



Sponsorship opportunities

Private Equity Transactions 2010

29–30 November 2010

London, England



the global voice of
the legal profession®

Sponsorship opportunities

Non-law firms only

	Headline conference sponsor £4,500	Associate conference sponsor £3,500	Exhibitor £1,000
Conference delegate passes (including ticketed socials)	2	1	
Sponsor logo on the cover of the online and final programmes	✓		
Sponsor logo on the cover of conference programme	✓		
Sponsor logo inside the online and final programmes	✓	✓	✓
Sponsor logo on all IBA adverts used to promote the event	✓		
Full page greyscale advert to be included in the final programme	✓	✓	
Prime spot for your display table	✓	✓	✓ – headline and primary sponsor have first pick
Exhibitor passes for presentation opportunities (exhibition area)	2	2	2
Post mailing list of conference delegate list and relevant committee list (subject to third party exclusions)	✓		
Sponsor logo to appear on the conference holding slide used before and in between sessions	✓		
Sponsor logo to appear on signage at conference social events	✓		
Sponsor logo to appear on main conference signage	✓	✓	
Sponsor logo and link to appear on the conference website	✓	✓	✓
Sponsor logo, link and company description on the sponsorship section of the conference website	400 words	300 words	100 words
Opportunity to distribute a gift to the delegates during registration	✓	✓	

Sponsorship opportunities

	Associate social event sponsor £3,000	Conference reception sponsor £2,000	Luncheon and refreshment break sponsor £1,500
Conference delegate passes (including ticketed socials)	2	1	1
Tickets to the conference reception for guests	2	2	
Full page greyscale advert to be included in the final programme	✓		
Sponsor logo to appear inside online and final programmes	✓	✓	✓
Sponsor logo on the conference website	✓	✓	✓
Sponsor logo, link and company description on the sponsorship section of the conference website	300 words	200 words	
Opportunity to distribute a gift to delegates during registration	✓		
Sponsor logo on signage at the conference reception	✓	✓	
Sponsor logo on signage at the luncheon and refreshment breaks	✓		✓

* Applicable to new members only, must be a practicing lawyer.

