

# Transatlantic General Counsel Summit New York 2016

*Incorporating The M&A Playbook*



**Wednesday, December 7, 2016**

Metropolitan Club, New York, NY

## Sponsorship opportunities

ALM and Legal Week are proud to announce the Transatlantic General Counsel Summit New York 2016 - incorporating last year's successful 'Global M&A Playbook'

Joining the industry-leading series of events for in-house lawyers currently hosted by ALM, this 2016 conference offers firms an unparalleled opportunity to showcase themselves as the leading M&A legal advisory firm in their host jurisdiction/s to a captive audience, whilst also offering wider networking opportunities with in-house lawyers enticed to the event via the revised and refreshed conference agenda.

The conference will host a day of cutting-edge content focussed on servicing the information needs of the modern GC whilst playing host to a series of 50 minute 'breakout' sessions on specific jurisdictions. The format is designed to ensure maximum content relevance for our GC attendees whilst allowing jurisdictional sponsors to host an engaged and qualified group of delegates for in-depth and interactive discussion. Sponsors will be able to submit their target list of GCs to attend their session prior to the conference and ALM will personally invite these delegates to attend their breakout session. Sponsors of a specific jurisdiction will also benefit from a guarantee to be the only law firm sponsor speaking on such a jurisdiction or region.

For law firms looking to engage with our audience on a non-jurisdictionally focussed topic we invite you to consider the session topics taking place in the main plenary room for sponsorship via the panel session package.

**Each sponsorship package comes with full branding, a generous number of networking passes and content exclusivity. Speak to your ALM account manager today to secure your involvement with this fantastic event and ensure that your firms stand tall above your competition in the minds of our high calibre conference delegation.**

### Sponsorship benefits

- Demonstrate thought leadership in front of legal decision makers and budget holders
- Meet, network and debate with senior in-house counsel from leading legal teams
- Make new business contacts and generate new business opportunities
- Connect with new and existing clients in a relaxed and open environment
- Align your expertise with market-led topics, providing attendees with useful and relevant information
- Learn the key factors effecting in-house teams, to then better serve your clients

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## **JURISDICTIONAL M&A STREAM SESSION SPONSORSHIP**

Hosting a jurisdictional M&A stream session allows you to lead an engaged audience around the M&A updates in your region. You will have sole ownership of that content, and be seen as the leading voice on M&A for your jurisdiction. ALM will invite handpicked delegates to attend your session to ensure the most relevant in-house counsel are present. You will also benefit from attendance at the rest of the conference, allowing you to find out what your clients and potential clients are concerned about in the current market, and be able to build business relationships with them throughout the day. The marketing campaign for the event allows the firm to be seen as a supporter of the GC community to the whole in-house database.

- Exclusive ownership of one regional focussed stream sessions at the event
- The opportunity for your partners to lead the session at the conference
- You will be able to shape the content with our conference production team, and help suggest fellow panellists
- The ability to hand pick attendees for your session, who ALM will then exclusively invite
- Your speaker/s will have a personal biography in the conference documentation
- Your logo on any promotional activity
- A full page advertisement in the delegates' documentation
- ALM will distribute literature or promotional gifts on to all delegates' seats within the room where the session takes place
- Five complimentary delegate tickets for employees (including speaker/s)
- Your involvement will be profiled on our websites, including your logo, short profile and a link to your site
- Exhibition stand within the refreshment area
- Each delegate attending from your company will be given a delegate list along with a full set of conference documentation

**Rate: \$15,000 plus applicable VAT**

## **PANEL SESSION SPONSORSHIP**

Panel sponsorship allows the firm to lead a panel session to the whole audience on the day. You will be the sole sponsor on that specific topic and we will work with you to get fellow speakers and panellists for the session. Every attendee will hear from your partners and our whole database will see your support and participation at the event through the marketing campaign.

- Sole sponsor and host of one panel session at the event
- Ability to shape session content with our conference production team
- The opportunity to host this session alongside a leading In-House Counsel - we can source this for you, or you can suggest a current or potential client
- Your speaker/s will have a personal biography in the conference documentation
- Your logo on any promotional activity
- A full page advertisement in the delegates' documentation
- ALM will distribute literature or promotional gifts on to all delegates' seats within the room where their panel takes place
- Five complimentary delegate tickets for sponsors' employees including conference programme
- Your involvement will be profiled on our websites, including your logo, short profile and a link to your site
- Each delegate attending from your company will be given a delegate list along with a full set of conference documentation

**Rate: \$20,000 plus applicable VAT**

### **Please contact:**

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