



2010 European Conference
Berlin, Germany, 28 – 29 October 2010

Sponsorship and Exhibitor Opportunities

Thank you for your interest in the sponsorship program for the upcoming International Technology Law Association's European Conference scheduled for 28-29 October 2010 in Berlin, Germany.

We offer a variety of sponsorship opportunities suitable for small as well as large organizations. Sponsors of the ITechLaw 2010 European Conference will gain visibility for their firms or companies, demonstrate their support for ITechLaw in facilitating the international exchange about IT law and policy, and contribute to the success of the conference.

Please contact Jenna Leavitt (jenna.leavitt@pillsburylaw.com) or Christian Frank (c.frank@taylorwessing.com) to discuss possible options.

Summary of available packages (details inside)

Conference sponsorship

▪ Silver Sponsor	3,500 €
▪ Silver+ Sponsor	4,500 €
▪ Gold Sponsor	10,000 €
▪ Platinum Sponsor	15,000 €

Event sponsorship

▪ Gala Dinner Sponsor	13,000 €
▪ Welcome Reception Sponsor	8,000 €
▪ Networking Lunch Sponsor (2)	5,000 €
▪ Coffee/Tea Break Sponsor (4)	4,500 €
▪ Breakfast Sponsor (2)	4,500 €

Product sponsorship

▪ Conference Bag Sponsor	7,500 €
▪ Documentation Sponsor	5,000 €

Exhibitor packages

▪ Exhibitor	2,500 €
▪ Conference Accessory Sponsor (umbrellas, etc.)	2,000 €
▪ Conference kit Leafleting	1,000 €

Conference Sponsorships

The **Silver Sponsor** package contains the core sponsorship benefits. All of the other levels of sponsorship (excluding the exhibitor package) add additional benefits to this core package.

Silver Sponsor

- Sponsor's recognition on the Conference Website with hyperlink to Sponsor's Website.
- Sponsor's name/logo on Conference brochure and marketing materials.
- Identification of sponsors with visible ribbons on name badges, for additional visibility.
- Inclusion of Sponsor's name with other sponsors on banners and other screens/backdrop panels.
- One (1) Conference pass for the sponsor's representative or speaker.
- One (1) invitation to the Sponsor for the Gala Dinner.

Total investment: 3,500 €

Silver+ Sponsor

This package includes all of the components of the Silver sponsorship, as well as those of the Conference Exhibitor package (highlighted in bold):

- Sponsor's recognition on the Conference Website with hyperlink to Sponsor's Website.
- Sponsor's name/logo on Conference brochure and marketing materials.
- Identification of sponsors with visible ribbons on name badges, for additional visibility.
- Inclusion of Sponsor's name with other sponsors on banners and other screens/backdrop panels.
- One (1) Conference pass for the sponsor's representative or speaker.
- One (1) invitation to the Sponsor for the Gala Dinner.
- **Exhibit table at the Conference venue strategically placed to provide maximum delegate traffic.**
- **Inclusion of sponsor's corporate/product collateral in the conference Kit.**

Total investment: 4,500 €

The **Gold** and **Platinum** sponsorships are high visibility opportunities that provide for maximum brand exposure before and during the conference, and can be enhanced with customized options to fit the needs of each sponsor (to be discussed individually with the conference organizers)

Gold Sponsor (limited availability)

- Sponsor's recognition on the Conference Website with hyperlink to Sponsor's Website.
- Sponsor's name/logo on Conference brochure and marketing materials.
- Identification of sponsors with visible ribbons on name badges, for additional visibility.
- Inclusion of Sponsor's name with other sponsors on banners and other screens/backdrop panels.
- Inclusion of sponsor's corporate/product collateral in the conference Kit.
- Half page firm profile in the Conference Program booklet
- Sponsor highlighted in conference announcements, press releases, and news coverage.
- Two (2) Conference passes for the sponsor's representative and speaker.
- Two (2) invitations to the Sponsor for the Gala Dinner.
- branding as "**Gold**" sponsor.
- Complimentary Display booth at the venue (Exhibitor Package, below).
- Option to contribute conference accessories, such as branded umbrellas, pens, etc., to Conference bag (at accessory cost)

