



**Annual Meeting & World Conference
Boston | May 20 - 21, 2010
The Charles Hotel**

SPONSORSHIP

Thank you for your interest in the sponsorship program for the upcoming *International Technology Law Association Annual Meeting & World Conference* scheduled for May 20-21, 2010 at The Charles Hotel in Boston, Massachusetts, USA. Sponsors gain visibility for their firms or companies, demonstrate their support for ITechLaw in facilitating the international exchange of information relating to technology law and policy, and contribute to the success of ITechLaw and the Conference.

Sponsorship Contacts:

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What is the International Technology Law Association (ITechLaw)?

Founded in 1971, ITechLaw is the world's premier organization representing lawyers in the field of technology law. The organization enjoys worldwide membership representing 60 countries and a broad spectrum of expertise. Operating as a non-profit organization, ITechLaw remains dedicated to providing quality education and networking opportunities for technology law professionals and students. For more information, visit ITechLaw's web site at www.itechlaw.org.

What is the ITechLaw Annual Meeting & World Conference?

Set at The Charles Hotel in historic Harvard Square in Boston, Massachusetts on May 20-21, 2010, the ITechLaw Annual Meeting & World Conference is an outstanding two-day educational conference specifically created for technology lawyers and professionals from around the world. The Conference brings an unparalleled, dynamic and energized approach to connecting a diverse group of individuals to meet, learn, network and forge mutually beneficial business relationships. The educational programs are top-notch. By working with an outstanding network of the world's premier technology lawyers and other technology leaders, ITechLaw has designed a substantive legal conference with outstanding faculty to provide timely topics of interest to attendees.

Why choose to become an ITechLaw Conference sponsor?

The experience at ITechLaw's Annual Meeting & World Conference is unmatched. ITechLaw's annual U.S. conference joins the roster of ITechLaw's other conferences presenting the largest technology law conferences in the world with top technology lawyers, in-house counsel and academics in attendance. By becoming a sponsor you will bring this important conference to the attention of your members, clients and constituents. In a crowded legal education marketplace, no other conference affords sponsors this level of exposure, visibility and preferred networking with the world's leading technology lawyers and professionals.

SPONSORSHIPS OPPORTUNITIES

Level of Sponsorship and Price (U.S. Dollars)	Benefits
GOLD \$6000	<ul style="list-style-type: none"> ➤ Branding as a “Gold” sponsor. ➤ Complimentary display booth at the Conference (see <i>Exhibitor</i> package below). ➤ Recognition on the Conference website with a hyperlink to the sponsor’s website. ➤ Name and logo on the Conference brochure and on all marketing materials. ➤ Name and logo on Conference electronic marketing materials, including hyperlink to the sponsor’s website. ➤ Identification as a sponsor on name badges. ➤ Inclusion of the sponsor’s name and logo on banners, screens and backdrop panels throughout the Conference. ➤ Inclusion of the sponsor’s marketing collateral in the Conference kit. ➤ Four complimentary Conference passes and four complimentary tickets to the Conference Gala Dinner.
SILVER^{plus} \$3,000	<ul style="list-style-type: none"> ➤ Recognition on the Conference website with a hyperlink to the sponsor’s website. ➤ Name and logo on the Conference brochure and on all marketing materials. ➤ Name on Conference electronic marketing materials. ➤ Identification as a sponsor on name badges. ➤ Inclusion of the sponsor’s name and logo on banners, screens and backdrop panels throughout the Conference. ➤ Inclusion of the sponsor’s marketing collateral in the Conference kit. ➤ Two complimentary Conference passes and two complimentary tickets to the Conference Gala Dinner. <p><i>PLUS - add an Exhibitor sponsorship for an additional \$1,500</i></p>
GALA DINNER SPONSOR* \$10,000	<p>Includes Silver sponsor benefits*, plus:</p> <ul style="list-style-type: none"> ➤ Exclusive branding as the “Gala Dinner Sponsor.” ➤ Complimentary display booth at the Conference (see <i>Exhibitor</i> package below). ➤ Sponsor’s logo displayed prominently at the Gala Dinner. ➤ Four complimentary Conference passes and four complimentary tickets to the Conference Gala Dinner.
WELCOME RECEPTION SPONSOR*^{plus} \$6,000	<p>Includes Silver sponsor benefits*, plus:</p> <ul style="list-style-type: none"> ➤ Exclusive branding as the “Welcome Reception Sponsor.” ➤ Sponsor’s logo displayed prominently at the Welcome Reception. <p><i>PLUS - add an Exhibitor sponsorship for an additional \$1,500</i></p>
NETWORKING LUNCH SPONSOR*^{plus} \$5,000	<p>Includes Silver sponsor benefits*, plus:</p> <ul style="list-style-type: none"> ➤ Exclusive branding as the “Networking Lunch Sponsor.” ➤ Sponsor’s logo displayed prominently at the lunch sponsored. <p><i>PLUS - add an Exhibitor sponsorship for an additional \$1,500</i></p>
COFFEE BREAK SPONSOR*^{plus} \$3,500	<p>Includes Silver sponsor benefits*, plus:</p> <ul style="list-style-type: none"> ➤ Exclusive branding as the “Coffee Break Session Sponsor.” ➤ Sponsor’s logo displayed prominently at the coffee break sponsored. <p><i>PLUS - add an Exhibitor sponsorship for an additional \$1,500</i></p>
CONFERENCE BAG SPONSOR*^{plus} \$5,000 (includes cost of bags)	<p>Includes Silver sponsor benefits*, plus:</p> <ul style="list-style-type: none"> ➤ Exclusive branding as the “Conference Bag Sponsor.” ➤ Sponsor’s logo displayed prominently on the conference bag. ➤ Inclusion of the sponsor’s marketing collateral in the Conference kit. <p><i>PLUS - add an Exhibitor sponsorship for an additional \$1,500</i></p>

