

29<sup>TH</sup> & 30<sup>TH</sup>  
**JULY**  
**2020**

**ACC** Association of  
Corporate Counsel

**2020 ASIA-PACIFIC**  
**DIGITAL MEETING**

**PARTNERSHIP PROSPECTUS**

**A NEW BLUEPRINT:**  
LEGAL LEADERSHIP AND  
TRANSFORMATION IN  
UNCERTAIN TIMES

# INVITATION TO PARTNER

The Association of Corporate Counsel (ACC) invites you to be an event partner at our ACC Asia-Pacific Digital Meeting 2020.

ACC is a global network of more than 45,000 in-house counsel employed by over 10,000 organisations across 85 countries. ACC is proud to represent the interests of approximately 6,000 in-house lawyers across the Asia-Pacific region including Hong Kong, Singapore, Mainland China, Australia, India, South Korea and Japan.

The ACC Asia-Pacific Digital Meeting 2020 will bring our in-house counsel members together virtually from across the region to network, learn and gain expert insights in the face of a global health crisis. The decisions and choices the in-house community make now – during and in the wake of this health and economic crisis – are transforming our communities, our organisations, our workplaces and the very nature of work. Be part of the conversation at the Asia-Pacific Digital Meeting 2020 and galvanise our future together.

COVID-19 is transformative for in-house counsel and their organisations. As the sheer scale of the pandemic unfolds, in-house counsel are leading their communities, their organisations and their teams to manage diverse and complex crisis scenarios in a constantly evolving environment. In response to new and emerging challenges, the rapid restructuring of legal service delivery, in addition to heightened stress, workload and responsibility requires agility, resilience and new ideas. Our members will be invited to hear and share inspiring and practical strategies to support their in-house team lead, transform and drive impactful enterprise value in these unprecedented times.

As with all ACC events across the world, our events are exclusive to in-house counsel and we place a great emphasis on providing our partners with valuable exposure to a highly targeted audience.

## WHY SPONSOR?

ACC Asia-Pacific Digital Meeting 2020 Sponsorship packages are tailored to achieve a wide variety of marketing objectives including:

- **Build brand awareness**
- **Showcase solutions and services**
- **Target new clients**
- **Enhance existing business/customer relationships**
- **Sharpen your market intelligence**
- **Establish your organisation as a key supporter of the in-house legal profession**

In-house counsel value the opportunity to connect with providers of solutions and services aimed at the in-house market, which assist them to manage the increasingly complex nature of their roles.

Our event partners will receive an unrivalled level of service from ACC staff and this is reflected in the high number of returning partners across the globe who continue to be involved with ACC across our international chapters.

The ACC Asia-Pacific Digital Meeting 2020 is a unique opportunity to showcase your products, expertise and services, build relationships and establish your organisation as a key supporter of Asia-Pacific's in-house community. We look forward to welcoming you as an event partner!

For partnership and digital meeting enquiries please contact: **Ian Robertson, Senior Director East Asia, on +852 9686 5089 or [robertson@acc.com](mailto:robertson@acc.com).**

**Tanya Khan**  
Vice President & Managing Director  
ACC Australia and Asia Pacific

## OUR PROGRAM

The ACC Asia-Pacific Digital Meeting 2020 will provide our members with an inspirational theme in a time of crisis, "A new blueprint: Legal leadership and transformation in uncertain times".

Our in-house members have never been more essential in guiding their businesses through this, the most severe global crisis of our lifetime. It is our members' responsibility to manage risk, plan for crisis and for the post-crisis phase, to handle disputes and to promote business resilience.

At the digital meeting we will bring a strong line-up of regional and global speakers to share what the best in-house teams and lawyers are doing to navigate the COVID-19 pandemic and its impacts. Even more importantly we will bring you, our members and our partners, together, to share insight and best-practice in what the best and most innovative organisations are doing during these uncertain times.

We have one objective; to deliver a truly inspirational event for you, our members and partners.

## PROGRAM DEVELOPMENT

As always we will bring legal, management and innovation topics to our members as well as a great line-up of regional and international talent to discuss legal leadership and transformation in uncertain times. Topics which will be covered include the next phase of the coronavirus pandemic from an economic and health point of view as well as risk, ethics, privacy, digital security, dispute management, supply chain management, employment, regulatory and practical topics such as managing remote teams and maintaining well-being while working remotely.

Delegates at the ACC Asia-Pacific Digital Meeting 2020 will be able to choose from a range of sessions that have been specifically chosen by senior in-house counsel in the region to assist our members to develop resilience and thrive in these difficult times.

These multiple opportunities maximise our partners' opportunities to engage with delegates in their particular areas of expertise.

