



ACC CORPORATE COUNSEL UNIVERSITY®

JUNE 28-30, 2023 • MINNEAPOLIS, MN

SPONSORSHIP PROSPECTUS

ABOUT THE PROGRAM

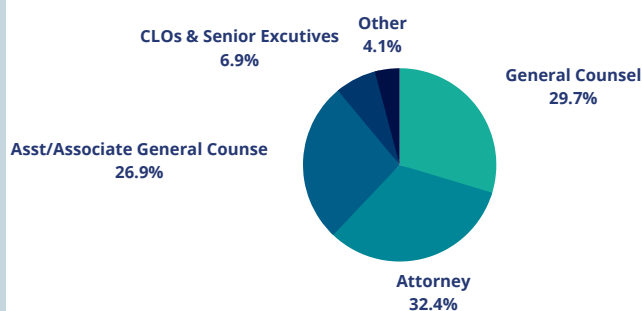
Corporate Counsel University® (CCU) is the leading onboarding and networking opportunity specially **tailored for new to in-house lawyers and decision-makers**. ACC Corporate Counsel University is an ideal program for General Counsel and Legal professionals with less than five years of experience in a corporate legal department. The program is one of ACC's most popular comprehensive educational programs specifically designed for those new to in-house practice, in-house lawyers with less than five years of experience, as well as those who simply need to sharpen their basic practice skills.

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

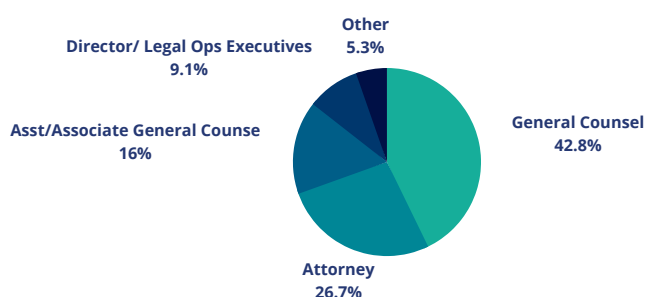
- Co-lead employment law; contracts; litigation; outside counsel management; counsel management; data privacy, information security, and more educational sessions.
- Be the first to connect and build relationships with new general counsel, leaders, and decision-makers.
- Exchange knowledge and share experiences with audiences eager to hear from legal and industry experts.

PAST PROGRAM ATTENDEE DEMOGRAPHICS

CCU by design is a small and focused annual conference, averaging between 250 – 300 attendees.



2022 In-person CCU (200 + In-house Attendees)



2021 Virtual CCU (200 + 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.

CURRICULUM AVAILABLE FOR SPONSORSHIP

Program schedule and available sessions to be sponsored (subject to change).

- Opening Breakfast: Building Your In-house Career (SOLD)
- Key Employment Issues (SOLD)
- Introduction to Corporate Litigation
- Protecting Your Client's IP (SOLD)
- Data Privacy, Challenges to Information Security (SOLD)
- Outside Counsel Management
- Managing Risk and Compliance
- Contract Drafting and Negotiation
- Developing General Counsel Skills

*Sessions' sponsorship is available on a first-come, first-served basis

SPONSORSHIP TIERS

PLATINUM LEVEL - PLENARY SESSION | US\$13,500

- Display area and 6" table for promotional materials and two chairs;
- Four (4) 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\$11,500

- Two (2) sponsor full registration with access to all educational, social, and meal functions;
- Display area for promotional materials and two chairs;
- Logo listing on the ACC meeting website with link to sponsor's website.

ANCILLARY SPONSORSHIP OPPORTUNITIES

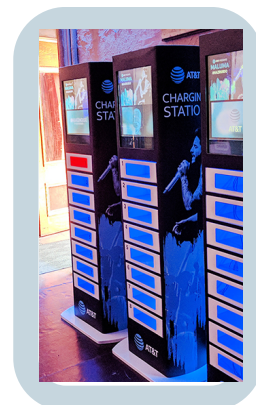
◆ Conference Bag and Bag Inserts (US\$4,500)

Put your company name and/or logo in front of every conference attendee throughout the entirety of the conference! The conference bags and inserts provide high visibility of the sponsor's name and/or logo to all attendees, and special thanks will be accorded to your company on the ACC website and on-site.



◆ **Branded Charging Stations - two secure lockers stations (US\$6,000)**

Elevate your brand and reinforce your presence at the conference while supporting attendees' need to stay connected. Each station will have eight (8) secure integrated lockers and will be placed throughout the exhibit area, providing attendees with access to charging their devices and staying connected to check e-mails and look up educational sessions and exhibitor products. The stations will be branded with the sponsor's company and brand logo.



◆ **Conference Daily Email (\$\$3,000/email)**

Get your branding out to all attendees and drive traffic to your booth by sponsoring and placing an ad in each of our Daily Conference Emails. The emails are sent prior to the welcome reception and each morning on Wednesday, Thursday, and Friday, updating attendees on all the happenings of that day.

◆ **Badge Lanyards (US\$ 3,000)**

Put your company name and/or logo in front of every conference attendee throughout the entirety of the conference! This exclusive feature puts your brand in high visibility for every attendee at the event - even your competitors! Be one of the very first brands that are seen as each attendee picks up their name badge. (SOLD)

◆ **Additional Sponsorship Opportunities**

- Email post and pre-conference | US\$3,500
- Opening Reception | US\$ 7,000 (SOLD)
- Day 1 Reception sponsorship | US\$5,000
- Two breakfasts and breaks sponsorship | US\$5,000
- Keynote sponsorship (details coming soon)
- Photobooth/360 photo stand | US\$5,000

For more sponsorship information contact Abeer Burhan at
a.burhan@acc.com