

AtlAS Conference Sponsorship

“Africa Related International Arbitration ”

November 3rd and 4th, 2014.

Atlanta, Georgia, USA

Thank you for your interest in sponsoring this year’s conference. A link to the conference page on the AtlAS website is as follows: <http://arbitrateatlanta.org/events/atlas-conference-on-africa-related-international-arbitration-nov-4-5-2014-atlanta/>

Last year’s conference received excellent reviews, and our sponsors secured global exposure. This year’s conference promises to be even more exciting. Some factors to support the value proposition of sponsorship in 2014 are the following:

1) Directed mailing list proprietary to AtlAS

AtlAS maintains, and continues to grow, a confidential and proprietary database of over 5,000 current and valid e-mail addresses of persons and entities involved in international business and/or dispute resolution worldwide, which is being continuously freshened and maintained. The list includes business-people, in-house counsel, advocates and neutrals. The list was compiled by a third party based on confidential contributions by AtlAS members, and a significant number of the addressees are those with which AtlAS members have longstanding relationships. Many of the e-mails are read instead of being disposed of as spam. The last time a mailing went out, over 500 of the e-mails were opened, and at least viewed (if not read). And our list is even bigger today! Addressees will receive targeted mailings of this AtlAS conference, and will have visibility to conference sponsors.

2) Viral dissemination through an “A list” of cooperating entities

AtlAS plans to arrange with most of the world’s leading institutions and organizations in global dispute resolution to publicize the AtlAS conference to their respective memberships. Last year for example the list of cooperating entities was: <http://arbitrateatlanta.org/events/convergence-and-divergence-in-international-arbitration-practice/cooperating-entities/>. Visibility of a sponsor’s brand through these organizations increases the potential value of a sponsorship.

3) The Chartered Institute of Arbitrators (CIArb)

The Chartered Institute of Arbitrators is the global home of 13,000 dispute resolvers worldwide. The Institute is a registered UK charity with more than 12,000 members in over 110 countries and 6 continents with an international network of 36 Branches. AtlAS has managed to secure a listing on CIArb’s global website, visible to the global membership and the world at large. The CIArb’s website is www.CIArb.org.

4) Back-to-Back with another Africa-Business themed conference. Immediately following the AtlAS conference will be a business conference conducted by the U.S. Department of Commerce and Africa-Atlanta, in cooperation with Georgia Tech. This will be an excellent opportunity to network with business counterparts from all over Africa.

Specific Sponsorship Opportunities

• CONFERENCE STRATEGIC PARTNER	\$7,500
• MONDAY GALA DINNER AND RECEPTION SPONSOR	\$6,000
• CONFERENCE PARTNER	\$5,000
• GALA DINNER	\$3,000
• OPENING RECEPTION SPONSOR	\$3,000
• CLOSING RECEPTION SPONSOR	\$3,000
• LUNCHEON SPONSOR	\$2,500
• CONFERENCE BAGS	\$2,500
• NETWORKING BREAK SPONSOR	\$2,000
• MEETING SUPPORTER	\$1,750
• PANEL SESSION SPONSOR	\$1,750
• USB DRIVE/PROGRAM MATERIALS	\$1,750
• PROMOTIONAL HAND OUT (NICK NACK) SPONSOR	\$1,000
▪ CONFERENCE PADS & PENS	
▪ OTHER FIRM HANDOUTS	

All contribution levels are for NON-EXCLUSIVE sponsorships unless otherwise indicated. Non-exclusive sponsorships may be converted into exclusive sponsorships for an additional contribution. If you are interested in contributing more than the suggested levels and would like to discuss options for doing so, please contact Valerie Sanders by email at valerie.sanders@sutherland.com or by phone at 404.853.8168.

CONFERENCE STRATEGIC PARTNER *NON-EXCLUSIVE* (LIMITED TO THREE) \$7,500

- Six (6) complimentary registrations to attend the Conference;
- Logo recognition on the front cover of the Conference brochure and a 1/2 page ad;
- Logo recognition on all Conference signage;
- Logo recognition on website;
- Opportunity to display promotional materials during the conference;
- Acknowledgement in all promotional materials and print advertising; and
- Insertion of promotional materials in the attendee Conference bags*.

