

ACC ONLINE EDUCATION

SPONSORSHIP PROSPECTUS

- ▶ *PRODUCTS*
- ▶ *BENEFITS & PROMOTION*
- ▶ *FEES & PACKAGES*

ACC ONLINE EDUCATION

BACKGROUND

Through the [**ACC Online Education portal**](#), we are pleased to offer sponsors a cost-effective opportunity to showcase their talent & expertise for our audience of 45,000+ in-house counsel in more than 80 countries.

WHY BECOME A SPONSOR?

As the voice of the in-house bar, our members trust us to understand their needs & deliver relevant, timely, and high-quality virtual programming.

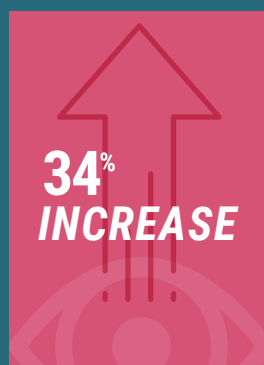
Partnering with ACC enables you to deliver your unique thought leadership directly to in-house leaders. This partnership is an opportunity to add true value to the profession & help counsel successfully navigate the pressing challenges they face on a daily basis.

An ACC Online Education collaboration will amplify both your profile & visibility, setting you apart from the promotional chaos.

IN A SINGLE YEAR*, ACC ONLINE EDUCATION REACHED THOUSANDS OF IN-HOUSE COUNSEL IN ONE FOURTH OF THE WORLD'S COUNTRIES!



ATTENDANCE GROWTH



35%

20,311
TOTAL REGISTRATIONS

ON DEMAND
LIVE

65%

AVERAGE SATISFACTION (4.43/5)



**Data represents July 2019-June 2020*

**EDUCATING, DEVELOPING & CONNECTING
IN-HOUSE LEGAL PROFESSIONALS WORLDWIDE.**

ACC ONLINE EDUCATION PRODUCTS

UNLESS OTHERWISE STATED, ALL CONTENT BELOW WILL BE SEARCHABLE IN THE ACC ONLINE EDUCATION CATALOG & AVAILABLE FOR ON-DEMAND VIEWING FOR AT LEAST ONE YEAR AFTER THE EVENT.

ACC WEBCASTS*

Signature ACC webinar offering: 60-minute substantive audio/visual presentation relevant to in-house counsel or legal operations professionals.

- ▶ Feature up to two (2) speakers from your organization alongside at least one in-house counsel/legal ops speaker.
- ▶ Live & On Demand options available.
- ▶ CLE/CPD credit offered, if eligible.

A great opportunity for showcasing your thought leadership, bolstered by ACC credibility, to in-house counsel & legal operations professionals around the globe.

"ACC Webcasts are a wonderful way to connect our attorneys with ACC members and provide them with the information, resources, tools & guidance they need to navigate the rapidly evolving employment law landscape."

– Mariana Loose, CMO, Jackson Lewis P.C.

PRODUCT DEMONSTRATIONS & CASE STUDIES*

Thirty-minute virtual demonstration & a specific exploration alongside an in-house counsel or legal operations professional client about how your product helped them address a challenge.

30 minutes include Q&A.

- ▶ Features a single product/solution.
- ▶ Searchable on ACC.com for at least six (6) months following the event.
- ▶ Live and/or On Demand options available.

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.

VIRTUAL ROUNDTABLES (VRT)*

Forty-five to 60-minutes comprised of substantive presentation (15-20 minutes) followed by facilitated live video discussion among attendees.

Limited availability each month.

- ▶ Pair one thought leader from your organization alongside one in-house counsel or legal operations professional to both instruct & facilitate an engaging discussion.
- ▶ Content requires advance approval to verify substance & the ability to cultivate group conversation.

*Format **not** appropriate for sales pitches*

A strong choice for thought leaders who want to truly engage with an audience & can cultivate & facilitate a dynamic group discussion. When done correctly, VRTs are a member favorite!

***TIP:** Focused on engagement, this format works best with limited numbers. If your goal is to generate a significant number of leads, we recommend exploring other offerings.*

NEW! MICROMODULES

Maxing out at 15 minutes, these highly consumable content pieces deliver short bursts of content for learners to study at their convenience.

- ▶ Viewable on ACC.com by both current & prospective ACC members, MicroModules provide maximum exposure to in-house counsel & legal ops professionals.
- ▶ Extra short MicroModules (1-3 minutes) make for ultra-viewable social media-friendly content.

