

**2018 ACC Annual Meeting**

**Call for Programs Guidelines**

**SPONSOR**

Every year, ACC invites prospective sponsors to submit program ideas for the Annual Meeting. Sponsors whose program ideas are selected will be offered a Gold Level sponsorship and the opportunity to organize and present a CLE/CPD program at the ACC Annual Meeting in Austin, TX, Oct. 21-24, 2017.

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## PREPARING PROGRAM IDEAS

1. Review the sample submission spreadsheet provided to prepare submissions.
2. Begin brainstorming program ideas by reviewing the data memos provided by ACC HQ outlining the committee's past program submissions, attendance at past sessions, online event participation, popular written legal resources and eGroup discussion topics, and more.
3. Review the pre-selected curricula [chart below](#) and consider where your program ideas might best fit (please indicate multiple curricula, when appropriate).
4. Plan to submit up to 3 program ideas.

### General Guidelines

Each year, ACC invites prospective sponsors to submit program ideas for the Annual Meeting. If your program idea is selected, you will be offered a Gold Level sponsorship at a cost of \$32,000. (By submitting a proposal you are agreeing to participate as a Gold Sponsor should your program be selected.) You will have the opportunity to organize and present a CLE/CPD program at the ACC Annual Meeting in Austin, TX, Oct. 21-24, 2018. In addition to the CLE/CPD program, a Gold Level sponsor is entitled to the following benefits:

- An invitation for one participant to attend the ACC Sunday leadership event
- Display/Booth area in a ten-foot by ten-foot space
- Eight full registrations with access to all educational, social and meal functions and four "exhibit only" registrations with access to the exhibit hall functions only
- One promotional pre-meeting physical mailing and one post-meeting physical mailing to attendees, at sponsors cost. (E-Mail addresses are not provided by ACC)
- Recognition on the ACC website with sponsor logo link to sponsor's website
- Recognition in the award winning *ACC Docket* magazine

- Signage recognition at the Annual Meeting
- Opportunity to host Annual Meeting attendee function after close of trade show floor (7:00pm)

To be considered for Gold Level sponsorship and receive the exclusive benefits listed above, please follow the instructions below. If your program idea is not selected, you may be offered the opportunity to participate as a Silver or Blue Level sponsor.

If you are not selected as a Gold Level sponsor, and notify ACC through the call for programs process that you are interested in a Silver Level sponsorship, you will be required to collaborate with one of ACC's [committees](#) on the substance of their program. Refusal to participate in the collaboration process may result in revocation of Silver Level status.

### **Submitting Your Annual Meeting Proposals**

1. Prepare for submissions by checking out the sample submission page. This will give you an idea of the information you'll need to provide so it's even easier when it's time to submit.
2. On the Call for Programs main page, notify ACC if you would also be interested in Silver Level sponsorship, should your firm not be selected as a Gold Level sponsorship.
3. Review the list of suggested curricula below and consider the availability of slots when submitting your program ideas.
4. Submit up to three (3) program ideas by **Monday, Jan. 8, 2018** via the program submission link that was emailed to you. Law Firm Networks will be allowed to submit up to five (5) program ideas.
5. Click on the "Add Program Idea +" button to begin.
6. Once the program information is entered, you select submission status: "Save & Edit Later" or "Final Submit." You can update the status later, however only programs marked "Final Submit" on Jan. 8, 2018 will be considered for selection.
7. Click "Save Program Idea" and close the box to return to the main screen and add another program idea. (Repeat steps 1-4 as necessary to enter all submissions.)
8. You will receive an email confirmation of your finalized program submissions.

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## Tips for Submitting Your Annual Meeting Proposal(s)

Propose programs with **creative and unique methods of presentation**. Programs incorporating audio/video, hypotheticals, games, or other fun learning techniques are very competitive.

Consider the pre-determined **curricula** and where your program idea would fit best. These were determined based on history and popularity to meet demonstrated member needs.

Present **fully developed program submissions**. Proposals that provide descriptions with specific, practical objectives and promise takeaway materials will have a significant advantage.

Include objectives that appeal to **globally minded** in-house counsel.

Submit more **advanced-level program ideas**. Attendees consistently ask for more in-depth information. A maximum of one beginner-level program will be selected per committee.

**Avoid generic program proposals** on a popular topic; the competition is likely to be strong.

Consider the **types of speakers** you intend to seek for your program prior to submission. Securing speakers and attendees for extremely narrow topics can prove to be challenging.