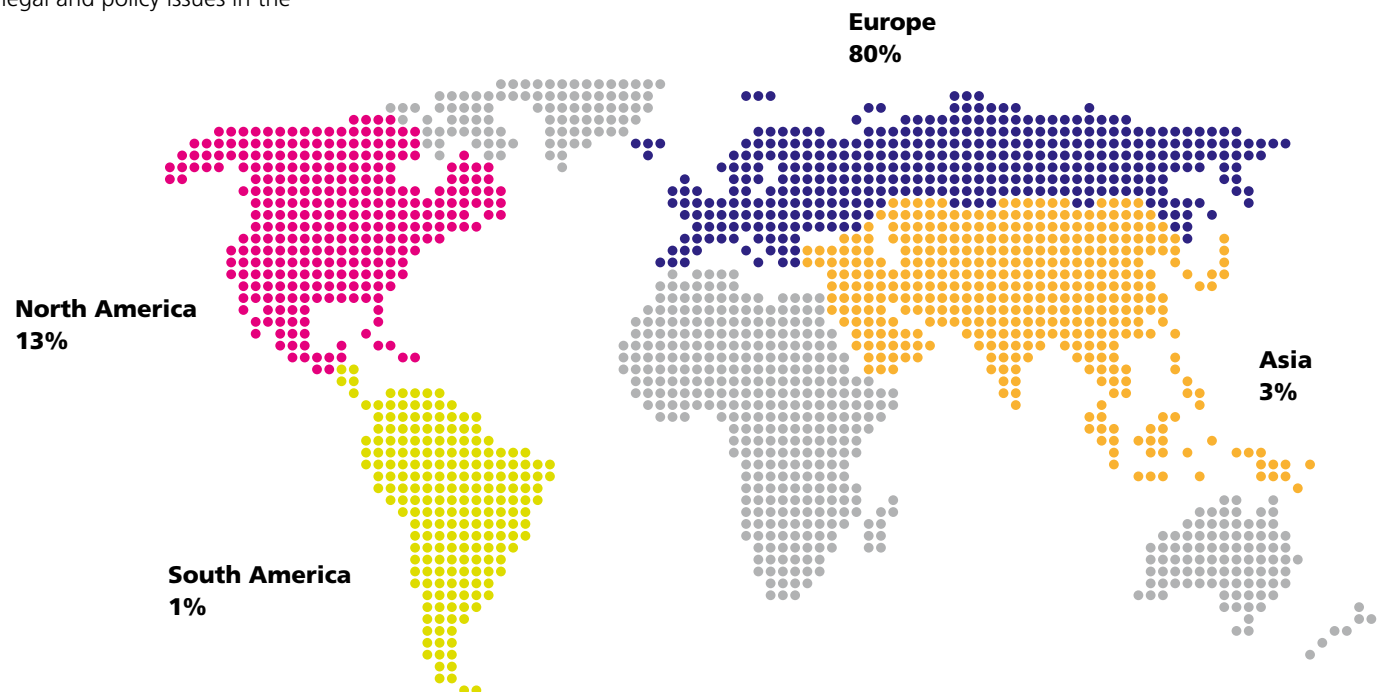
Private Equity Transactions 2010

The Private Equity Transactions symposium is now in its 3rd year and is fast becoming one of the IBA's most popular autumn conferences. The past 2 years have seen an average of over 150 delegates, representing over 100 different organisations from almost 30 countries, predominantly European.

The event is presented by the Private Equity Subcommittee of the IBA Corporate and M&A Law Committee, and supported by the IBA European Regional Forum.

The marketing activities are focused on law firm partners and associates, in-house counsel, academics, regulators, trade association representatives, private equity investors and any delegates interested in hearing leading private equity lawyers address current legal and policy issues in the private equity industry.

We are delighted to announce the 2010 conference which again be held in London, 29–30 November 2010 and we are looking forward to welcoming you onboard as a sponsor!



Why the IBA

The International Bar Association (IBA) influences the development of international law reform and shapes the future of the legal profession. The IBA has offices in London, Sao Paolo and Dubai. The association comprises over 35,000 lawyers, 80 group member law firms and over 197 bar associations and law societies across all continents.

By sponsoring an IBA event you will place your brand in front of some of the world's most prominent consumers and be provided with the opportunity to raise your company's profile among your existing clients and potential new clients.

The IBA organises nearly 40 specialist conferences per year worldwide which are attended by an unrivalled list of leading law professionals. The events give members and non-members alike an invaluable opportunity to share information regarding the latest developments in the industry.

The conferences are also widely regarded as valuable networking occasions, thus sponsorship not only offers you the opportunity to put your company brand in front of some of the world's top consumers and business decision makers, but it will also enhance your marketing message by enabling you to network with high profile decision makers in large international law firms and in-house counsel of some of the largest corporations in the world – a most distinguished target base for advertisers everywhere.

Sponsorship of an IBA event will help you to:

- Enhance your brand amongst a distinguished target base
- Give you the opportunity to network with decision makers
- Impress and influence your existing client base as well as make new connections
- Launch and promote a product/service
- Increase brand awareness
- Develop new business
- Network with decision makers from major corporate law firms and other businesses

The IBA membership base comprises 100 per cent of the Legal500's UK top 50 law firms as well as almost 80 per cent of ALM's top 50 law firms, including Allen & Overy, Clifford Chance, DLA Piper, Eversheds LLP, SJ Berwin LLP, Clyde & Co, Jones Day, Bird & Bird and Irwin Mitchell to name but a few.

The IBA would indeed be delighted to have you onboard as a sponsor.

If you would like to discuss this and the many other opportunities open to you with the IBA, please contact Andrew Webster-Dunn on +44 (0)20 7691 6868 or e-mail specialist.conferences@int-bar.org.

Sponsorship booking form

Please complete and return to Andrew Webster-Dunn at specialist.conferences@int-bar.org or fax on +44 (0)20 7691 6544.

Please indicate which package you wish to book:

- Headline conference sponsor £4,500
- Associate conference sponsor £3,500
- Associate social event sponsor £3,000
- Conference reception sponsor £2,000
- Luncheon and refreshment break sponsor £1,500
- Exhibitor £1,000

Invoicing details (please complete as you want it to appear on the invoice – note all fields MUST be completed)

Client name _____

Address _____

City _____

Postcode _____

Contact _____

Telephone _____

E-mail _____

Fax _____

VAT number _____

I certify that I am authorised to sign this application and enter into this contract for advertising, exhibition space and sponsorship on behalf of the above named client.

Authorised signature _____

Date _____ (dd/mm/yyyy)

Print name _____

SPECIALIST CONFERENCE – SPONSORSHIP TERMS & CONDITIONS 2010

Assignment of sponsorships

All sponsorships are non-exclusive and non-negotiable.

Interpretation and definitions

In this agreement, unless the context otherwise requires, the following definitions shall apply:

1. 'sponsorship' includes headline sponsor, associate social event sponsor, cocktail reception supporter, exhibitors or any other category named by the IBA.
2. 'sponsor' means an organisation that is named as one of the Headline, Associate social event sponsors, cocktail reception supporter, exhibitors or any other category named by the IBA..
3. 'IBA' means International Bar Association

Application/cancellation of sponsorship

Application for sponsorship must be made in writing using the designated application form. Invoices will be sent five working days following receipt of signed agreement and must be paid within 30 days of the date of invoicing. Invoices remaining unpaid after 60 days from the date of the invoice, will be eligible for an additional charge on the outstanding amount, this charge will be two percent above the prevailing Bank of England rate. All invoices must be paid in full, 30 days before the conference begins.