DOCUMENTATION SPONSOR ^{plus} \$4,000 (includes cost of USBs)	<ul style="list-style-type: none"> ➤ Sponsor's name and/or logo displayed on a USB to be included in the Conference kit which contains all of the documentation submitted by the speakers for the Conference. ➤ Exclusive branding as the "Documentation Sponsor." ➤ Inclusion of the sponsor's marketing collateral in the Conference kit. <p><i>Include sponsor's marketing collateral on the USB for an additional \$500 PLUS - add an Exhibitor sponsorship for an additional \$1,500</i></p>
DESK PAD SPONSOR ^{plus} \$2,000 (pads not included)	<ul style="list-style-type: none"> ➤ Exclusive branding as the "Desk Pad Sponsor." ➤ Sponsor to provide desk pads (of the sponsor's choosing) with sponsor's name and logo to be used at each educational session during the Conference and/or or to be included in the Conference bag. ➤ Inclusion of the sponsor's marketing collateral in the Conference kit. <p><i>PLUS - add an Exhibitor sponsorship for an additional \$1,500</i></p>
PEN SPONSOR ^{plus} \$2,000 (pens not included)	<ul style="list-style-type: none"> ➤ Exclusive branding as the "Pen Sponsor." ➤ Sponsor to provide pens (of the sponsor's choosing) with sponsor's name and logo to be used at each educational session during the Conference and/or to be included in the Conference bag. ➤ Inclusion of the sponsor's marketing collateral in the Conference kit. <p><i>PLUS - add an Exhibitor sponsorship for an additional \$1,500</i></p>
LANYARD SPONSOR ^{plus} \$2,000 (lanyards not included)	<ul style="list-style-type: none"> ➤ Exclusive branding as the "Lanyard Sponsor." ➤ Sponsor to provide lanyards with sponsor's name and logo to be used by Conference attendees throughout the Conference. ➤ Inclusion of the sponsor's marketing collateral in the Conference kit. <p><i>PLUS - add an Exhibitor sponsorship for an additional \$1,500</i></p>
NAME BADGE SPONSOR ^{plus} \$2,000	<ul style="list-style-type: none"> ➤ Exclusive branding as the "Name Badge Sponsor." ➤ ITechLaw will include sponsor's name and logo on name badge to be used by Conference attendees throughout the Conference. ➤ Inclusion of the sponsor's marketing collateral in the Conference kit. <p><i>PLUS - add an Exhibitor sponsorship for an additional \$1,500</i></p>
EXHIBITOR \$2,500	<ul style="list-style-type: none"> ➤ Exhibitor table or booth at the Conference. ➤ Inclusion of the sponsor's marketing collateral in the Conference kit.
AD SPACE IN CONFERENCE BROCHURE \$400 ¼ page \$750 ½ page \$1000 full page	<ul style="list-style-type: none"> ➤ Sponsor to provide ad for inclusion in conference brochure.
AD SPACE IN CONFERENCE BROCHURE <i>PLUS</i> LEAFLETING \$600 ¼ page \$950 ½ page \$1200 full page	<ul style="list-style-type: none"> ➤ Sponsor to provide ad for inclusion in conference brochure. ➤ Inclusion of the sponsor's marketing collateral in the Conference kit.
CONFERENCE KIT LEAFLETING & GIFT \$500	<ul style="list-style-type: none"> ➤ Inclusion of the sponsor's marketing collateral in the Conference kit.
CUSTOM SPONSOR <i>Price to be determined</i>	Custom sponsorships opportunities are available. Please contact one of the sponsorship contacts to discuss these opportunities.

**Includes all Silver sponsorship benefits except the complimentary conference passes and gala dinner tickets.*