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## 2018 CURRICULA

*Will represent most programs selected, but do not hesitate to submit ideas outside the scope of this list.*

- Business & Management
- Compliance
- Contract Drafting
- Corporate Governance
- Cross-border/Global
- Data Privacy & Security
- Employment & Labor
- Environment & Energy
- Ethics
- Government Regulation
- Health Law
- Information Governance
- Intellectual Property
- Law Department Management/Legal Operations
- Litigation and Dispute Resolution
- Negotiations
- Technology

**ONCE YOUR PROGRAM IS ACCEPTED...**

**Rules, Guidelines & Deadlines for Accepted Program Ideas\***

*\*Program acceptance/decline notifications will be sent in early February. The details below are subject to change.*

**Monday, March 5, 2018: Program Organizer Submission Deadline**

Submitters of accepted program ideas must submit a program organizer to serve as the point of contact between ACC and session speakers. The program organizer will be responsible for submitting speakers. Program organizers may or may not serve as a speaker.

**Tuesday, May 1, 2018: Speaker Submission Deadline**

Complete speaker details for programs must be submitted to ACC on or before this date.

**Friday, Aug. 31, 2018: Course Material Submission Deadline**

All panels must submit substantive course materials by this deadline in order to secure CLE/CPD credit for their session.

<i>If a sponsor is a:</i>	<i>Max # of total AM17 faculty slots allowed per sponsor:</i>
ACC Committee Sponsor AND 2017 Annual Meeting <b>Gold</b> Level Sponsor	4
ACC Committee Sponsor AND 2017 Annual Meeting <b>Silver</b> Level Sponsor	3
2017 ACC Annual Meeting <b>Gold</b> Level Sponsor	2
2017 ACC Annual Meeting <b>Silver</b> Level Sponsor (by Silver Selection Process)	1
2017 ACC Committee and Blue Sponsor	2
2017 ACC Annual Meeting <b>Blue</b> Level Sponsor	0

- Additional faculty selection rules and guidelines will be provided following program selection. ACC reserves the right to decline faculty if they do not meet these criteria.

**IMPORTANT DATES**

<b>Item</b>	<b>Date</b>
Call for Programs Opens	Wed., Nov. 1, 2017
Sponsor Call for Programs Training Webinar	Thurs., Nov. 9, 2017
Program Idea Submission Deadline	Mon., Jan. 8, 2018
Program Selection Notifications Sent	Wed., Feb. 14, 2018
Program Organizer Submission Deadline*	Mon., March 5, 2018
Speaker Submission Deadline*	Tues., May 1, 2018
Course Material Submission Deadline	Fri., Aug. 31, 2018

*\*ACC confirms Program Organizer and speaker submissions on a rolling basis.*

## SPEAKER SELECTION

### What to Know Now

- **DIVERSITY STATEMENT:** ACC endeavors to ensure that all programs at its meetings are presented from diverse perspectives. Please assist with this effort by proposing speaking candidates that are diverse not just in terms of type of work experience, years of work experience, law department size and geographic location, but also gender, race, ethnicity, sexual orientation and physical abilities.
- Speakers may not present for more than **two consecutive years**.
- **In-house Counsel Ratio:** Per session, the number of non-in-house counsel should not outnumber in-house counsel without prior approval from ACC.
  - Approved non-in-house speakers will be issued a day pass for the day of their speaking engagement.
- Panels may consist of a maximum of **four (4) speakers total**.
  - Up to three (3) in-house speakers per panel will receive a complimentary registration.
  - Additional in-house counsel speakers will receive a discounted registration.
- **Outside counsel and/or legal service providers** may appear on panels only if their organization is a sponsor of the 2018 Annual Meeting and must adhere to the sponsor faculty limits below. The full list of eligible sponsors can be found at <http://am.acc.com/sponsors>. Please email Moustafa Abdel-Kader at [abdel-kader@acc.com](mailto:abdel-kader@acc.com) before contacting a sponsor to verify that they are eligible to speak.

### Questions?

*Regarding sponsorship or benefits, contact:*

Moustafa Abdel-Kader, Associate Director of Marketing, [abdel-kader@acc.com](mailto:abdel-kader@acc.com), 202.349.1523

*Regarding program submissions, contact:*

Rachel Okolski, Assistant General Counsel & Director of Program Development,  
[okolski@acc.com](mailto:okolski@acc.com)