



2024 Sponsorship Application & Guidelines

Chapter Administrator:

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The Board of Directors of the Association of Corporate Counsel – Western PA (“ACC WPA”) is pleased to present this 2024 Sponsorship Application and Guidelines Package. Thank you for your interest in sponsoring one or more ACC WPA programs and we look forward to working with you!

ABOUT ACC WESTERN PENNSYLVANIA

ACC WPA serves more than 550 members from over 160 organizations, including most of the largest for-profit and non-profit organizations throughout Pittsburgh and the surrounding region. Our chapter’s parent organization, the Association of Corporate Counsel, has over 45,000 members globally, representing more than 10,000 companies in 85 countries worldwide.

The mission of ACC WPA is to help our members deliver sound legal guidance to their clients in an efficient manner, and to promote the strategic value of in-house counsel to the business by providing timely professional education, collegial networking opportunities, purposeful advocacy and community engagement.

WHY BECOME A SPONSOR?

As noted above, our members practice in the legal departments of nearly every major organization in the Greater Pittsburgh region. Becoming a sponsor of ACC programming affords you with a unique opportunity to highlight your value and distinguish your expertise with the primary buyers of legal products and services. We are also happy to work with our sponsors to provide social events and community service opportunities to build deeper relationships with ACC WPA members and give back to the broader community.

WHAT’S NEW IN 2024?

In order to provide greater value to both our sponsors and members, ACC WPA has made significant updates to our sponsorship levels and offerings. Membership attendance at in-person, one-hour events has dwindled in recent years, while virtual attendance remains high and interest in longer programs like our “Back to School Bootcamp” have received exceptional attendance and feedback.

As such, we are introducing two half-day “mini bootcamps,” quarterly skills-focused roundtables, and a few new social events while reducing the number of traditional one-hour CLE programs to create more opportunities for high-quality member interactions. Please read on to learn more about programming for 2024 and how you can get involved as an ACC WPA sponsor.

2024 Programming Overview

ACC WPA will be rolling out an updated programming strategy this year – we welcome your feedback and suggestions on both new and returning events as described below.

ANNUAL BACK TO SCHOOL BOOTCAMP

ACC WPA's premier event is a full day of programming that provides a survey of key subject matter areas for in-house counsel, including at least five substantive + one ethics CLE credits in time for the August compliance deadline. Our most recent event sold out in less than a week and had over 100 attendees! Venue and catering expenses will be covered by ACC WPA, and we will share the cost of a networking reception with interested sponsors following the event.

ANNUAL CHAPTER MEETING / MEMBER AND SPONSOR APPRECIATION EVENT

Our annual meeting will coincide with a member and sponsor appreciation event, providing an opportunity for members and sponsors to gather and celebrate individual achievements and the collective accomplishments of our chapter. All sponsors will receive an allotted number of complimentary tickets based on their sponsorship level (see *next page for details*).

MONTHLY VIRTUAL / IN-PERSON CLE PROGRAMS

As in previous years, sponsors will have the opportunity to be the sole presenter of a virtual or in-person CLE program, which may be combined with a networking reception at the sponsor's discretion. As shown on the 2024 events calendar (p.5), we are tentatively planning no more than one session/month and will ask presenters to focus on a particular subject matter area for each session. Costs associated with venue and catering for in-person events are to be covered by the sponsor; costs associated with video-conferencing technology (e.g., Zoom) for virtual events will be covered by ACC WPA.

NEW IN 2024:

MEMBERSHIP DRIVE + SOCIAL / SERVICE DAY + SOCIAL (*PLATINUM*)

ACC WPA will collaborate with Platinum Sponsors to co-host a membership drive in March and community service day in September, after which each sponsor may choose to host a networking event.

MINI BOOTCAMP PROGRAMS (*PLATINUM / GOLD*)

This year we are introducing two "mini bootcamp" programs to provide a half-day (tentatively three substantive + one ethics CLE credits) of immersive learning in time for the April and December compliance deadlines. Each program will have a lead sponsor (Platinum) and 1-2 supporting sponsors (Gold) and *must* include an in-house counsel speaker (*ACC WPA will work with you to identify speakers if necessary*). ACC WPA will cover the cost of venue and catering (breakfast or lunch). Sponsors may choose to host a networking reception following the event.

QUARTERLY PRACTICAL SKILLS ROUNDTABLE (*SILVER / BRONZE*)

Also new this year are quarterly roundtables, with the primary focus of developing critical skills every in-house counsel needs to know. Suggested topics include budgeting and finance skills for lawyers, legal operations and technology, negotiation and persuasion skills, and personal branding / career mapping.