## OUR DELEGATES

ACC members represent the full range of in-house legal functions across the global business environment.

Approximately 30% of ACC members hold the professional title of General Counsel or Chief Legal Officer within their respective organisations. This ensures ACC members collectively hold significant influence over their organisations' legal functions and are ideally placed to direct legal spending on behalf of their organisations.

## THE ACC ASIA-PACIFIC DIGITAL MEETING 2020

The inaugural digital meeting will attract over 250 delegates and will be well supported by leading legal service providers in the region.

We are proud of our track-record. We hosted our inaugural Asia-Pacific Annual Meeting 2019 in Hong Kong with over 200 delegates attending the one day event and great support from the leading service providers in the region and globally. The event featured a program that was practical and relevant, as reflected in the very positive feedback we received from our delegates and partners following the event.

**96%**  
of delegates would recommend the APAC Annual Meeting to other in-house counsel.

*“ACC is a great organisation and I want to see it grow and thrive in the Asia-Pacific region.”*

*“Great first event, can't wait for the next one.”*

*“Fantastic inaugural event, excellent value for money!”*

# PLATINUM PARTNER

**One available  
USD \$12,000**

The platinum partner package is an exclusive opportunity to partner with ACC and gain the maximum benefits from sponsorship of this event. The platinum partner will have high-brand exposure in the lead-up to, and throughout the digital meeting.

SPEAKING OPPORTUNITY	A speaking opportunity at the ACC Asia-Pacific Digital Meeting 2020 as a facilitator, panel member or subject matter expert with session content being subject to the approval of ACC. The session must have in-house participation.
BREAK-OUT ROOM	A break-out room after the session to allow members to carry on the discussion with speakers and panellists.
VERBAL ACKNOWLEDGEMENT	At the event opening and close.
LEAD GENERATION	The platinum partner will have the opportunity to provide a whitepaper to all delegates within two weeks of the date of the APAC Digital Meeting as a call to action (that is a download on the partner website in return for contact details).
REGISTRATIONS / NETWORKING	Five full digital meeting registrations which includes access to the networking rooms throughout the event.
DELEGATE LIST	Receipt of consenting delegate list seven days prior to the event - name, title, company.
ENDORSEMENT	Permission to use the following endorsement phrase and ACC logo until the end of 2020: "ACC Asia-Pacific Digital Meeting Platinum Partner 2020."
BRANDING OPPORTUNITY	In the pre and post-event promotion, digital meeting holding slides, event opening and closing sessions.
PRE-EVENT AND POST-EVENT PROMOTION	Branding on - emails, ACC website, social media, event partner's own channels.

## DIGITAL GC ROUND-TABLE PARTNER

Three available  
USD \$8,000

Our digital round-table partners will benefit from the opportunity to share insight and best-practice with our GC members. We are now in a time of great change and business uncertainty – which is of course the most effective time to share disruptive intelligence and insight with our senior members.

MODERATOR AND SPEAKER OPPORTUNITY	A moderator and a participant opportunity at the GC digital round-table which will be timed for 1 hour.
GENERAL COUNSEL	The session will be attended by a minimum of 12 participants. We will partner with you to ensure the GC's are the most relevant for the planned session.
PRE-ROUND TABLE CATCH-UP	We will moderate a pre-round table conversation with the participants for 15 minutes to "break the ice" and discuss the topic before the session proper. The moderator and participant will attend this session but not speak and use it as an opportunity to gauge the audience and to make your presentation more relevant.
VERBAL ACKNOWLEDGEMENT	ACC will introduce the round-table and thank the speakers and partner at the beginning of the session and at the end of the session.
LEAD GENERATION	The GC digital round-table partners will have the opportunity to provide a whitepaper to the General Counsel within two weeks of the date of the APAC Digital Meeting as a call to action (that is a download on the partner website in return for contact details).
REGISTRATIONS / NETWORKING	Three full digital meeting registrations which includes access to the networking rooms throughout the event.
DELEGATE LIST	Receipt of consenting delegate list 7 days prior to the event - name, title, company.
ENDORSEMENT	Permission to use the following endorsement phrase and ACC logo until the end of 2020: "ACC Asia-Pacific Digital Meeting GC Round-table Partner 2020."
PRE-EVENT AND POST-EVENT PROMOTION	In the pre and post-event promotion, digital meeting holding slides, event opening and closing sessions.
BRANDING OPPORTUNITY	Branding on - emails, ACC website, social media, pre and post-event promotion.

## KEYNOTE PARTNER

Two available  
USD \$6,500

The keynote speaker partnership provides an excellent opportunity to showcase your brand at the opening or closing session of the digital meeting.

