



SPONSORSHIP PROSPECTUS

WHAT: About the 2022 Madrid Fall Conference: *Europe and The Americas – Synergies and Challenges*

The Madrid Fall Conference will bring together ABA International Law Section members and distinguished guests at Espacio Maldonado, for a three-day gathering on September 13-15.

Societies in Europe and The Americas share many legal values and institutions. Liberal democracy, respect for human rights and the rule of law, free trade, and largely market-based economies, tend to be the general rule. But constitutional, legal and regulatory frameworks differ, sometimes substantially, as do legal culture, developments and trends. The Madrid Fall Conference will discuss shared and differing legal institutions, the future of the profession, groundbreaking issues, hot practice areas, recent developments, and current trends—across Europe, Latin America, the Caribbean, and North America.

To learn more about the Madrid Fall Conference [online](#).

WHY:



- Over 11,000 members worldwide
 - >100 countries represented
 - > 3,500 members in private practice
 - > 1,300 US-based Corporate Counsel
 - > 500 US-based Government lawyers
 - > 600 US-based Academics
 - > 1,700 non-US qualified lawyers
 - > 1,700 US qualified lawyers practicing abroad

Sponsoring places your organization directly before the Section's over 11,000 members, Conference attendees, and members of other ABA sections and cooperating entities.

Sponsorship provides a vehicle to:

- **MARKET** to an influential and exclusive audience of international practitioners who are the primary decision-makers for the purchase and use of legal and legal support services. We expect more than half of Conference attendees to be from leading law firms from the U.S., Europe and Latin America, with approximately thirty countries represented;
- **INCREASE** your visibility through direct contact with leading international practitioners and opinion-makers, simultaneously highlighting and reinforcing your position as an industry leader —The American Bar Association International Law Section is the preeminent U.S.-based international legal organization that traces its lineage to one of the first committees established by the American Bar Association in 1878;
- **ENHANCE** your organization's name and reputation and differentiate your organization from your competitors by associating with The American Bar Association International Law Section;
- **GAIN** maximum exposure through all communications distributed to Section members and cooperating non-member entities by pre-conference social media and other marketing, as well as on the Conference website;
- **BENEFIT** from full brand recognition exposure through Conference signage and all communications distributed to attendees in advance of the Conference; and
- **BUILD** long-term relationships with key industry leaders and groups by participating in substantial networking opportunities.

WHEN: Now - sponsorship opportunities are available now on a first come first served basis. We would be delighted for you to be among our sponsors, in the way that best suits your organization. Choose now and you can pick from a wide variety of options.

HOW: Sponsorship Opportunities

ALL SPONSORS receive the following added benefits:

- Prominent display of organization name in all digital promotions for the events sponsored which are distributed to over 11,000 Section members, and to thousands of other ABA Sections' members;
- Sponsor recognition on the event website with link to the sponsor's website and acknowledgement in the communications from the Chair; and in communications promoting the event including social media targeted posts; and
- Post-event summary report providing valuable data relating to attendee engagement.

See the following pages for more information on specific sponsorship opportunities.*

* We may accommodate sponsorship opportunities not listed in this document. Please email Pam Carrington at pamela.carrington@americanbar.org if you wish to discuss alternative sponsorship opportunities.

PREMIER OPPORTUNITIES

PLATINUM CONFERENCE SPONSOR (exclusive) \$15,000

- Designation as Platinum Sponsor of the Conference and organization's logo and link on the Conference website;
- Designation as the Platinum Sponsor of the Madrid Fall Conference and Platinum Sponsor of the Continental Breakfasts on Wednesday and Thursday of the Conference;
- Logo on the cover and full-page advertisement on the inside front cover of the On-Site Conference Information Guide distributed to each Conference attendee;
- Three (3) complimentary registrations for the Conference, including all CLE programs and ticketed receptions;
- Two (2) complimentary ABA International Law memberships* for ABA year 2022-23;
- One (1) six-foot table in the exhibition area at the Espacio Maldonado meeting venue to display the organization's promotional materials during the Conference;
- Option to provide cups and napkins branded with organization's name and logo at each breakfast; and
- Option to display the organization's promotional and informational literature each morning in the breakfast room.

