

InterContinental Hanoi WestLake — Hanoi, Vietnam

Sponsorship Opportunities

For further sponsorship information, please contact: **Diane O'Connell**, Sponsorship Co-Chair
diane.oconnell@us.pwc.com • (646) 471-7023

For general meeting information and speaking opportunities, please contact:

Glenn G. Fox, Esq., International Section, Chair-Elect Baker & McKenzie LLP glenn.fox@bakermckenzie.com

Eduardo Ramos-Gomez, Esq., Program Co-Chair Duane Morris LLP eramos-gomez@duanemorris.com

William H. Schrag, Esq., Program Co-Chair Thompson Hine LLP william.schrag@thompsonhine.com

Who We Are

New York State Bar Association and The International Section

The 2013 Seasonal Meeting in Hanoi 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.

NYSBA International is one of the most active sections of the NYSBA having over 2,000 members internationally with chapters in over 65 cities worldwide. Members are primarily professionals 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.



Our Seasonal Meetings

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 four meetings were held in Lisbon (2012), Panama (2011), Sydney (2010), and Singapore (2009). We are confident that the meeting in Hanoi will continue the success of these international meetings and attract participants throughout Asia and beyond.

The 2013 Seasonal Meeting in Hanoi

The 2013 Meeting in Hanoi is designed to serve as a regional meeting offering 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.

The meeting is not-for-profit and consists of three full days of New York Continuing Legal Education ("CLE") sessions focusing on recent developments in international business and private law. The programs run concurrently providing attendees with the ability to earn CLE credit. The meeting also offers networking opportunities in the form of luncheons, cocktail receptions, dinners, other social and cultural events, and our traditional gala event.

Conference Highlights

The program is divided into three tracks – Corporate, Litigation/Arbitration and General – and intends to cover the following areas:

Substantive Programs

- Corporate Governance
- Capital Markets
- Corporate Compliance
- International Arbitration
- Insolvency
- Energy and Resource Law
- Maritime Law
- Intellectual Property
- Competition law
- Immigration
- Employment Law
- Sovereign Funds
- Foreign Corrupt Practices Act
- Environmental Law
- Tax Law
- Public International Law
- Sovereign Debt

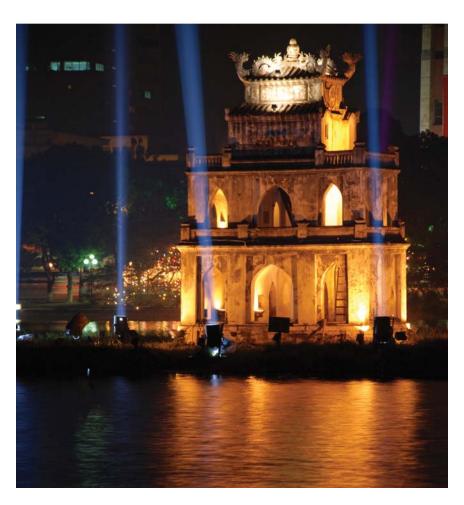
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Social Events

The conference will include numerous social events, including dinners, receptions, luncheons and breakfasts that will showcase sponsors to conference invitees and attendees.

Keynote Speakers

 Keynote Speakers will include judges, high-ranking government officials and experts in the areas of international business and international law.



Sponsorship Benefits

- Repeated exposure of you and your firm to invitees and attendees.
- Promote your firm or company to a high-profile group of leading international lawyers, scholars, and government representatives, 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.