Cancellation of sponsorship will result in a £125 release fee. If cancellation is made less than two months prior to the conference start date, sponsorship fees will be charged at the full amount.

Cancellation of sponsorship must be directed in writing to:
Andrew Webster-Dunn, Head of Sponsorship, International Bar Association, 10th Floor, 1 Stephen Street, London, W1T 1AT United Kingdom.

Contract acceptance

The acceptance of the application shall be at the discretion of the IBA, and upon acceptance, becomes a contract. By completing and signing the application, the undersigned agrees to comply with, and be subject to, the terms and conditions contained in this document. The IBA reserves the right to refuse or deny sponsorships to prospective companies.

Liability

Sponsors assume entire responsibility and hereby agree to protect, indemnify, defend and hold the IBA and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines and attorney fees arising from or caused by the sponsor's installation, removal, maintenance, occupancy or use of conference premises or a part thereof, excluding any such liability caused by the sole negligence of the venue, its employees and agents.

IBA best practices policy for attendees, exhibitors and sponsors

IBA provides opportunities for sponsors to have direct exposure to conference attendees during the sponsored conference defined in this document. All conference sponsors are expected to abide by the following policy: (1) conference sponsors will not detract from any other company's investment by competing with the sponsored event, eg, the hosting of an event at the same time as an IBA sponsored event; (2) conference sponsors will not interfere with another sponsor's or exhibitor's communication with an attendee communication, either directly or indirectly, eg, the distribution of brochures or other collateral outside of a designated area/exhibit booth. These and other similar actions will be considered unacceptable, and will be prohibited except with the explicit written permission of IBA. All attendees, regardless of whether they sponsor, exhibit or network at an event, are subject to the guidelines of this policy. Attendance at the conference signifies agreement to this policy and subsequent consequences if violated.

Exhibitor attendance and badges

Each exhibitor must wear an official IBA conference badge. Exhibitor badges cannot be assigned to another person at the conference, only those registered prior to the conference may attend the event, any other non-registered attendees will be asked to leave. Notification of changes to exhibition staff must be sent via email, to specialist.conferences@int-bar.org, no later than 5 working days prior to the commencement of the conference. No additional badges will be issued at the event. Exhibitors cannot attend sessions. Exhibitors may only attend the conference welcome reception. Paying delegates will be given priority at all other social events. Lunches are not provided for exhibitors as part of any sponsorship package, however, from time to time permission may be granted by the IBA conference organiser at the conference.

Use of space/promotional materials

When exhibiting all solicitation, demonstration or other promotional activities must be confined to the limits of the area assigned. No sponsor can distribute promotional materials in a break out room or session. Literature on display shall be limited to reasonable quantities. A company's promotional materials should not interfere with any other company's sponsorship or exhibition. Sponsors need written permission to distribute promotional materials during an event that they are sponsoring. Further, a sponsor is prohibited from distributing copyrighted materials, unless they have written permission to distribute such materials. Law firms and organisations that provide legal advice as part of their day-to-day business cannot distribute promotional materials regarding their firm, partners, employees or exhibit at an IBA conference.

Any space not claimed and occupied for which no special arrangements have been made by noon on the day of the conference, may be resold or reassigned by the IBA to eliminate empty spaces in the exhibit hall. The IBA will not refund any part of the booth rental and exhibitors will be liable for the full rental amount. Exhibitors may not assign or sublet any space allotted to them and may not advertise or display goods other than those manufactured or sold by them in the regular course of their business.

Scheduled exhibition dates and hours

Scheduled exhibition times are from 8:00am to 4:00pm for the duration of the conference.

Exhibition appearance

Exhibitors are responsible for all freight, decorating and labour charges. Information on shipping can be obtained by contacting Andrew Webster-Dunn on +44 (0)20 7691 6868 or e-mail specialist.conferences@int-bar.org.

Installation of exhibits

Installation must take place between 7:30am and 8:00am on the commencement date of the conference. No installation work will be permitted after this time without special permission from the IBA conference organisers at the conference.

Free delegate passes

Free delegates' passes, given as part of a sponsorship agreement, cannot be assigned to speakers, panellists, Chairs or co-chairs, members of the press or adjudicators. Notification of changes to free delegate passes must be sent via email, to specialist.conferences@int-bar.org, no later than 5 working days prior to the commencement of the conference, no amendments will be made at the event only the people on the registration form may attend the conference.

