon (2012), Panama (2011), and Sydney (2010).

The meeting is not-for-profit and consists of two full days of New York. Continuing Legal Education (“CLE”) sessions (including ethics) which focus on recent developments in international business and private law.

The meeting also offers networking opportunities in the form of luncheons, cocktail receptions, dinners, other social and cultural events, and our traditional gala event.

For sponsorship opportunities related to the Seasonal Meeting 2015, please contact Mark Rosenberg at (212) 558-3647 or rosenbergm@sullcrom.com.

	Amount USD	Amount BRL	Number of Sponsorships	Advertising Space	Tabletop Exhibit Space	Event Passes	Support Mentioned at Event	Additional
--	------------	------------	------------------------	-------------------	------------------------	--------------	----------------------------	------------

General Meeting Sponsorships

Meeting Sponsor	\$10,000	R\$ 27,000	1	Full Page	Yes	2	throughout the meeting	representative to make welcoming remarks
Track Sponsor	\$7,500	R\$ 21,000	3	1/2 page	Yes	1	opening and closing of meeting	representative to make welcome remarks at start of selected track

Meeting Event Sponsorships

Opening Reception	\$4,000	R\$ 11,500	1	1/3 page	Yes	1	Sponsored Event	
Dinner Thursday	\$5,000	R\$ 14,500	1	1/4 page	Yes	X	Sponsored Event	
Gala Dinner	\$7,000	R\$ 20,000	1	1/3page	X	X	Sponsored Event	
Lunch Thursday	\$4,000	R\$ 11,500	1	1/4 page	X	X	Sponsored Event	
Lunch Friday	\$4,000	R\$ 11,500	1	1/4 page	X	X	Sponsored Event	
Networking Break	\$2,500	R\$ 7,200	5	Logo	X	X	Sponsored Event	
Supporter	\$1,000	R\$ 3,700	Unlimited	Logo	X	X	X	

Promotional Material Sponsorships

Meeting Wifi	\$3,000 plus cost of wifi	R\$ 8,500	1	Logo	X	X	X	
Meeting Bags	\$3,000 plus cost of item	R\$ 8,500	1	Logo	X	X	X	
Lanyards	\$3,000 plus cost of item	R\$ 8,500	1	Logo	X	X	X	
Transportation - Buses	\$3,000 plus cost of item	R\$ 8,500	1	Logo	X	X	X	

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

- > The International Section's promotional brochure that will be shared with approximately 2,500 attorneys and in-house counsel who are members of 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.
- > 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.



NEW YORK STATE BAR ASSOCIATION

DEPARTMENT OF SECTION SERVICES

One Elk Street

Albany, New York 12207