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Sponsorship Categories

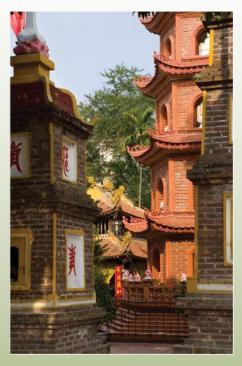
\$20,000 USD Platinum Gold \$15,000 USD Silver \$10,000 USD Bronze \$7,500 USD Gala Dinner \$10,000 USD Gala Cocktail \$5,000 USD \$5,500 USD Dinner Cocktail Reception \$4,500 USD Luncheon \$4,500 USD **Breakfast** \$3,000 USD Coffee Break \$ 1,500 USD Plenary Session \$3,000 USD Meeting Bag \$3,000 USD (plus cost of bags) \$3,000 USD Flash Drives (plus cost of drives) \$3,000 USD Name Badge Lanyards (plus cost of lanyards) \$ 750 USD General Supporter



Sponsorship Categories

There are three different sponsorship categories for the 2013 Seasonal Meeting. Within each category there are a variety of sponsorship opportunities, providing a broad range of options for your firm or company to select the sponsorship package that best suits your needs and objectives.

- 1. Meeting Sponsors
- 2. Event Sponsors
- 3. Specialty Sponsors and General Supporters







Meeting Sponsors

Platinum Contribution: \$20,000

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

- Full page color profile/advertisement in promotional brochure that will be mailed to approximately 2,500 attorneys and in-house counsel who are members of NYSBA International Section with 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 and law societies in Asia. (Note: First firm/company to register as Platinum Sponsor will have choice of back page of printed brochure.)
- Full-page color profile/advertisement in program brochure that will be distributed on-site at the meeting. (Note: First firm/company to register as Platinum Sponsor will have choice of back page of printed brochure.)
- Sponsor's full-page color profile/advertisement will be included on flash drives distributed to all attendees after the meeting.
- Sponsor's representative will have the opportunity to make welcoming remarks.
- Sponsor's support will be mentioned throughout the meeting.
- Tabletop exhibit space will be available during on-site registration.
- Sponsor will receive 4 free passes to the educational programs.

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Gold Contribution: \$15,000

- Logo and profile/advertisement in 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 and law societies in Asia.
- Logo and profile/advertisement in program brochure that will be distributed on-site at the meeting.
- Sponsor's logo and profile/advertisement will be included in the flash drives distributed to all attendees after the meeting.
- Table-top exhibit space will be available during on-site registration.
- Sponsor will receive 3 free passes to the educational programs.

Silver Contribution: \$10,000

- Logo and profile/advertisement in 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 and law societies in Asia.
- Logo and profile/advertisement in program brochure that will be distributed on-site at the meeting.
- Sponsor's logo and profile/advertisement will be included in the flash drives distributed to all attendees at the meeting.
- Table-top exhibit space will be available during on-site registration.
- Sponsor will receive 2 free passes to the educational programs.

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Bronze Contribution: \$7,500

- Logo and profile/advertisement in 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 and law societies in Asia.
- Logo and profile/advertisement in program brochure that will be distributed on-site at the meeting.
- Sponsor's logo and profile/advertisement will be included on flash drives distributed to all attendees after the meeting.
- Table-top exhibit space will be available during on-site registration.
- Sponsor will receive one free pass to the educational programs.



Event Sponsors

We also have variety of event-specific sponsorship opportunities for both substantive and social events that provide visible exposure for your firm/company before and during the sponsored event.

Gala Dinner Sponsor

Contribution: \$10,000 (1 Sponsorship Available)

- Logo and profile/advertisement in promotional brochure that will be mailed to approximately 2,500 attorneys and in-house counsel who are members of NYSBA International Section;
 subsequent email follow ups to15,000 attorneys and in-house counsel who are members of the NYSBA, ABA, IBA and other local bar associations and law societies in Asia.
- Logo and profile/advertisement in program brochure that will be distributed on-site at the meeting.
- Sponsor's logo and profile/advertisement will be included in the flash drives distributed to all attendees at the meeting.
- Sponsor will be recognized during Gala Dinner.
- Sponsor's name and logo will be included on signage for the Gala Dinner.

Gala Cocktail Sponsor Contribution: \$5,000 USD for Gala Cocktail

- Sponsor will be recognized during the sponsored Cocktail Reception.
- Sponsor's name and logo will be included on signage for the sponsored Cocktail Reception.
- Sponsor's logo/advertisement in program brochure that will be distributed on-site at the meeting as well as included in the flash drives distributed to all attendees at the meeting.

