

2019 ACC EUROPE ANNUAL CONFERENCE

12-14 May, 2019

Edinburgh International Conference
Center (EICC)

The Exchange Edinburgh,
Edinburgh EH3 8EE, UK

About the 2019 Conference

As the leading in-house counsel association in Europe, ACC Europe promotes the interests of in-house counsel across the region through the sharing of information, education, networking and advocacy while demonstrating innovation and leadership for the benefit of the profession. ACC Europe is a chapter of the global Association of Corporate Counsel comprising more than 45,000 in-house counsel members employed by over 10,000 organisations in more than 85 countries.

CELEBRATING 25 YEARS OF ACC EUROPE, 1994-2019

Join us in Edinburgh to celebrate this special anniversary. This year's programme, "**Being a Change Agent in Disruptive Times**", will focus on the broad skill set required of in-house counsel to keep up with the demands of their evolving role, as well as the disruptive changes around them with the rise of Artificial Intelligence and digital automation, legal operations, increasing compliance requirements, data privacy, Brexit, cyberwars, and big data as the new oil - to name but a few!

GENERAL SPONSOR INFORMATION

Share your subject matter expertise and promote your services and solutions in an intimate setting by participating in the ACC Europe Annual Conference. This programme is designed specifically for the European in-house community to fulfill CPD/CLE requirements, sharpen their skills, engage in peer-to-peer networking and meet exhibitors of products and services customised for the in-house legal profession.

Sponsors are encouraged to invite their in-house clients and contacts to attend the conference. A unique code offering a 15% discount on the prevailing registration rates will be issued to confirmed sponsors for this purpose. The discount may not be used in conjunction with any other offers and is applicable only for serving in-house counsel.

ATTENDEE DEMOGRAPHICS

Each of the most recent conferences has attracted over 400 attendees from 30 countries, including Chief Legal Officers/Group General Counsel, Senior Counsel, Legal, Litigation, Regulatory and Compliance Officers and others involved in critical roles within the in-house legal team.

PRIOR YEARS' COMPANIES REPRESENTED

Google, SAP, IBM, BearingPoint, Adobe, KPMG, Hewlett Packard, Rockwell, Total, Orange, Reckitt Benckiser, Eli Lilly, BT, ABInBev, Capgemini, The Body Shop International and many more.

www.acceurope2019.com

QUESTIONS: For more information on how to become a sponsor, please contact:

Lucy M. Jones || Director of Business Development || phone: +1 202.349.1524 || jones@acc.com

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TIER I AND TIER II SPONSORSHIP

There are two levels of sponsorship offered at the ACC Europe Annual Conference - **Tier I and Tier II**

TIER I SPONSORSHIP **€17,000** (Speaker/Exhibition Stand)

- A representative to participate on an education panel
- Display table (183 cm L x 76 cm W) in a 3m x 2m space with pipe and drape and power provided
- Three (3) Full Access registrations (includes speaker)
- One (1) Exhibit Only Access registration
- Listing on the ACC Europe conference website with a link to Sponsor's website
- Logo included in Pocket Programme Guide and on conference App
- Recognition on on-site signage

TIER II SPONSORSHIP **€11,750** (Exhibition Stand Only)

- Display table (183 cm L x 76 cm W) in a 3m x 2m space with pipe and drape and power provided
- Two (2) Full Access registrations
- One (1) Exhibit Only Access registration
- Listing on the ACC Europe conference website with a link to Sponsor's website
- Logo included in Pocket Programme Guide and on conference App
- Recognition on on-site signage

LAW LABS SPEAKING OPPORTUNITIES

Facilitated by experts, Law Labs will enable a small group of attendees to focus on an area of personal development, operations or the law. Space for each Law Lab will be limited to ensure attendees are given ample time to share opinion, ideas and lessons learned and are able to contribute to the discussion.

TIER I WITH LAW LAB - €17,000 + €3,000 = €20,000

- Includes one additional Full Access registration

TIER II WITH LAW LAB - €11,750 + €3,000 = €14,750

- Includes one additional Full Access registration

LAW LAB AS STAND-ALONE OPPORTUNITY - €13,200

(Speaker/Exhibition Stand)

- Display table (183 cm L x 76 cm W) in a 3m x 2m space with pipe and drape and power provided
- Two (2) Full Access registrations (includes speaker)
- One (1) Exhibit Only Access registration
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NEW!

