



2022 ACC CORPORATE COUNSEL UNIVERSITY

SPONSORSHIP PROSPECTUS

JUNE 19 - 21, 2022 | NASHVILLE, TN | RENAISSANCE NASHVILLE

WWW.ACC.COM/CCU/SPONSORS

ABOUT THE PROGRAM

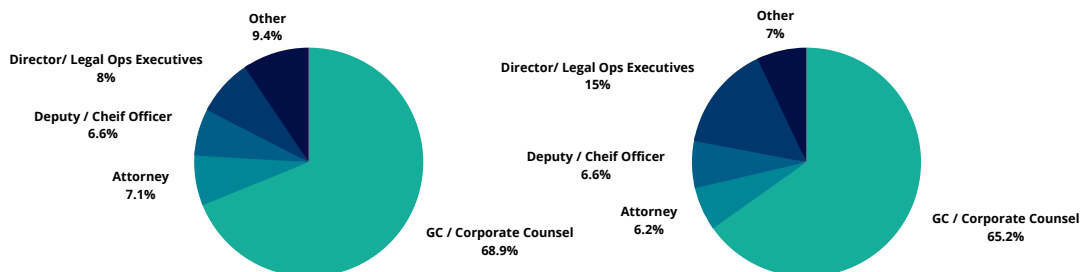
Corporate Counsel University® (CCU) is the leading onboarding and networking opportunity specially tailored for new in-house lawyers. CCU is exclusively for lawyers who want to sharpen their fundamental in-house practice skills on topics ranging from negotiation and contracts, to finance and ethics. In its 20th year, CCU is one of ACC’s most popular small programs and consistently in high demand

Join us in Corporate Counsel University® (CCU) to:

- Co-lead employment law; contracts; litigation; accounting and financial statements; counsel management; data privacy, information security, and more educational sessions.
- Connect and build relationships with General Counsel and potential decisions makers.
- Exchange knowledge and share experiences with audiences eager to hear from legal and industrial expertise.

PAST PROGRAM ATTENDEE DEMOGRAPHICS

CCU by design is a small and focused annual conference, averaging between 250 – 300 attendees. Attendees include deputy, Chief Legal Officers, Attorneys, General Counsels, and more.



2021 Virtual CCU (200 + In-house Attendees)

2019 In-Person CCU (250 + In-house Attendees)

Disclaimer: statistics shared are used as an estimation to build a general and rational understanding and not to be used to reference or for any statistical studies.

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

Contact **Abeer Burhan** at a.burhan@acc.com to book your sponsorship!

2022 CORPORATE COUNSEL UNIVERSITY SPONSORSHIP TIERS

PLATINUM LEVEL - PANEL SESSION | US\$12,500

- Provide one (1) speaker to be on the panel of a CLE Program;
- Display area and 6" table for promotional materials and two chairs;
- Three (3) sponsor full registrations with access to all educational, social, and meal functions;
- One post-event promotional (physical) mailer to all conference attendees (emails are not included);
- Logo listing on the ACC meeting website with link to sponsor's website;
- Company logo signage to be displayed on-site.

BRONZE LEVEL - EXHIBIT ONLY | US\$10,500

- One (1) sponsor full registration with access to all educational, social, and meal functions;
- One (1) exhibit-only registration to exhibit hall functions only;
- Display area for promotional materials and two chairs;
- Logo listing on the ACC meeting website with link to sponsor's website;
- Right rail or leaderboard ad for three months to include 50,000 impressions per month.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

PROMOTIONAL OPPORTUNITIES

- Badge Lanyards
- Column Wraps
- Charging Stations
- Conference Bags & Inserts
- Conference Pens
- Daily Conference Email
- Espresso/Coffee Bar
- Corporate Social Responsibility

IN-PERSON OPPORTUNITIES

- Product Demo Showcase or Facilitate Roundtable Discussion
- Sponsor Conference Room rentals
- Wellness/Massage Chair Sponsor

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CURRICULUM | Program schedule and topics are subject to change.

SUNDAY, JUNE 19 | 5:30 PM – 7:00 PM

Welcome Reception

MONDAY, JUNE 20 | 8:00 AM – 7:00 PM

- Opening Breakfast: Building Your In-house Career – What’s Different In-house? (Sold)
- Key Employment Issues Part I: Keeping the Business Going (Sold)
- Key Employment Issues Part II: When Trouble Arises (Sold)
- Introduction to Corporate Litigation
- Protecting Your Client’s IP (Sold)
- Data Privacy, Challenges to Information Security, and Data Transfers (Sold)
- Outside Counsel Management
- Managing Risk and Compliance

TUESDAY, JUNE 21 | 8:00 AM – 5:00 PM

- Contract Drafting and Negotiation (Sold)
- Goal Setting in a Value- and Values-Driven World
- Accounting and Financial Statements Analysis 101 for In-house Counsel
- Developing General Counsel Skills
- Corporate Finance for In-house Counsel
- In-house Ethics 101: What You Need to Know in Your In-house Role

CCU Standout Statistics

- 98.75% satisfaction rate with the program content.
- 98.77% will recommend CCU to other in-house counsel.

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