ACC FAMILY DAY AT PNC PARK

ACC WPA will be planning a day to host members for a Pittsburgh Pirates game at PNC Park in early Summer and we welcome a sponsor's support to secure upgraded amenities such as a luxury suite.

2024 Sponsorship Opportunities

ACC WPA has revised the structure of our sponsorship opportunity levels to provide high-quality interactions between our sponsors and members. We welcome your feedback and suggestions.

Details below are subject to change; see the events calendar on the following page for more information.

Sponsor Level	What's included (per sponsor)	Amount
Platinum (2) <i>law firm only</i>	<ul style="list-style-type: none"> ▶ Co-lead sponsor of our premier full-day "Back to School Bootcamp" event (includes one hour of CLE programming) ▶ Lead sponsor of one half-day "mini-bootcamp" – two programming hours; <i>must include in-house counsel speaker</i> ▶ One virtual or in-person CLE program ▶ Option to <u>either</u> (first-come, first-serve): <ul style="list-style-type: none"> (a) sponsor Membership Drive / Social in March, <u>OR</u> (b) sponsor Day of Service / Social in September ▶ Appreciation Event (8 entries) ▶ Prominent placement on quarterly newsletter and "top billing" on sponsored events (e.g., "[sponsor] presents...") 	\$9,000
Gold (4) <i>law firm or industry</i>	<ul style="list-style-type: none"> ▶ One hour of programming for our premier full-day "Back to School Bootcamp" event ▶ One hour of programming for one half-day "mini bootcamp" – <i>inclusion of in-house counsel speaker preferred</i> ▶ One virtual or in-person CLE program ▶ Appreciation Event (6 entries) ▶ Prominent placement on quarterly newsletter and promotion of sponsored events 	\$7,000
Silver (4) <i>law firm or industry</i>	<ul style="list-style-type: none"> ▶ Host one of four practical skills-focused roundtables held on a quarterly basis – <i>must include in-house speaker</i> ▶ One virtual or in-person CLE / professional development program ▶ Appreciation Event (4 entries) ▶ Noted in quarterly newsletter / promotion of sponsored events 	\$5,000
Bronze (TBD) <i>solo / small firm or new sponsor*</i>	<ul style="list-style-type: none"> ▶ One virtual or in-person CLE program <u>OR</u> one practical skills roundtable, as available / at ACC WPA's discretion ▶ Appreciation Event entry (2 entries) ▶ Promotion of sponsored event during scheduled quarter ▶ <i>*Sponsorship level reserved for solo / small firms and new sponsors (i.e., have not been a sponsor in previous 3 years)</i> 	\$3,000
Day at the Park Sponsor	<ul style="list-style-type: none"> ▶ ACC WPA will invite members to attend a game at PNC Park at a group rate; we welcome a sponsor to co-host in order to include upgraded amenities such as a luxury suite 	TBD

2024 Event Calendar

Tentative programming for 2024 is set out below and may be modified if deemed reasonably necessary and appropriate at the sole discretion of ACC WPA.

Details below are subject to change and may not include additional events that may be planned throughout the year. Sponsorship levels and descriptions are listed on the previous page.

Target month	Event	Sponsorship available to
January	▶ Virtual / In-person CLE (TBD*)	▶ Any (priority based on tier)
February	▶ Practical Skills Roundtable #1 ▶ Virtual / In-person CLE (TBD*)	▶ Silver (1) ▶ Any (priority based on tier)
March	▶ Membership Drive / Social ▶ Virtual / In-person CLE (TBD*)	▶ Platinum (1) ▶ Any (priority based on tier)
April	▶ Mini-Bootcamp (half-day) #1	▶ Platinum / Gold
May	▶ Practical Skills Roundtable #2 ▶ Virtual / In-person CLE (TBD*)	▶ Silver (1) ▶ Any (priority based on tier)
June	▶ ACC Family Day at the Park ▶ Virtual / In-person CLE (TBD*)	▶ ACC Family Day Sponsor ▶ Any (priority based on tier)
July	▶ Practical Skills Roundtable #3 ▶ Virtual / In-person CLE (TBD*)	▶ Silver (1) ▶ Any (priority based on tier)
August	▶ Back to School (full-day) Bootcamp	▶ Platinum / Gold
September	▶ Day of Service / Social ▶ Virtual / In-person CLE (TBD*)	▶ Platinum (1) ▶ Any (priority based on tier)
October	▶ Practical Skills Roundtable #4 ▶ Virtual / In-person CLE (TBD*)	▶ Silver (1) ▶ Any (priority based on tier)
November	▶ Annual Chapter Meeting + Sponsor Appreciation Event ▶ Virtual / In-person CLE (TBD*)	▶ TBD ▶ Any (priority based on tier)
December	▶ Mini-Bootcamp (half-day) #2	▶ Platinum / Gold