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Dinner Sponsor

Contribution: \$7,500 (2 Sponsorships Available)

- Logo/advertisement in promotional brochure that will be mailed to approximately 2,500 attorneys counsel who are members of NYSBA International Section, ABA, IBA and UIA; 2 subsequent email follow ups to15,000 attorneys and in-house counsel who are members of the NYSBA, ABA, IBA and other local bar associations and law societies in Asia.
- Logo/advertisement in program brochure that will be distributed onsite at the meeting.
- Sponsor's logo/advertisement will be included in the flash drives distributed to all attendees at the meeting.
- Sponsor will be recognized during the sponsored Dinner.
- Sponsor's name and logo will be included on signage for the sponsored Dinner.

Cocktail Reception Sponsor Contribution: \$4,500

- Sponsor will be recognized during the sponsored Cocktail Reception.
- Sponsor's name and logo will be included on signage for the sponsored Cocktail Reception.
- Sponsor's logo/advertisement in program brochure that will be distributed on-site at the meeting as well as included in the flash drives distributed to all attendees at the meeting.

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Luncheon Sponsor

(2 Sponsorships Available) Contribution: \$3,500 USD

- Sponsor will be recognized during the sponsored Luncheon.
- Sponsor's name and logo will be included on signage for the sponsored Luncheon.
- Sponsor's logo/advertisement in program brochure that will be distributed on-site at the meeting as well as included in the flash drives distributed to all attendees at the meeting.

Breakfast Sponsor

(2 Sponsorships Available) Contribution: \$3,000 USD

- Sponsor will be recognized during the sponsored Breakfast.
- Sponsor's name and logo will be included on signage for the sponsored Breakfast.
- Sponsor's logo/advertisement in program brochure that will be distributed on-site at the meeting as well as included in the flash drives distributed to all attendees at the meeting.

Coffee Break Sponsor

(5 Sponsorships Available) Contribution: \$1,500 USD

- Sponsor will be recognized during the sponsored Coffee Break.
- Sponsor's name and logo will be included on signage for the sponsored Coffee Break.
- Sponsor's logo/advertisement in program brochure that will be distributed on-site at the meeting as well as included in the flash drives distributed to all attendees at the meeting.

Plenary Session Sponsor

(3 Sponsorships Available) Contribution: \$3,000 USD

- Sponsor will be recognized at the beginning of the plenary session.
- Sponsor's name and logo will be included on signage for the plenary session.
- Sponsor's logo will be distributed on-site at the meeting as well as included in the flash drives distributed to all attendees at the meeting.

Meeting Supporters

As sponsors of the overall meeting, Meeting Sponsors are the most visible sponsors and the sponsorship provides the greatest level of exposure for your firm company before, during and after the Meeting.

Official Meeting Bags Contribution: \$3,000 USD + cost of bags

- Sponsor's name and logo will appear on tote bag and may include sponsor's information/giveaways. (Tote bags contain official meeting materials and are distributed to each attendee at the meeting).
- Sponsor's name and logo will be included in the on-site brochure as well as in the flash drives distributed to all attendees at the meeting.
- Sponsor's name and logo will be included in promotional brochure and in the on-site program brochure.

Name Badge Lanyards Contribution: \$3,000 USD + cost of lanyards

- Sponsor's name and logo will appear on name badge lanyards.
- Sponsor's name and logo will be included in promotional brochure and on-site program brochure.

Official Flash Drive Contribution: \$3,000 USD + cost of flash drives

- Sponsor's name and logo will appear on flash drives.
- Sponsor's name and logo will be included in the on-site brochure.
- Sponsor's name and logo will be included in promotional brochure and in the on-site program brochure.

General Supporter Contribution: \$750 USD

 Sponsor's name and logo will be included in promotional brochure and on-site program brochure.

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