CONFERENCE PARTNER *NON-EXCLUSIVE* (LIMITED TO THREE) \$5,000

Official Sponsor of the Conference

- Four (4) complimentary registrations to attend the Conference;
- Logo recognition in the Conference brochure and a 1/2 page ad;
- Logo recognition on the Conference website with a link to the firm's website;
- Logo recognition on all Conference signage and special recognition on signage at the Monday Reception and Gala Dinner;
- Ability to display promotional materials at conference
- Acknowledgement on signage inside the meeting room;
- Acknowledgement in all promotional materials and print advertising;
- Insertion of promotion materials in the attendee Conference bags*.

MEETING SUPPORTER *NON-EXCLUSIVE* (No Limit) \$1,750

- Recognition in the Conference brochure; and
- Logo recognition on the Conference website with a link to the firm's website.
- Acknowledgement in all promotion materials and print advertising

OPENING RECEPTION SPONSOR *EXCLUSIVE ONLY* \$3,000

- Official sponsor of the Closing Reception;
- Logo recognition in the Conference brochure and a 1/4 page ad;
- Logo recognition on the Conference website with a link to the firm's website;
- Opportunity to display firm's promotional materials in the reception area at the time of the reception;
- Logo recognition on signage at the event;
- Acknowledgement in all promotional materials and print advertising; and

This reception will be held on the Sunday evening November 2nd immediately preceding the Conference: an excellent networking opportunity.

CLOSING RECEPTION SPONSOR *EXCLUSIVE ONLY* \$3,000

- Official sponsor of the Closing Reception;
- Logo recognition in the Conference brochure and a 1/4 page ad;
- Logo recognition on the Conference website with a link to the firm's website;
- Opportunity to display firm's promotional materials in the reception area at the time of the reception;
- Logo recognition on signage at the event;
- Acknowledgement in all promotional materials and print advertising; and

The closing reception will take place on Tuesday evening November 4th, at the conclusion of the conference, but on the eve of the U.S. Department of Commerce Africa Conference and will be an excellent opportunity to network with persons active in commerce, trade and investment in African markets.

LUNCHEON SPONSOR – Day 1 *EXCLUSIVE ONLY* \$2,500

- Official sponsor of the Monday Conference Luncheon*;
- Logo recognition in the Conference brochure and a 1/4 page ad;
- Logo recognition on the Conference website with a link to the firm's website;
- Opportunity to display firm's promotional materials in the Luncheon room area, during the Luncheon;
- Acknowledgement in all promotional materials and print advertising; and

The Luncheon is an event where all attendees will have an opportunity to network and get to know fellow attendees!

GALA RECEPTION AND DINNER SPONSOR *EXCLUSIVE ONLY* \$6,000

This Gala Reception and Dinner will take place on Monday evening of the Conference. Invitations will be extended to distinguished guests, all speakers slated for each panel as well as to early arriving attendees based upon space availability at the venue.

- Official sponsor of the Monday Gala Dinner*;
- Three (3) complimentary registrations to attend the Conference;
- Logo recognition in the Conference brochure and a 1/4 page ad;
- Logo recognition on the Conference website with a link to the firm’s website;
- Opportunity to display firm’s promotional materials during the Gala Dinner;
- Logo recognition on signage at the event;
- Acknowledgement in all promotional materials and print advertising; and

The Monday Gala Reception and Dinner is an event where all attendees will have an opportunity to network and get to know fellow attendees!

LUNCHEON SPONSOR – Day 2 *EXCLUSIVE ONLY* \$2,500

- Official sponsor of the Tuesday Conference Luncheon*;
- Logo recognition in the Conference brochure and a 1/4 page ad;
- Logo recognition on the Conference website with a link to the firm’s website;
- Opportunity to display firm’s promotional materials in the Luncheon room area, during the Luncheon;
- Acknowledgement in all promotional materials and print advertising; and

The Luncheon is an event where all attendees will have an opportunity to network and get to know fellow attendees!