GOLD SPONSOR \$10,000

- Designation as a Gold Sponsor of the Conference and organization's logo and link on the Conference website;
- Designation as the Gold Sponsor of the Madrid Fall Conference and Gold Sponsor of the Tuesday afternoon networking break of the Conference;
- Full-page advertisement in the On-Site Conference Information Guide to be distributed to each Conference attendee;
- Two (2) complimentary registrations for the Madrid Fall Conference including all CLE programs and ticketed receptions; and
- One (1) six-foot table in the exhibition area at the Espacio Maldonado meeting venue to display your organization's promotional materials during the Conference.

SILVER SPONSOR \$5,000

- Designation as a Silver Sponsor of the Conference and organization's logo and link on the Conference website;
- Half-page advertisement in the On-Site Conference Information Guide to be distributed to each Conference attendee;
- One (1) complimentary registration for the Madrid Fall Conference including all CLE programs and ticketed receptions; and
- One (1) six-foot table in the exhibition area at the Espacio Maldonado meeting venue to display your organization's promotional materials during the Conference.

* Only ABA members are eligible for Section membership.

NETWORKING SPONSORSHIPS

TUESDAY WELCOME RECEPTION

\$7,500

NON-EXCLUSIVE – Maximum two organizations

- Designation as a sponsor of the 2022 Madrid Fall Conference Welcome Reception;
- Organization's name and logo displayed on a free-standing sign at the check-in area of the reception;
- Organization's name and logo displayed on each food station at the reception;
- An opportunity to display organization's promotional and informational literature at the reception;
- Recognition at the sponsored reception by the Section Chair; and
- Two (2) complimentary tickets to the Welcome Reception (additional tickets may be purchased on a discounted basis).

WEDNESDAY RECEPTION

\$12,000

NON-EXCLUSIVE – Maximum three organizations (Exclusive option for \$15,000; Collective option* for \$20,000)

- Designation as a sponsor of the 2022 Madrid Fall Conference Wednesday Reception;
- Organization's name and logo displayed on a free-standing sign at the check-in area of the reception;
- Organization's name and logo displayed on each bar and food station at the reception;
- An opportunity to display organization's promotional and informational literature at the reception;
- Recognition at the sponsored reception by the Section Chair; and
- Two (2) complimentary tickets to the Wednesday Reception (additional tickets may be purchased on a discounted basis).

THURSDAY CHAIR'S CLOSING RECEPTION

\$7,500

NON-EXCLUSIVE – Maximum two organizations (Exclusive option for \$10,000; Collective option* for \$15,000)

- Designation as a sponsor of the 2022 Madrid Fall Conference Chair's Closing Reception;
- Organization's name and logo displayed on a free-standing sign at the check-in area of the reception;
- Organization's name and logo displayed on each bar and food station at the reception;
- An opportunity to display organization's promotional and informational literature at the reception;
- Recognition at the sponsored reception by the Section Chair; and
- Two (2) complimentary tickets to the Closing Reception (additional tickets may be purchased on a discounted basis).

* Any number of organizations greater than the maximum. Complimentary tickets will depend on the number of cosponsoring organizations.

TUESDAY, WEDNESDAY OR THURSDAY LUNCHEON

\$6,000

WITH KEYNOTE SPEAKER

NON-EXCLUSIVE – Maximum two organizations (Exclusive option for \$9,000; Collective option for \$13,000)

- Designation as a sponsor of the luncheon – to be a seated plated meal, with two seats reserved for the sponsor at the head table;
- Organization's name and logo on a free-standing entrance sign at the sponsored luncheon;
- Opportunity to display organization's promotional and information literature at the sponsored luncheon;
- Recognition at the sponsored luncheon by the Section Chair; and
- Two (2) complimentary tickets to the sponsored luncheon.

NETWORKING BREAKS

\$1,500

EXCLUSIVE PER BREAK

Host one thirty-minute networking break – Wednesday morning, Wednesday afternoon, Thursday morning or Thursday afternoon of the 2022 Madrid Fall Conference

- Designation as a primary sponsor of the selected networking break;
- Organization's name and logo on a free-standing sign in the networking break area during the sponsored networking break;
- Option to provide cups and napkins branded with sponsor's name and logo;
- Opportunity to display organization's promotional and information literature at the sponsored networking break; and
- Two (2) complimentary tickets to the Tuesday reception (additional tickets may be purchased on a discounted basis).

