

AtIAS Conference Sponsorship Opportunities

“International Business Disputes
in an Era of Receding Globalism”

The 6th Annual Conference of the Atlanta International Arbitration Society (AtIAS)

October 22-23, 2017
Atlanta, Georgia, USA

Thank you for your interest in sponsoring this AtIAS conference. A link to the conference page on the AtIAS website is: <http://arbitrateatlanta.org/events/international-business-disputes-in-an-era-of-receding-globalism/>

A list of Conference sponsorship opportunities is shown below. Please look it over carefully and consider whether you would like your firm or business to participate. Several Conference sponsorships have already been committed. If you want to commit, please complete the attached form.

Sponsor Benefits	Bronze	Silver	Gold	Platinum
	\$1,000	2,500	\$5,000	\$7,500
Logo recognition on Conference signage	x	x	x	x
Sponsor recognition in Conference brochure	x	x	x	x
Logo recognition on Conference website	x	x	x	x
Logo recognition in Conference advertisements	x	x	x	x
Multiple electronic "mailings" to over 5,700 active email addresses	x	x	x	x
Electronic "mailings" by conference cooperating entities	x	x	x	x
Link to Sponsor's website		x	x	x
Sponsor opportunity to display promotional materials			x	x
Sponsor advertisements in Conference Brochure			x	x
Sponsor coffee break			x	x
Sponsor lunch				x
Complimentary registrations	1	2	3	6

All contribution levels are for NON-EXCLUSIVE sponsorships unless otherwise indicated. If you are interested in contributing more than the suggested levels and would like to discuss options for doing so, please contact Whit Engle by email at englelaw@comcast.net or by phone at 770-653-1441.

Last year's conference received excellent reviews, which reflected well not only on Atlanta, and our organizers and presenters globally, but also on our sponsors who were front and center to the international arbitration community. Our sponsors get global exposure to Conference attendees and to the many others who receive Conference information and messages from leading global institutions and organizations cooperating with AtlAS on the Conference:

- AtlAS' five previous conferences have featured more than 140 speakers from six continents, and more than ten leading arbitration centers and institutions in and outside the USA.
- This Conference to make news with its exploration of emerging trends pertaining to globalization and the future of international commercial dispute resolution. Lord Peter Goldsmith QC, formerly Attorney General of England and Wales has agreed to deliver a keynote address, and the conference will feature distinguished arbitrators and lawyers from around the world.

Why sponsor this conference?

1) Directed mailing list

AtlAS maintains, and continues to grow, a confidential and proprietary database of over 5,700 active, current and valid e-mail addresses of persons and entities involved in international business and/or dispute resolution worldwide. It is being continuously updated and maintained. The list includes business-persons, in-house counsel, external counsel, advocates and neutrals.

The email campaign for this Conference will have no less than ten (10) electronic mailings prior to October 22nd, 2017. Addressees receiving these Conference mailings will have high visibility to Conference sponsors. Some statistics:

- No less than ten 10 targeted mailings prior to conference opening,
- 47 total mailings over the past 3 years, with an open rate of approx. 20%.
- Historically 55% of email opens are on desktop, 45% on mobile devices.

2) Website Reach:

Visitors to the AtlAS website are from more than 105 countries/jurisdictions, from Afghanistan to Yemen (please see attached list). This includes viewers involved in the world's busiest arbitration venues such as London, Paris, Atlanta, Singapore, Hong Kong, Dubai, Stockholm, Geneva, Stockholm, New York, Miami, Houston, Vancouver, and more.

After the conference is over, the AtlAS website will continue to post the brochure, containing sponsor branding, for a reasonable time.

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

AtlAS works with most of the world’s leading institutions and organizations in international dispute resolution to publicize the AtlAS conference to their respective memberships. Cooperating entities include ICDR, CPR Institute, the International Centre for Dispute Resolution, the International Chamber of Commerce, Global Atlanta, the Mayor of Atlanta’s Office of International Affairs, the Metro Atlanta Chamber of Commerce, JAMS, the New York International Arbitration Society and the Vienna International Arbitral Centre (VIAC). Visibility of a sponsor’s brand through these organizations increases the potential value of a sponsorship.

4) Leverage through social media include —Facebook, Twitter, and YouTube.

5) Global draw and exposure

AtlAS has developed over the years an enviable reputation for treatment of salient topics in the field of international commercial arbitration, delivered by dynamic, renowned, world class and thought-provoking speakers. It is becoming a must-go/must-see event.

As a consequence global interest is high, giving sponsors excellent exposure.

6) On site recognition

The conference brochure will feature the logos of the sponsors which will be prominently displayed on a giant screen in the auditorium throughout the event and included in other marketing materials.

If you would like to *place* a sponsorship, please contact Rebecca Lunceford by email at Rebecca.Lunceford@AGG.com or by phone at +1.404.873.8616.

If you would like to *discuss* sponsorship opportunities, please do not hesitate to e-mail me at englelaw@comcast.net or by phone at +1.770.653.1441

Sponsorship Commitment Form

“International Business Disputes in an Era of Receding Globalism”

**October 22-23, 2017
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:

AtIAS will accept checks, credit card and wire transfers as payment for sponsorships. Sponsorship will not be confirmed until written request is received.

Please make all checks payable in U.S. dollars to Atlanta International Arbitration Society, Inc.

Atlanta International Arbitration Society, Inc.
Attn: Rebecca Lunceford, Esq. , Treasurer
171 17th Street, NW, Suite 2100
Atlanta, GA 30363

For payment by wire transfer or credit card, please contact Rebecca Lunceford at rebecca.lunceford@agg.com or 404.873.8616.

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.

List of 105 Countries/Jurisdictions Visiting ATLAS Website

Afghanistan	Greece	Oman	United States
Argentina	Guatemala	Pakistan	Uzbekistan
Armenia	Guyana	Peru	
Australia		Philippines	Vietnam
Austria	Honduras	Poland	
Azerbaijan	Hong Kong	Portugal	Yemen
	Hungary	Puerto Rico	
Bangladesh			
Barbados	India	Qatar	
Belgium	Indonesia		
Bermuda	Iran	Romania	
Bosnia & Herzegovina	Ireland	Russia	
Botswana	Israel	Rwanda	
Brazil	Italy		
British Virgin Islands	Jamaica	Saudi Arabia	
Brunei	Japan	Singapore	
	Jordan	Slovakia	
Canada		Slovenia	
Chile	Kazakhstan	South Africa	
China	Kenya	South Korea	
Colombia	Kosovo	South Sudan	
Costa Rica	Kuwait	Spain	
Croatia	Kyrgyzstan	Sri Lanka	
Czechia		St. Kitts & Nevis	
	Latvia	St. Lucia	
Dominican Republic	Lithuania	Sweden	
	Macau	Switzerland	
Ecuador	Madagascar		
Egypt	Malaysia	Taiwan	
El Salvador	Mexico	Tanzania	
Estonia	Moldova	Thailand	
Ethiopia	Mongolia	Tunisia	
	Myanmar (Burma)	Turkey	
		Turkmenistan	
Finland	Nepal		
France	Netherlands	Uganda	
	New Zealand	Ukraine	
Georgia	Nigeria	United Arab Emirates	
Germany	Norway	United Kingdom	
Ghana			