



**PARTNERSHIP AND  
MEETING SPONSORSHIP  
PROSPECTUS**

**20  
21**

***ACC Xchange Virtual***  
**June 15-17**



## ABOUT THE ACC XCHANGE VIRTUAL MEETING

The Association of Corporate Counsel's Xchange 2021 virtual meeting (X21) is anticipated to attract 300-400 in-house counsel and legal operations professionals. The target market for this program is general counsel, deputy general counsel, legal operations leaders, and mid-career senior corporate counsel from a wide variety of industries with varying responsibilities.

The curriculum offers an advanced, practical, interactive education for in-house lawyers and legal operations professionals that aren't available at any other conference—in a uniquely progressive and innovative format.

It's the ideal place for you to gain valuable exposure to these important decision-makers in this lucrative market.

Join us in the ACC online conference center on June 15-17 to take advantage of the opportunity to:

- Build recognition of your company name, products, and services
- Engage with legal executives looking to learn about solutions and services that enhance the management of their legal department
- Generate real-time leads of virtual booth visitors through your company's dashboard

In 2020 ACC Xchange virtual meeting attendees included:

**58%**

In-house Legal Execs.

**37%**

With Small Legal Dept.

**44%**

With Large Legal Dept.

## 2021 ACC XCHANGE PARTNERSHIP LEVELS

### PLATINUM - \$10,000

Platinum Level is competitive. A Call-for-Proposals is sent to former sponsors and interested parties beginning in January 2021. Applicants may submit proposals online at [tinyurl.com/ACCX21RFI](https://tinyurl.com/ACCX21RFI) by January 29, 2021, and if selected must become a Platinum Level partner.

- Organize and present an educational program
- Virtual booth during the online conference
- Eight (8) full registrations with access to all educational and networking functions
- One promotional email message to attendees. This message is delivered by ACC and scheduling is based on availability.
- Logo listing on the ACC meeting website with link to sponsor's website
- Brand recognition within the Xchange virtual meeting

### SILVER - \$8,000

Silver Level is designed to offer sponsors a speaking opportunity at the Xchange. Potential partners will be required to complete the ACC Speaker Interest Form, providing speaker information and session interest. If the organizing ACC Committee selects your speaker, the company must become a Silver Level partner to speak on the program.

- Provide one (1) speaker to be on the panel of an educational program
- Virtual booth during the online conference
- Seven (7) full registrations with access to all educational and networking functions.
- One promotional email message to attendees. This message is delivered by ACC and scheduling is based on availability.
- Logo listing on the ACC meeting website with link to sponsor's website
- Brand recognition within the Xchange virtual meeting

### BRONZE - \$6,000

Virtual exhibit only partner.

- Virtual booth/display area in ACC's online conference platform
- Five (5) full registrations with access to all educational and networking functions.
- Company name listing on the ACC meeting website with link to sponsor's website
- Brand recognition within the Xchange virtual meeting

\*Additional speaking opportunity available at a cost of \$3,500.

\*\* Additional registration passes may be available for purchase.

Please contact ACC for additional details.

Opportunities are reserved for only those that have committed to a Platinum, Silver, or Bronze Level Xchange Sponsorship. Available items are listed below, but not limited to:

- **Speed Networking (\$3500)**

This opportunity offers companies the opportunity to exclusively engage with members at a special, designated time during the conference. ACC will provide the virtual networking space and assist with scheduling. Limited availability.

- **APAC Programming (\$3000)**

Do you have a target audience in the Asia-Pacific region that you want to reach exclusively? This opportunity is for you! ACC will be offering companies the opportunity to facilitate programs that will only be available to attendees in the APAC region.

- **Facilitated Roundtable Discussion (\$3000)**

Share your expertise and engage attendees with discussions on a key topic. Your company will facilitate a 45-minute round-table conversation on various topics approved by ACC. Up to ten (10) attendees preregister for each discussion. Recognition of your support will also be made through ACC.

- **Product Demo / Case Study (\$2500)**

A perfect option for generating hot leads & delivering your sales pitch directly to in-house counsel & legal operations professionals who are expressly interested in your solution. Your company will deliver a 30-minute virtual demonstration and/or a specific exploration alongside an in-house counsel or current legal operations client about how your product helped them address a challenge. Thirty-minutes include Q&A.

- **ACC Virtual Swag Bag (\$500)**

The ACC Virtual Swag Bag is promoted to all attendees and offers companies the opportunity to sponsor a giveaway, discount code, or voucher offer inside our online swag bag page. Sponsors are able to receive real-time leads through a company dashboard that tracks engagement data from attendees with your giveaways!

**For more information on how to become a partner or meeting sponsor contact ACC:**

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**To submit a proposal visit: [tinyurl.com/ACC21RFI](https://tinyurl.com/ACC21RFI)**