Total Investment: 10,000 €

Platinum Sponsor (one available)

- Sponsor's recognition on the Conference Website with hyperlink to Sponsor's Website.
- Sponsor's name/logo on Conference brochure and marketing materials in exclusive and visible locations.
- Identification of sponsors with visible ribbons on name badges, for additional visibility.
- Inclusion of Sponsor's name with other sponsors on banners and other screens/backdrop panels.
- Inclusion of sponsor's corporate/product collateral in the conference Kit.
- Full page firm profile in the Conference Program booklet, and banner ad with the sponsor's logo, associated with the ITechLaw logo, on the conference website.
- Sponsor highlighted in conference announcements, press releases, and Conference news coverage.
- Three (3) Conference passes for the sponsor's representatives and speaker.
- Three (3) invitations to the Sponsor for the Gala Dinner.
- Exclusive branding as "**Platinum**" sponsor (there will be only one platinum sponsor).
- Complimentary Display booth at the venue (Exhibitor Package, below).
- Option to contribute conference accessories, such as branded umbrellas, pens, etc., to Conference bag (at accessory cost).
- Customized meeting and workshop opportunities with select conference delegates and other custom opportunities.
- Remarks by Sponsor representative at the conference opening and closing.

Total Investment: 15,000 €

Conference Event Sponsorships

Gala Dinner Sponsor (28 October 2010) (one available)

All Silver Sponsor benefits plus

- Exclusive branding as “**Gala Dinner Sponsor**”
- Sponsor's logo to be displayed prominently at the gala Venue.
- Inclusion of sponsor's corporate/product collateral in the conference Kit.
- Seven (7) additional invitations to the Gala Dinner (for a total of 8).
- Toast given by Sponsor representative at Gala Dinner

Total Investment: 13,000 €

Welcome Reception (27 October 2010) (one available)

All Silver Sponsor benefits plus

- Exclusive branding as “**Reception Sponsor**”
- Sponsor's logo to be displayed prominently at the Reception Venue.
- Inclusion of sponsor's corporate/product collateral in the conference Kit.
- Eight invitations to the Sponsored reception (for Sponsor guests).
- Opportunity for Reception Sponsor to provide welcome remarks or toast at sponsored Reception.

Total Investment per Reception: 8,000 €

Networking Lunch Sponsor (two available)

All Silver Sponsor benefits, plus

- Exclusive branding as that day's “**Networking Lunch Sponsor**”
- Complimentary Display booth at the venue.
- Sponsor's logo displayed prominently at the Lunch Venue.
- Inclusion of sponsor's corporate/product collateral in the conference Kit.
- One (1) additional invitation to the gala dinner
- Four (4) invitations to the Sponsor for the sponsored lunch.

Total Investment: 7,500€

Coffee/Tea Break Sponsor (four available)

All Silver Sponsor benefits, plus

- Exclusive branding “**Coffee/Tea Break Sponsor**”
- Sponsor's logo displayed prominently at the Breakfast Venue.
- Inclusion of sponsor's corporate/product collateral in the conference Kit.

Total Investment: 4,500 €

Breakfast Sponsor (two available)

All Silver Sponsor benefits, plus

- Exclusive branding “**Breakfast Sponsor**”
- Sponsor's logo displayed prominently at the Breakfast Venue.
- Inclusion of sponsor's corporate/product collateral in the conference Kit.

Total Investment: 4,500 €

Conference Product Sponsorships

Conference Bag Sponsor

All Silver Sponsor benefits, plus

- Exclusive branding as “**Conference Bag Sponsor**”
- Sponsor's logo to be exclusively displayed prominently on the Conference Bag along with the ITechLaw logo
- Inclusion of sponsor's corporate/product collateral in the conference Kit
- One (1) additional invitation to the Sponsor for the Gala Dinner (for a total of two gala dinner passes).

Total Investment: 7,500 €

Documentation Sponsor

The “conference documentation” is the papers and presentations submitted by speakers. They are distributed on a sponsor-branded memory stick to all attendees at the conference.