***Suggested Topics:** Contracts – SaaS/SLAs, Corp. Governance, M&A, Ethics, Emerging Tech Issues, IP basics, Labor & Employment / Regulatory hot topics, Managing Class Actions

ACC WESTERN PA CHAPTER 2024 SPONSORSHIP APPLICATION

Applications for consideration as an ACC Western PA Chapter 2024 Sponsorship should be submitted on this form to:

Barb Dudek, Chapter Administrator
Association of Corporation Counsel – Western PA
1539 Field Club Drive, Pittsburgh, PA 15237
412-366-2686
westernpa@accglobal.com

Please submit your application to ACC Western PA at the email address above by December 1, 2023

Applications are reviewed, and sponsorship opportunities assigned, as applications are received. ACC Western PA reserves the right to reject any sponsorship application for any reason and to fill or not fill specific sponsorship opportunities. All assignments may not be assigned until February 2, 2024.

Payment must be received within ninety (90) days of sponsorship approval notification

By submitting the following application, **you acknowledge and agree that:** (1) you have read the attached 2024 ACC Western PA Program Sponsor Guidelines ("Guidelines") and agree to comply with the Guidelines; (2) Sponsor selection and assignment of program topics and dates are solely at the discretion of the ACC Western PA Chapter ("Chapter"); (3) your payment must be received within ninety (90) days of being notified of sponsorship approval; (4) all sponsorship fees are non-contingent and non-refundable; and (5) the Chapter has full and sole discretion to amend the Guidelines at any time.

Sponsor Organization's Name:

Address:

Marketing Contact Name:

Tel:

Fax:

E-mail:

Responsible Attorney/Principal Name:

Tel:

Fax:

E-mail:

Preferred Sponsorship Level:

NOTE: Sponsorship Level details can be found in the attached Program Sponsor Guidelines

Authorized Signature:

Print Name:

Title/Position:

Date:

NOTE: ACC WPA wants to help you get the most out of your sponsorship – please use the space below to indicate speaker topics, program ideas, scheduling preferences or other details we should consider

Acknowledgement of the ACC Western PA Program Sponsor Guidelines (attached):

Sponsor Guidelines

We value our sponsors and are committed to working together to create programming with exceptional value. ACC WPA has developed the following guidelines to establish a governance structure for our programming. ACC WPA retains the right, in its sole discretion and without prior notice, to interpret, modify, and supplement these guidelines. Submission of a sponsorship application indicates your agreement to comply with these guidelines.

TERM

ACC WPA sponsorship for 2024 runs over a 12-month term, from January 1st, 2024 through December 31st, 2024. If the sponsor does not communicate their planned event on or before August 31, 2024, or is unable to hold an event in 2024, the sponsor may make a written request to move a sponsored event to the next year. However, if this written request is not made on or before August 31, 2024, the Chapter reserves the right to retain the sponsorship funds without hosting the sponsored program.

APPLICATION AND SELECTION

Sponsorship applications must be received by ACC WPA as directed on the application form and by the date indicated on the application form. Review and consideration of sponsorship applications, and selection of 2024 Sponsors, is at the sole discretion of ACC WPA. ACC WPA reserves the right to reject any sponsorship application for any reason and to fill or not fill any specific sponsorship opportunity slot.

PAYMENT OF FEES

Sponsorship fees will be invoiced upon notification of the approval of your application, unless alternative arrangements are agreed to and approved by ACC WPA in its sole discretion. Whether or not such alternative arrangements are made, *payment of sponsorship fees in full must be received no later than ninety (90) days following notification of the approval of your sponsorship application.* If your application is rejected, ACC WPA will promptly refund any applicable payments received.

EVENT PLANNING AND ATTENDANCE

ACC WPA does not guarantee attendance numbers for any program or event. Sponsors are strongly encouraged to include an in-house counsel speaker for their programs and *required* to do so for certain programs (refer to Sponsorship Opportunities on p.4). The sponsor(s) for each program or event is expected to work closely with ACC WPA representatives and adhere to chapter guidelines and deadlines associated with the program or event. Sponsors are also required to conform to the ACC WPA Chapter Event Code of Conduct, a copy of which is attached hereto.