PANEL SESSION SPONSOR *EXCLUSIVE PER PANEL* \$1,750/panel

Sponsorships are available for each of the nine panels. Panel topics include:

- Name and logo recognition on a free-standing sign in the meeting room during the panel presentation;
- Opportunity to display firm’s promotional materials in the meeting room during the panel presentation;
- Acknowledgement in all promotional materials and print advertising; and
- Logo recognition on the Conference website with a link to the firm’s website.

NETWORKING BREAK SPONSOR *NON-EXCLUSIVE* (Total of 4) \$2,000/Break
Official Sponsor of the Conference Morning or Afternoon Networking Breaks

- Recognition in the Conference brochure;
- Logo recognition on Networking Break signage and on each food and beverage station;
- Logo recognition on the Conference website with a link to the firm’s website;
- Opportunity to display firm’s promotional materials in Networking Break area; and
- Acknowledgement in all promotion materials and print advertising.

Beverage breaks occur during the two session breaks in the day’s program. These breaks are 30-minute intervals, giving attendees the opportunity to relax and network in a central area.

Promotional Handouts:

CONFERENCE BAGS *EXCLUSIVE ONLY* \$2,500

- Name and logo imprinted on the official conference bags provided by sponsor.
- Branding will be co-branded with AtlAS and other conference sponsors and will be regulated by AtlAS.
- Logo recognition in the Conference brochure and a 1/4 page ad; and
- Logo recognition on the Conference website with a link to the firm’s website.

USB DRIVE/PROGRAM MATERIALS SPONSOR *EXCLUSIVE ONLY* \$1,750

- Name and logo imprinted on the program materials USB Drive label, provided by sponsor. The USB Drive is distributed to all meeting attendees;
- Logo recognition in the Conference brochure and a 1/4 page ad; and
- Logo recognition on the Conference website with a link to the firm’s website.

CONFERENCE PADS & PENS SPONSOR *EXCLUSIVE ONLY* \$1,000

- Conference Pads & Pens branded with sponsor’s name and logo, provided by sponsor, will be inserted in each meeting attendee’s Conference bag*;
- Recognition in the Conference brochure; and
- Logo recognition on the Conference website with a link to the firm’s website.

Other sponsorships might include the following: timepieces with a firm logo, flashlights, and other promotional nick-nacks. The basic business model is that the sponsor provides the item and pays a sponsorship fee of \$1,000. ATLAS then distributes the item with the conference bags.

**The sponsor is also responsible for all costs associated with shipping promotional materials to the conference hotel and coordinating with AtlAS, including any customs clearance fees. Please allow time for any promotional materials to clear customs.*

Sponsorship Commitment Form
AtlAS 3rd Annual Conference
"Africa Related International Arbitration"
November 3rd and 4th, 2014.
Atlanta, Georgia, USA

FIRM/ORGANIZATION NAME _____
(As you want it to appear in the program)

NAME OF CONTACT _____

ADDRESS _____

CITY _____

TELEPHONE _____

EMAIL _____

SIGNATURE OF CONTACT _____

SPONSORSHIP:

ITEM _____

SEND INVOICE

PAYMENT:

AtlAS will accept checks, credit card and wire transfers as payment for sponsorships. Please make all checks payable in U.S. dollars to Atlanta International Arbitration Society, Inc.

CREDIT CARD TYPE: Visa MasterCard American Express

TOTAL DUE: \$ _____ **CREDIT CARD #** _____ **Exp.**
Date _____

Sponsorship will not be confirmed until written request is received. Payment is due 30 days after sponsorship requests have been confirmed. Please fax or email form and send payment to:

Atlanta International Arbitration Society, Inc.
Attn: Valerie Saunders
999 Peachtree Street, Northeast #2300,
Atlanta, GA 30309
USA
Email: Valerie.Sanders@sutherland.com

PLEASE NOTE: This sponsor is responsible for all costs associated with any customs clearances fees.
Please allow plenty of time for any promotional materials to clear customs.