MicroModules are great for reaching busy professionals with limited time, and the perfect vehicle to cross-promote your other sponsored ACC Webcasts & Legal Resources.

BENEFITS

ACC ONLINE EDUCATION

LEADS

- ▶ Live program leads (*name, title, company, & email address*) from counsel who opt-in to learn more from you
- ▶ Summary (*title & company*) of all registrants

DEMONSTRATE THOUGHT LEADERSHIP

- ▶ Showcase up to two (2) prominent thought leaders from your organization per session through speaking slots.
- ▶ Additional on-demand views for at least one year after the event through the searchable ACC Online Education catalog

BRANDING

- ▶ Branding on slide deck, additional materials and your program landing page, which includes company name, logo & service description

BUILD RELATIONSHIPS WITH IN-HOUSE COUNSEL CLIENTS

- ▶ Opportunity to showcase star clients or build a relationship with a potential client through in-house counsel speaking slots
- ▶ Complimentary access code for up to ten (10) non-ACC member clients per program, plus a 50% discount on CLE/CPD credit for those non-member client attendees

IN-HOUSE COUNSEL INTERACTION

- ▶ Branded follow-up opportunity within seven (7) days of the program
 - Create new items, like an FAQ sheet or top 10 takeaways
 - Distribute pre-existing & relevant content, like white papers
- ▶ Audience polling opportunities pre-, in- & post-session

ACC PROMOTES PROGRAMS THROUGH THE FOLLOWING CHANNELS.*

- ▶ Inclusion in regularly scheduled monthly promotion for upcoming programs sent to 35,000+ ACC members around the globe
- ▶ Targeted posts in relevant ACC Practice Area Network Forums and/or announcements on monthly Network calls, at ACC's discretion
- ▶ For non-US-focused programs, inclusion in regionally targeted emails
- ▶ ACC.com homepage banner ad (*25,000 impressions*)
- ▶ Post(s) on ACC social media channels, at ACC's discretion (*LinkedIn, Twitter*)

PROMOTION

- ▶ Cross-promotion with related offerings, where appropriate, at ACC discretion
- ▶ Additional standalone email(s) may be sent for especially important & timely topics, at ACC's sole discretion

OPTIONAL PROMOTIONAL ADD-ONS

- ▶ Dedicated co-branded email opportunity sent to up to 35,000 members
 - Limited number available per month
 - **FEE:** US\$5,000 (*US\$7,000 value*)

RATES VALID THROUGH DECEMBER 31, 2022

A LA CARTE SPONSORSHIPS

PRODUCT	SPONSORSHIP FEE	PRODUCT	SPONSORSHIP FEE
LIVE Webcasts (Limited Availability)	US\$5,000	Product Demonstrations & Case Studies	US\$3,500
On Demand Webcasts	US\$4,000	MicroModules	US\$1,500
Virtual Roundtables (Limited Availability)	US\$4,000	Dedicated Co-Branded Email Add-On (Limited Availability)	US\$5,000

PACKAGES

AMPLIFY & DIVERSIFY YOUR SPONSORSHIP AT A DISCOUNTED RATE, MAXIMIZING EXPOSURE THROUGH CROSS-PROMOTIONAL OPPORTUNITIES.

LEGAL SERVICE PROVIDER
SOLUTIONS BUNDLE*

- ▶ 1 On Demand Webcast
- ▶ 1 Product Demonstration
- ▶ 1 MicroModule
- ▶ **BUNDLE: US\$7,500**
(US\$9,000 value)

ONLINE EDUCATION
BUNDLE*

- ▶ **3-pack + 3 MicroModules:**
US\$12,000
(US\$16,500 value)
- ▶ **4-pack + 4 MicroModules:**
US\$14,400
(US\$22,000 value)
- ▶ **5-pack + 5 MicroModules:**
US\$17,000
(US\$27,500 value)

MICROMODULES
BUNDLE

- ▶ **5-pack: US\$6,000**
(US\$7,500 value)
- ▶ **10-pack: US\$11,250**
(US\$15,000 value)

*Upgrade to a **LIVE** Webcast for US\$1,000 per program, subject to availability.

EXPAND YOUR THOUGHT
LEADERSHIP REACH NOW!

CONTACT US

Ready to partner with ACC or have questions about a package?

REACH OUT TO US AT webcast@acc.com

WANT TO GET CREATIVE?

Send us your idea for a collaboration — we want to innovate with you!