PROMOTION OF PROGRAMS AND EVENTS

Sponsored ACC WPA events will be promoted primarily through ACC WPA marketing channels (e.g., membership listserv, social media) and on ACC WPA templates. However, sponsors are welcome to invite members and non-members alike, provided that they register for the event and pay any applicable fees (subject to prior attendance sell-out). If any sponsor wishes to issue their own invitations to an event or program, such sponsor shall provide a final headcount to ACC WPA no later than five (5) days prior to the event.

MARKETING AT EVENTS

Sponsors may make reasonable marketing materials, such as displays, “giveaway” items and programming materials, available to event attendees. Nevertheless, sponsors are strictly prohibited from engaging in direct marketing and business solicitation at any event. Sponsors may also obtain ACC WPA member contact information if voluntarily provided to the sponsor by the member and used only for the purpose for which such information was provided.



Association of Corporate Counsel Western Pennsylvania Chapter Code of Conduct for Events

The Association of Corporate Counsel Western Pennsylvania Chapter (ACC WPA) is committed to ensuring a safe and welcoming environment for all participants at all ACC WPA events.

We expect all participants at ACC WPA meetings to abide by this Code of Conduct in all venues throughout ACC WPA meetings, including ancillary events and social gatherings, whether they are official or unofficial, in-person or virtual.

- Exercise consideration and respect in your speech and actions
- Refrain from demeaning, discriminatory or harassing behavior and speech
- Be mindful of your surroundings and of your fellow participants
- Alert ACC WPA leaders if you notice a dangerous situation, someone in distress, or violations of this Code of Conduct, even if they seem inconsequential.

If you feel you are being subjected to, or notice that someone else is being subjected to, behavior that violates this code of conduct, contact a member of ACC WPA staff as soon as possible.

All reports will be kept confidential.

Unacceptable Behaviors

Unacceptable behaviors include, but are not limited to:

- Intimidating, harassing, abusive, discriminatory, derogatory or demeaning speech or actions
- Harmful or prejudicial verbal or written comments or visual images related to gender, sexual orientation, race, religion, nationality, disability, or other personal characteristics
- Inappropriate use of nudity and/or sexual images in public spaces (including presentation slides)
- Intimidation, stalking, or following
- Harassing photography
- Photographing slides of oral presentations and posters without permission
- Recording of sessions without permission
- Violating the rules and regulations of the conference venue or hotel
- Sustained disruption of sessions or other events
- Unwelcome and uninvited attention or contact
- Physical assault (including unwelcome touch or groping)
- Actual or implied threat of physical harm
- Actual or implied threat of professional, reputational or financial damage or harm

If You Witness or Experience Conduct That Violates the Code

If you feel threatened or witness someone being threatened, please contact venue staff/security or call 911 immediately. ACC staff is available to assist participants in contacting hotel/convention center security or local law enforcement, and otherwise assist those experiencing harassment, to enable them to feel safe for the duration of the meeting. We value your attendance and want to make your experience as productive and professionally inspiring as possible.

Need to file a complaint? Please contact the ACC leadership for a complaint form. A copy of the complaint will be provided to the accused for an opportunity to respond.

If possible, provide the following information, preferably in writing:

- Identifying information (name, badge number, appearance) of the participant doing the harassing;
- The behavior that was in violation
- The approximate time of the behavior (if different than the time the report was made)
- The circumstances surrounding the incident
- Other people involved in or witnessing the incident

All complaints will be treated seriously and responded to promptly.

We Respect Your Confidentiality

The rights and privacy of those involved, including the rights of those who are being investigated, are protected. Keep in mind that if you report a concern, your identity will only be revealed if it is absolutely necessary and only to those who have a clear need to know so they can completely address and resolve the incident you reported.

You Don't Have to Give Your Name

If you decide to report a concern anonymously, please be sure to provide as many details as possible. To facilitate as complete an investigation as possible with an anonymous report, we need to know who, what, when, where, why, and how, as outlined above.

You May Receive Updates

After you file a report, you may receive periodic updates. Keep in mind, however, that you may not see any obvious signs that your complaint is being reviewed or investigated. In fact, because of our commitment to confidential and fair investigations, you might never know all that was done to investigate or what corrective actions were taken. You are free to contact us at any time for an update.

Consequences of Unacceptable Behavior

Unacceptable behavior from any attendee, sponsor, venue staff, or vendor will not be tolerated. Anyone asked to stop unacceptable behavior is expected to comply immediately.

If a participant engages in unacceptable behavior, ACC staff may remove said participant from the meeting, without refund, and/or may be banned from future ACC events. Egregious violations will result in more severe sanctions, including the possibility of reporting to local law enforcement.