ADDITIONAL BENEFITS FOR ALL NETWORKING OPPORTUNITIES

- Acknowledgement in the On-Site Conference Information Guide to be distributed to each Madrid Fall Conference attendee;
- Organization's name and logo featured on the 2022 Madrid Fall Conference signage at the Espacio Maldonado meeting venue;
- Organization's name and logo on the 2022 Madrid Fall Conference event website; and
- Organization's name listed in the *Chair's Monthly Message*, circulated to all Section members.

PROGRAM TRACK OPPORTUNITIES

PROGRAM TRACK SPONSOR

\$4,000

EXCLUSIVE PER TRACK

The twenty-four substantive programs at the 2022 Madrid Fall Conference will be organized by subject matter into six tracks: *Specialty Practices, Private Clients and Regulatory Developments; Corporate, M&A, Capital Markets and Finance; Trade and Investment; Legaltech, Practice Management and Legal Education; Human Rights, Rule of Law, ESG & DEI; and Arbitration and Litigation.*

- Organization's name and logo recognition as track sponsor on a free-standing sign in the 2022 Madrid Fall Conference registration area at the Espacio Maldonado meeting venue;
- Organization's name and logo recognition on free-standing program schedule signs throughout the Espacio Maldonado meeting venue;
- Organization's name and logo recognition on 2022 Madrid Fall Conference marketing emails;

- Acknowledgement in the On-site Conference Information Guide to be distributed to each 2022 Madrid Fall Conference attendee;
- Organization's name and logo on the 2022 Madrid Fall Conference event website;
- Organization's name listed in the *Chair's Monthly Message*, circulated to all Section members;
- Opportunity to display organization's promotional and informational literature in the sponsored sessions; and
- One (1) complimentary Conference registration (ticketed social events not included).

SINGLE SESSION SPONSOR

\$2,500

EXCLUSIVE PER SESSION

Sponsor one session during the 2022 Madrid Fall Conference. 24 substantive programs are available.

PRODUCT/SERVICE OPPORTUNITIES

PROGRAM MATERIALS SPONSOR

\$5,000

NON-EXCLUSIVE – Maximum three organizations

- Organization's name and logo on the program materials website and Conference app;
- One (1) complimentary Conference registration (ticketed social events not included);
- One (1) complimentary ticket to two luncheons; and
- ½ page, black and white ad in the On-Site Conference Information Guide.

CONFERENCE APP SPONSOR

\$5,000

EXCLUSIVE

The Conference app allows attendees to view sessions by day and track, meeting venue plans, plan their schedule, take notes, view speakers, connect with attendees and more!

- Featured sponsor image on the splash screen of the Conference app. This is prime real estate and a great opportunity to be seen – every time the app loads or anytime there is an update, all attendees will see this;
- Premium listing on the sponsor section of the app to include a graphic with click through link to sponsor website, videos, and/or PDF brochures; and
- One (1) complimentary Conference registration (ticketed events not included).

DELEGATE BAGS SPONSOR

\$4,000

EXCLUSIVE

The 2022 Madrid Fall Conference Delegate Bag, branded with sponsor's name and logo, to be distributed to each Conference attendee upon check-in at registration at the Espacio Maldonado meeting venue. (Sponsor is responsible for associated costs including design, purchasing, shipping and coordinating the delivery of the delegate bags to Espacio Maldonado. The Section must sign off on proofs associated with the design for the delegate bags.)

- One (1) complimentary Conference registration (ticketed social events not included); and
- One (1) six foot table in the exhibition area at the Espacio Maldonado meeting venue to display organization's promotion materials.

ON-SITE CONFERENCE INFORMATION GUIDE SPONSOR

\$4,000

EXCLUSIVE

- The 2022 Madrid Fall Conference On-Site Conference Information Guide, branded with organization’s name and logo on the cover, to be distributed to each attendee at check-in at the Espacio Maldonado meeting venue; and
- 1 page black and white ad in the 2022 Madrid Fall Conference On-Site Conference Information Guide.

OTHER “SWAG” SPONSORSHIP

\$3,000

EXCLUSIVE

- Exclusive sponsor for a variety of Conference swag. This could be lanyards, pads and pens, hotel key cards, dining guides, umbrellas, pocket maps, USB port extenders, eye glass holders, mugs, collapsible water bottles, chocolates, or any other item that you think our Conference attendees would use. Branded with organization’s name and logo, to be distributed to attendees with our Conference materials at check-in for the Conference. (Sponsor is responsible for associated costs including design, purchasing, shipping and coordinating delivery to Espacio Maldonado. The Section must sign off on proofs associated with the design and item beforehand.)