All Silver Sponsor benefits, plus

- Exclusive branding as “**Conference Documentation Sponsor**”
- Inclusion of sponsor's corporate/product collateral in the conference Kit
- One (1) additional invitation to the Sponsor for the Gala Dinner (for a total of two gala dinner passes).

Total Investment: 5,000€

Custom product sponsorship opportunities are available (umbrellas, pens, etc). Please contact Christian Frank at c.frank@taylorwessing.com to discuss.

Conference Exhibitor Package

(N.B. these do not include conference or gala dinner passes)

Conference Exhibitor*

Exhibitors will have an exhibit table at the Conference venue strategically placed to provide maximum delegate traffic.

Inclusion of sponsor's corporate/product collateral in the conference Kit.

All branding materials are to be supplied and installed by the exhibitor.

Total Investment: 2,500 €

**Available as stand-alone package for non-law firm sponsors, or as an add-on to another sponsorship package.*

Conference Accessory Sponsor*

Inclusion in the Conference bag of the accessory of your choice, branded with your firm or company logo or name, subject to availability (umbrellas, pens, USB keys, notepads, coffee mugs, etc.)

Total Investment: 2,000 € (plus cost of selected accessory)

**Available as stand-alone package for non-law firm sponsors, or as an add-on to another sponsorship package.*

Conference kit leafleting*

Inclusion of non-law firm sponsor's corporate/product collateral (leaflet/brochure up to 20 A4 pages) in the conference Kit (all material to be provided by the Sponsor).

Total Investment: 1,000 €

**Available as stand-alone package for non-law firm sponsors, or as an add-on to another sponsorship package.*

Sponsorship and Exhibition Opportunities

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If you would like more information regarding sponsorship for the ITechLaw 2010 European Conference, please contact Christian Frank, Conference Co-Chair, at c.frank@taylorwessing.com.

Sponsorship Package Summary

Conference Sponsorships				
Sponsorship Entitlements	Platinum Sponsor (15,000 €) (one available)	Gold Sponsor (10,000 €)	Silver+ Sponsor (4,500 €)	Silver Sponsor (3,500 €)
Logo placement and link on website	X	X	X	X
Logo placement on marketing materials	X	X	X	X
Identification as sponsor on name badge	X	X	X	X
Inclusion of collateral in conference attendee kit	X	X	X	
Complimentary display booth at conference	X	X	X	
Sponsor named in conference announcements and press release	X	X		
Half page firm profile in Conference Program booklet		X		
Full page firm profile in Conference Program booklet	X			
Banner ad with sponsor logo on conference website	X			
Remarks by Sponsor at conference opening and closing sessions	X			
Number of complimentary registrations and Gala Dinner tickets	3	2	1	1
Custom opportunities available	X			

Conference Event Sponsorships				
Sponsorship Entitlements	Gala Dinner	Welcome Reception	Networking Lunch	Break or Breakfast
	13,000 €	8,000 €	5,000 €	4,500 €
All Silver Sponsor Benefits	X	X	X	X
Branding as Event Sponsor	X	X	X	X
Inclusion of collateral in delegate kit	X	X	X	X
Logo display at Event Venue	X	X	X	X
Toast by Sponsor at event	X	X		
Complimentary display booth at venue			X	
Total event invitations (complimentary) for sponsor guests	8 total	8 total	4	

Conference Product Sponsorships		
Sponsorship Entitlements	Conference Bag Sponsor	Documentation Sponsor
	7,500 €	5,000 €
All Silver Sponsor Benefits	X	X
Exclusive Branding as Product Sponsor	X	X
Logo to be displayed on product distributed to attendees	X	X
Inclusion of collateral in delegate kit	X	X
Gala Dinner tickets	2 total	2 total

Conference Product Sponsorships			
Sponsorship Entitlements	Conference Exhibitor	Conference Accessory Sponsor	Conference Leafleting
	2,500 €	2,000 € (plus accessory cost)	1,000 €
Exhibit table at event	X		
Inclusion of collateral in delegate kit	X		X