INTRODUCTION	The opportunity to introduce the morning keynote speaker or the closing keynote speaker at the ACC Asia-Pacific Digital Meeting 2020 for up to 10 minutes.
POST-KEYNOTE BREAK-OUT SESSION	The keynote speaker and the keynote partner will be placed in a post key-note discussion with interested delegates to take questions and to network.
SESSION BRANDING	The keynote partner will have the opportunity to display branding for the entirety of the keynote session. Corporate logo to be displayed on title page of keynote address.
REGISTRATIONS / NETWORKING	Two full digital meeting registrations which includes access to the networking rooms throughout the event.
DELEGATE LIST	Receipt of consenting delegate list seven days prior to the event - name, title, company.
ENDORSEMENT	Permission to use the following endorsement phrase and ACC logo until the end of 2020: "ACC Asia-Pacific Digital Meeting Keynote Speaker Partner 2020."
PRE-EVENT AND POST-EVENT PROMOTION	In the pre and post-event promotion, digital meeting holding slides, event opening and closing sessions.
BRANDING OPPORTUNITY	Branding on - emails, ACC website, social media, pre and post-event promotion.

**SESSION PARTNER**

**Four available  
USD \$5,000**

Our session partners will benefit from high-level exposure throughout the event. The session partnership is tailored for the corporate partner seeking substantial engagement with delegates and strong brand association with this event.

Your session may be a panel, a workshop, a presentation, a debate or some other format. You are only limited by your imagination.

SPEAKING OPPORTUNITY	A speaking opportunity at the digital meeting as a facilitator, panel member or subject matter expert with session content being subject to the ACC. The session must have in-house participation.
REGISTRATIONS / NETWORKING	Two full digital meeting registrations which includes access to the welcome event and networking rooms throughout the event.
DELEGATE LIST	Receipt of consenting delegate list 7 days prior to the event - name, title, company.
ENDORSEMENT	Permission to use the following endorsement phrase and ACC logo until the end of 2020: "ACC Asia-Pacific Digital Meeting Session Partner 2020."
BRANDING OPPORTUNITY	In the pre and post-event promotion, digital meeting holding slides, event opening and closing sessions.
PRE-EVENT AND POST-EVENT PROMOTION	Branding on - emails, ACC website, social media, pre and post-event promotion.

**INTRODUCTION AND ORIENTATION PARTNER**

**One available  
USD \$4,000**

Every delegate will be required to watch the introductory video which orientates them to the Asia-Pacific Digital Meeting 2020. This is an opportunity to both brand the introductory video (along with ACC) as well as to co-present with ACC.

INTRODUCTION VIDEO	The introduction video will provide our partner with the opportunity to speak along with ACC on the introduction video to orientate our members to the conference. Both ACC and the Introduction Video Partner will close the video with links to their respective COVID-19 hubs.
LEAD GENERATION	The introduction video partner will be afforded the opportunity to invite delegates to access their COVID-19 hub / thought-leader paper(s) using a 'call to action' format which requires delegate contact details in return for access to the resources / white-paper.
REGISTRATIONS / NETWORKING	One full digital meeting registration which includes access to the welcome event and networking rooms throughout the event.
DELEGATE LIST	Receipt of consenting delegate list 7 days prior to the event - name, title, company.
ENDORSEMENT	Permission to use the following endorsement phrase and ACC logo until the end of 2020: "ACC Asia-Pacific Digital Meeting Introduction and Orientation Partner 2020."
BRANDING OPPORTUNITY	In the pre and post-event promotion, digital meeting holding slides, event opening and closing sessions.
PRE-EVENT AND POST-EVENT PROMOTION	Branding on - emails, ACC website, social media, pre and post-event promotion.

**ON DEMAND PARTNER**

**For Platinum, Keynote and Session Partners  
USD \$1,000**

The On Demand Partnership provides the opportunity to add your session to our APAC Asia-Pacific Digital Meeting Library. A significant number of delegates will join the conference 'on-demand' or join individual keynote and individual sessions 'on-demand'. Independent research suggests that the 'on-demand' audience may be as high as 40% of the overall audience.

ON-DEMAND PARTNERSHIP	Your platinum session, keynote or session will be added to the ACC on-demand library for one year.
DELEGATE LIST	Receipt of consenting list of virtual conference delegates seven days prior to the event – name, title, company.
ENDORSEMENT	Permission to use the following endorsement phrase and ACC logo until the end of 2020: "ACC Asia-Pacific Digital Meeting On Demand Partner 2020."
BRANDING OPPORTUNITY	In the pre and post-event promotion, digital meeting holding slides, event opening and closing sessions.
PRE-EVENT AND POST-EVENT PROMOTION	Branding on - emails, ACC website, social media, pre and post-event promotion.



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