



2016 ACC EUROPE ANNUAL CONFERENCE

22-24 May
Rome Cavalieri Hotel
Rome, Italy

SPONSOR & EXHIBITOR PROSPECTUS

BE THE BEST IN-HOUSE LAWYER YOU CAN BE!

Strategies, insights and tools to maximise your effectiveness as an in-house lawyer.

Join in-house colleagues from across Europe and elsewhere to hear how to *Lead the Law, Lead the Business* and most of all *Lead Yourself* to achieve your potential. Focused at all levels within the in-house community, this conference will provide expert guidance, GC insights, and senior business thought leadership all designed to help you develop your own strategies for maximising your career. The programme will include interactive workshops, plenaries and coaching.

GENERAL SPONSOR INFORMATION

Share your subject matter expertise and promote your services and solutions in an intimate setting by participating in the ACC Europe Annual Conference. This programme is designed specifically for the European in-house community to fulfill CPD/CLE requirements, sharpen their skills, engage in peer-to-peer networking and meet exhibitors of products and services customised for the in-house legal profession.

QUESTIONS

For more information on how to become a sponsor please contact:

Lucy M. Jones
Director of Business Development
phone: +1 202.349.1524
jones@acc.com

www.acc.com/europeconference

ACC Association of
Corporate Counsel
EUROPE

ACC EUROPE ANNUAL CONFERENCE

TIER I AND TIER II SPONSORSHIPS

TIER I SPONSORSHIP **€16,000** (Speaker/Exhibition)

- Three Full Access registrations (includes speaker) and one Exhibit Only pass
- Display table
- Listing on the ACC Europe conference website with a link to Sponsor's website
- Logo included in Programme Guide

TIER II SPONSORSHIP **€11,000** (Exhibition Only)

- Two Full Access registrations and one Exhibit Only pass
- Display table
- Listing on the ACC Europe conference website with a link to Sponsor's website
- Logo included in Programme Guide

NEW! LAW LABS SPEAKING OPPORTUNITIES

Small exclusive groups of Legal Professionals who face shared challenges and strategic priorities are brought together in 60-minute sessions that enable participants to share ideas and lessons learned. Facilitated by experts, these sessions provide valuable dialogue with peers on topical issues. Each discussion group has a maximum number of 15 participants which ensures each legal professional is given ample time to share opinion and contribute to the discussions

AS TIER I ADD-ON **€3,000** (includes one additional Full Access registration)

AS STAND-ALONE OPPORTUNITY **€13,000** (Speaker/Exhibition)

- Two Full Access registrations (includes speaker) and one Exhibit Only pass
- Display table
- Listing on the ACC Europe conference website with a link to Sponsor's website
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ANCILLARY OPPORTUNITIES

BAG INSERTS **€1,000**

Up to a maximum of 3 sponsored inserts in total; Sponsor to supply agreed upon quantity to the venue by agreed date.

CHARGING STATION **€3,000**

Get in front of attendees by sponsoring a dedicated charging station in the exhibit hall/ registration space. Your company name and logo will be displayed on the charging station device. Your organization will be allowed to place collateral at the station, and recognition will be made in the conference programme guide.

CONFERENCE BAG **€3,000**

Every attendee will receive a bag at registration. This sponsorship will provide you with maximum exposure throughout the conference. Sponsor to supply logo.

HOTEL KEY CARDS **€5,000**

Hotel Key Cards are a high-visibility sponsorship that reaches attendees repeatedly throughout the day. Your logo and artwork will be displayed on the key card. All artwork must be approved by ACC Europe before production.

NEW! ON-SITE MEETING PROGRAMME GUIDE BACK COVER AD **€1,750**

Please note that all Ancillary Sponsorship Opportunities are available on a first come, first served basis.

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ACC EUROPE CONFERENCE SCHEDULE

TRACK 1: LEAD THE LAW

Monday:

- EU Data Protection Regulation
- “Nudge”: The Use of Behavioural Economics by EU Legislators and Regulators
- The Evolution of the European Project: Legal Implications of a ‘Brexit’ or ‘Grexit’

Tuesday:

- Equality, Diversity and Discrimination in the EU Workplace — What and How to Eliminate/Minimise Bias
- EU Competition Law Update
- Arbitration v Courts v Mediation

TRACK 2: LEAD THE BUSINESS

Monday:

- Succeeding in Emerging Markets
- Know Your Financials — Financial Education for In-house Lawyers
- “Don’t Panic. Ok, Panic” (Crisis Management)
- Post-Merger Integration — or “What Could Possibly Go Wrong Now that We’ve Signed?”
- Planning for Legal: Driving Change and Demonstrating Results

Tuesday:

- The ACC Value Champion Series: Combining Value Tactics to Cut Costs, Improve Predictability and Achieve Better Outcomes
- Designing the Perfect Law Firm and Perfect In-house Team
- Small Law Department — Maximize Your Effectiveness & Efficiency

TRACK 3: LEAD YOURSELF

Monday:

- The Connected World (Social Media)
- Talk Like Ted

Tuesday:

- Disruptive Change — Strategic Agility in 2016 and Beyond
- The Road Well-Travelled

LAW LABS

Monday:

- Protecting and Enforcing Your IP Rights in China — Understanding the Changing Environment
- “To RFP or Not RFP?” Lessons Learned in Selecting Outside Counsel