

PARTNERSHIP AND MEETING SPONSORSHIP PROSPECTUS



**20
22**

**ACC Xchange
April 6-8**

**Marriot Marquis
Chicago, IL**

ABOUT THE ACC XCHANGE VIRTUAL MEETING

The Association of Corporate Counsel is excited to announce our 2022 ACC Xchange conference. Xchange is the second largest in-person program of ACC's educational offerings, attracting 400+ rising law department executives. 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 Chicago, Illinois from April 6-8 for the first in-person event of 2022 for General Counsel and take advantage of the opportunities to:

- Re-engage and cultivate your relationships with current and prospective clients by interacting in-person
- Build recognition of your company name, products, and services with legal executives looking to learn about solutions and services that enhance the management of their legal department
- Generate leads by showcasing your thought leadership and expertise within the industry

The last in-person ACC Xchange meeting was held in 2019. Attendees included:

55%

CLOs & DGCs

30%

Legal Ops Professionals

2022 ACC XCHANGE PARTNERSHIP LEVELS

PLATINUM - \$19,000

Platinum Level is competitive. A Call-for-Proposals is sent to former sponsors and interested parties in September 2021. Applicants may submit proposals online via our [Program Submission Form](#) by October 15, 2021. By submitting a proposal, you are agreeing to take an active role in organizing and presenting the program at the Xchange conference

- An opportunity to organize and present a CLE-approved workshop-style program to include up to three (3) speakers and additional facilitators, as needed (e.g., to include table exercises, decision-making scenarios, polling, etc.)
- Display area to include one (1) high boy table and two (2) high chairs. Sponsor may bring additional pop-up signs
- Three (3) sponsor full registrations bearing access to all educational, social, and meal functions
- One pre- and post-event promotional physical mailer to all conference attendees (emails are not included)
- Company logo with a link to sponsor site displayed on ACC website
- Three (3) complimentary attendee registrations for sponsors to provide to in-house, corporate legal ops clients and/or prospects (not for sponsor's employees)
- Leaderboard digital advertising (728 x 90) on the ACC homepage to include 75,000 impressions pre- or postconference to promote sponsor involvement.

SILVER - \$16,000

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 (available following CFP selection process), 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.

- An opportunity for sponsor to provide one (1) company representative to participate as a speaker on an ACC CLE-approved program
- Display area to include one (1) high boy table and two (2) high chairs. Sponsor may bring additional pop-up signs
- Two (2) sponsor registrations bearing access to all educational, social, and meal functions
- One (1) promo post-meeting physical mailer to all conference attendees
- Company logo with link to sponsor site displayed on ACC website
- Two (2) complimentary attendee registrations for sponsors to provide to in-house, corporate legal ops clients and/or prospects (not for sponsor's employees)
- Leaderboard digital advertising (728 x 90) on the ACC homepage to include 50,000 impressions pre- or postconference to promote sponsor involvement.

BRONZE - \$11,000

Exhibit only partner.

- Two (2) sponsor registrations with access to all educational, social, and meal functions excluding “By Invitation Only” events
- Display area to include one (1) high boy table and two (2) high chairs. Sponsor may bring additional pop-up signs
- Company logo with a link to sponsor site displayed on ACC website
- Opportunity to distribute/display materials
- One (1) complimentary attendee registration for sponsors to provide to an in-house, corporate legal ops client and/or prospect (not for sponsor’s employees)

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

** Additional registration passes may be available for purchase. Please contact ACC for additional details.

Ancillary Sponsorship Add-Ons

- Charging Stations
- Registration Sponsor
- Mobile App
- Tech Sponsor
- Keynote Sponsor (additional fees may apply)
- Conference Wellness/Massage Sponsor
- Discount on one (1) ACC co-branded thought leadership email or webinar. Contact ACC for more details.

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

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To submit a proposal visit: bit.ly/ACCX22CFP