Free membership benefit

The free membership benefit included as part of the Associate social event sponsorship package is only applicable to non-members of the IBA and the recipient must be a practicing lawyer.

Artwork

The IBA will not make amendments to materials supplied for advertisement, where the materials do not conform to IBA's published requirements.

Removal of exhibits

No exhibitor shall commence dismantling or packing product before the end of the final coffee break on the last day of the conference. It is the responsibility of each exhibitor to have material packed, identified and cleared for shipment by the closing of the conference registration desk. The IBA will not be held responsible for any items left behind.

Booth construction and arrangement

IBA arranges for the erection of necessary draped tables of uniform style. All exhibits must be confined to the special limits of the booth as indicated on the floor plan or by the IBA conference organisers. The exhibition booth rental fee includes a skirted table approximately 6' wide x 2' deep and two side chairs. No part of the display, except equipment therein, is permitted in excess of 8' in height without prior permission granted by the IBA. Booths shall not present an objectionable side appearance when viewed from adjoining booth areas.

Function space

It is understood that no rooms, suites or other space in the conference hotel are to be used for exhibition purposes, workshops or other exhibitor sales-related use. Hosting invitational cocktail parties, open houses and similar exhibitor-sponsored affairs, should be checked with the IBA conference management so as not to conflict with program events.

Care of exhibition space and building

The exhibitor shall care for and keep occupied space in good order. Special cleaning and dusting of the booth and display equipment and material will be the exhibitor's responsibility. Exhibitors may not place anything in the exhibition space common areas. Exhibitors, or their agents, must not injure or deface the wall or floors of the building. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Electrical wiring must conform to the health and safety regulations; of the country the event is being held. Combustible materials or explosives are not permitted in the exhibition area. All exhibits shall serve the interests of the members of IBA and be operated in a way that does not detract from other exhibits or the conference. Conference management determines the acceptability of persons, things, conduct, sound equipment and/or printed material and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of IBA. In the event of such restriction or eviction, IBA is not liable for any refund of exhibition fees or any other exhibition-related expenses.

Sales, samples and souvenirs

No goods are to be sold for delivery on the floor. Orders may be taken for future delivery. Free samples and souvenirs may be given away at your designated booth only. Exhibitors may not display literature or products at any other conference areas unless a separate sponsorship agreement has been arranged. Any food or beverages dispensed or given away at your exhibition space must be purchased from or with the consent of the venue where the IBA conference is being held. Exhibitors should contact the catering department at the venue directly.

Social event sponsors

Sponsors of IBA social events are not permitted to erect or display signage, or distribute gifts or literature of any kind.

Promotional literature and gifts

Law firms cannot distribute literature promoting their business at IBA specialist conferences. Gifts distributed at a conference by a law firm, as part of their sponsorship arrangements, can only carry the following information: firm name, logo and firm URL. No address, telephone or fax numbers, e-mail addresses, partner names or practice details may be included. Permitted gift ideas include a pen, USB stick (no presentations), mug, umbrella, place mat, computer mouse; or all other items are to be approved by the Head of Advertising and Sponsorship.

Insurance

All exhibitors are strongly urged to obtain insurance coverage against damage or loss and public liability insurance against injury to the person or property of others. Exhibition materials should be covered from the time they are shipped, through move-in, exhibit dates, move-out and until all materials have been received at the point of origin. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's display, equipment and other property brought upon the premises of the venue and shall indemnify and hold harmless the IBA from any and all such abuses, damages and claims.

Compliance

The exhibitor agrees to abide by and comply with the rules and regulations including any amendments that conference management may make from time to time. The exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorised local, state and federal governing bodies concerning fire, safety and health as well as the rules and regulations of the operators of and/or owners of the property where the conference is held.

Conference postponement or cancellations

IBA at its discretion shall have the right to postpone or cancel the conference and shall be liable in no way to the sponsor for losses resulting from such delay or cancellation. IBA will not be liable for fulfilment of this contract as to the delivery of exhibition space if non-delivery is due to any of the following causes including, but not limited to: damage caused by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, or for any cause beyond IBA's control. It will, however, in the event of it not being able to hold a conference for any of the above named reasons, reimburse the sponsor for the amount already paid for the sponsorship.

Amendments

Any and all matters and questions not specifically covered by the preceding regulations shall be subject to the decision of the IBA. Sponsors shall be notified in writing of any amendments to these regulations.

Questions

Contact Andrew Webster-Dunn, Head of Sponsorship, International Bar Association, at +44 (0)20 7691 6868 or e-mail at andrew.webster-dunn@int-bar.org

Governing law and jurisdiction

This Agreement shall be exclusively governed and construed in accordance with the laws of England and Wales without regard to principles of conflicts of law.