

### WHAT ARE ACC NETWORKS?

ACC networks are member groups organized around substantive legal practice areas or practice types. They provide valuable educational and networking opportunities, allowing members to exchange ideas and expertise.

### WHAT IS ACC NETWORK SPONSORSHIP?

ACC offers law firms and legal service providers the opportunity to sponsor a network on an annual basis. Interaction with ACC global networks is an effective practice-specific marketing strategy. Sponsorship provides direct access to members in a selected practice area and guarantees participation at the ACC Annual Meeting without the competitive nature of general sponsorship. Network sponsors work closely with ACC members to produce legal resources, develop Annual Meeting programs, and develop and participate in monthly educational member calls. All of these activities provide the sponsor with numerous opportunities to showcase their subject matter expertise to network members and ACC members at-large.



### WHAT ARE THE REQUIREMENTS?

Network sponsors are required to develop written resources and online programming in support of their network. Network Sponsors have the ability to choose from developing the following:

#### ONLINE PROGRAMMING

**ACC Webcasts** offer an easy way for sponsoring organizations to help ACC members stay up-to-date on the latest legal topics relevant to in-house legal departments and earn CLE/CDP credit.

**Legal Updates** are up to 60 minutes calls allowing sponsors to connect with ACC members on substantive topics in smaller, easily digestible virtual sessions. These are not CLE/CPD eligible, but offer format flexibility.

**Live Program Series** A comprehensive, engaging series of three (3) live educational programs for in-house legal professionals that will afterward be archived in our online catalogue.

**Self-Paced Course** Cohesively themed, multi-module courses available on demand (no fewer than three (3)), allowing the learner to consume content at their own convenience.

**Virtual Express Learning Pieces** are brief, highly consumable recorded live and/or recorded content pieces delivering short bursts for learners to study at their convenience. Maxing out at 20 minutes, deliver your message quickly and effectively – three minutes could do the trick!

## WRITTEN RESOURCES

Showcase in-demand policies and the latest contract templates with in-house leaders.

### Articles

- **ACC Docket articles** are written in collaboration with in-house counsel and offer practical advice to more than 80,000 readers every month. Refer to [docket.acc.com/authoring-guidelines](http://docket.acc.com/authoring-guidelines) for more information.
- **ACC Top 10s** These short lists provide members with a handy way to understand a variety of issues quickly.
- **ACC Quick Overview** A brief overview of an important in-house topic, featuring practical tips, and related links to additional resources and information.
- **Legal Update Brief** A summary of an ACC online education program or webcast (1,200 words or fewer). The resource can be an article, outline, or checklist of tips/strategies for in-house counsel.

### Other Written Resources

- **Republished Resources** A sponsor branded resource that has already been published on the sponsor's website. Examples include 50-state surveys, annual forecast reports, and more.
- **Checklists** A concise, practical, solutions-focused bulleted list of tips/steps/questions to be noted or remembered on a key issue that in-house counsel deal with.
- **Sample Forms & Policies** One of the most popular resource types! Showcase your know-how to in-house leaders, with contract templates and sample policies/forms that can serve as an informative starting point for in-house counsel when they need to create their own document.

## ACC ANNUAL MEETING BLUE LEVEL SPONSORSHIP

Grants access to the largest in-house event of its kind consistently drawing over 3,000 people. The event consists of three days of unsurpassed networking possibilities providing a rare opportunity to present your products and services and build relationships within a large, exclusively in-house audience.

### WHAT ARE THE BENEFITS?

- Opportunity to develop professional relationship directly with network leadership team
- Direct exposure of sponsor reps and firm speakers to ACC members through development of virtual educational programs (webcasts and monthly Legal Updates)
- Long-term visibility from sponsor-developed and branded substantive written resources made available to all 47,000+ ACC members globally
- Three days of maximum firm visibility through participation at the ACC Annual Meeting
- Access to a NetConnect meeting at the Annual Meeting which is closed off to all other sponsors
- Each network sponsor is allotted two panel positions on network programs at Annual Meeting
- Opportunity to develop local events in collaboration with participating ACC chapters at no additional cost
- Opportunity to co-write *ACC Docket* articles alongside in-house members
- Network sponsors can host networking events at the ACC Annual Meeting and have the ability to manage registration directly
- Firm-produced content published on network newsletters, webpages, and social media
- Sponsor-developed resources and virtual programming are branded and marketed to all 47,000+ ACC members globally through several monthly direct emails, the ACC website and its searchable resource library, the Community network platform, and other relevant marketing avenues



### WHAT IS THE COST OF SPONSORSHIP?

Large Network  
(>7000 members)  
**\$25,000\***

Mid-Sized Network  
(3000–7000 members)  
**\$22,000\***

Small Network  
(<3000 members)  
**\$15,000\***

*\* Plus the cost of the Annual Meeting blue-level sponsorship (\$27,000). Prices subject to change.*

### IF YOU ARE INTERESTED IN EXPLORING THIS OPPORTUNITY FURTHER, PLEASE CONTACT:

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