EXHIBITOR OPPORTUNITIES

CONFERENCE EXHIBITOR

\$2,000

- One (1) six-foot table in the exhibition area at the Espacio Maldonado meeting venue to display organization’s promotional materials during Tuesday through Thursday of the 2022 Madrid Fall Conference;
- Acknowledgement in the On-Site Conference Information Guide distributed to each 2022 Madrid Fall Conference attendee;
- Organization’s name and logo posted on the 2022 Madrid Fall Conference website;
- Organization’s name listed in the *Chair’s Monthly Message*, circulated to all Section members; and
- Organization’s name and logo on a free-standing sign in the exhibition area at the Espacio Maldonado meeting venue.

SUPPORTER OPPORTUNITIES

COUNTRY OR CITY CHAPTER SPONSOR

\$2,000

EXCLUSIVE PER COUNTRY (EXCLUDING U.S.)

- Designation as the “country/jurisdiction sponsor” for the 2022 Madrid Fall Conference;
- Opportunity to display organization’s promotional materials during the Tuesday through Thursday exhibit hall of the 2022 Madrid Fall Conference on the Country Sponsors Table at the Espacio Maldonado meeting venue;
- Organization’s name and logo on a free-standing sign in the exhibition area at the Espacio Maldonado meeting venue;
- Acknowledgement in the On-Site Conference Information Guide to be distributed to each 2022 Madrid Fall Conference attendee;
- Organization’s name and logo posted on the 2022 Madrid Fall Conference website; and
- Organization’s name listed in the *Chair’s Monthly Message*, circulated to all Section members.

CONFERENCE SUPPORTERS

\$1,000

- Designation as a “Conference supporter” for the 2022 Madrid Fall Conference;
- Organization’s logo posted on the event website;
- Organization’s name and logo listed with other Conference Supporters on a free-standing sign in the exhibition area at the Espacio Maldonado meeting venue; and
- Acknowledgement in the On-Site Conference Information Guide to be distributed to each attendee.

ONSITE CONFERENCE INFORMATION GUIDE AD

\$1,500 (full page) /

\$750 (half page)

- Publicity on inside pages of the 2022 Madrid Fall Conference On-Site Conference Information Guide to be distributed to all Conference attendees. The Section must sign off on proofs associated with publicity in the On-Site Conference Information Guide.

If you have other ideas about a form of sponsorship that would best meet your organization’s needs this special event, please do not hesitate to contact: Pamela Carrington, Meetings Manager, at pamela.carrington@americanbar.org or +1-202-662-1671.

*If you confirm sponsorship of the **2022 Madrid Fall Conference** and any other Section event between March - September 2022 at a minimum level of \$2,000, you receive a 10% discount off each event sponsorship.*

NOTES FOR SPONSORS

- *Sponsors are responsible for coordinating the shipping and delivery of the informational, promotional and exhibition materials to Espacio Maldonado. Please coordinate all details and shipping logistics with Pamela Carrington, Meetings Manager, at pamela.carrington@americanbar.org or +1-202-662-1671.*
- *Sponsors are responsible for providing their logo in appropriate format.*
- *Sponsors with complimentary registrations will receive a promo code for registration.*



SPONSORSHIP

List Sponsorship(s): _____

PRIMARY CONTACT

Name: _____

Firm/Organization: _____

Address: _____

City: _____ State / Province / Region: _____

Postal Code: _____ Country: _____

Telephone: _____ Email: _____

MARKETING CONTACT

Name: _____

Firm/Organization: _____

Address: _____

City: _____ State / Province / Region: _____

Postal Code: _____ Country: _____

Telephone: _____ Email: _____

TERMS

• **Send me an Invoice** _____

An invoice will be sent after we receive the completed agreement form. Sponsorship will not be recognized until payment has been received in full. All sponsorship purchases are nonrefundable. An invoice will be sent by ABA International Law Section to confirm the sponsorship(s) listed above and for payment processing.

If the complimentary registration(s) are a part of the sponsorship, a promo code will be provided to the sponsor.

Agreement: I agree and understand the details of the sponsorship (s) listed above, the payment terms and agree to comply with the sponsor requirements set forth by the ABA International Law Section.

Please **email** this form to:

Attn: Shea Logan | ABA International Law Section
PH: 202-662-1667 | **E-mail:** dorcus.logan@americanbar.org