CLOSING PLENARY - €13,750

- Display table (183 cm L x 76 cm W) in a 3m x 2m space with pipe and drape and power provided
- Opportunity to introduce Plenary Speaker
- Two (2) full Access registrations (includes introducer of plenary speaker)
- One (1) Exhibit Only Access registration
- Listing on the ACC Europe Conference website with a link to Sponsor's website
- Logo included in Pocket Programme Guide and on conference App
- Recognition on on-site signage

SPONSOR & EXHIBITOR PROSPECTUS

ANCILLARY OPPORTUNITIES

NEW!

25TH CELEBRATORY WELCOME BUFFET - €10,000 (or, €5000 as add on to existing tier with one additional full access pass)

Sponsor the celebratory welcome reception and buffet in the exhibition hall to mark 25 years of ACC Europe and kick off this year's conference!

- Two (2) Full Access registrations
- Opportunity for welcome remarks at reception
- Listing on ACC Europe conference website with link to Sponsor's website
- Logo included in pocket programme guide and on conference App
- Recognition on on-site signage

MONDAY CONFERENCE DINNER-----SOLD!

NEW!

MONDAY LUNCH-----SOLD!

Buffet lunch served in the exhibition hall.

- Two (2) Full Access registrations
- Opportunity for brief welcome address at lunch
- Listing on ACC Europe conference website with link to Sponsor's website
- Logo included in pocket programme guide and on conference App
- Recognition on on-site signage

CONFERENCE APP-EXCLUSIVE!-----€4,000

Our Conference App, now in its third year and back by popular demand, has become an essential conference tool for all attendees. The App was used by more than 90% of attendees at the 2018 annual conference.

- Sponsor acknowledgement and banner included on email to all attendees inviting them to download App
- Sponsor splash screen when the App opens up
- Logo on App store installation page
- Logo on the home page
- Listing on the ACC Europe Conference website with a link to Sponsor's website
- Logo included in Pocket Programme Guide
- Recognition on on-site signage

CHARGING STATION-----€3,000

Provide a valuable service to delegates by sponsoring a dedicated phone charging station. Up to two stations available @ €3000 per station.

- Company name and logo displayed on charging station device and in the exhibit hall
- Sponsor collateral (ACC Europe approved) may be placed on table next to the charging station
- Listing on the ACC Europe Conference website with a link to Sponsor's website
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ANCILLARY OPPORTUNITIES *continued*

HOTEL KEY CARDS-----**€3,000**

High visibility sponsorship that reaches attendees from the moment they check in at their hotel!

- Sponsor logo displayed on the key card for delegates staying at the principal conference hotel (Sheraton Grand Hotel)
- Listing on the ACC Europe Conference website with a link to Sponsor's website
- Logo included in Pocket Programme Guide
- Recognition on on-site signage

NEW!

LANYARDS-----**SOLD!**

Conference badges (bar coded for session and social function entry) will be worn throughout the conference by all attendees. Your logo displayed on the lanyards will be highly visible throughout the event.

- Sponsor logo displayed on badge lanyards
- Listing on the ACC Europe Conference website with a link to Sponsor's website
- Logo included in Pocket Programme Guide
- Recognition on on-site signage

ON-SITE POCKET PROGRAMME GUIDE

-----**SOLD!**

- Back cover advertisement on pocket programme guide
- Listing on the ACC Europe Conference website with a link to Sponsor's website
- Logo included in Pocket Programme Guide
- Recognition on on-site signage

Please note that all Ancillary Sponsorship Opportunities are available on a first come, first served basis.

SPONSOR & EXHIBITOR PROSPECTUS

CONFERENCE SCHEDULE *(Subject to Change)*

The following sessions are still open for Tier I Sponsorship:

TRACK 1: LEAD YOURSELF

Monday 13 May

- **Session 9 ~ Law Lab ~ 14:00-15:30**
Are you ready for the next crisis?
- **Session 12 ~ 16:00-17:30**
A new step in your legal in-house career, thinking of becoming a GC or CLO?

Tuesday 14 May

- **Session 18 ~ 9:00-10:30 ~**
Best practices with legal & non-legal partners
- **Session 24 ~ 11:00-12:30 ~ SOLD!**
The in-house lawyer of the 2020's: be and remain innovative, embrace change, dare to disrupt.

TRACK 2: LEAD THE LAW

Monday 13 May

- **Session 3 ~ 11:00-12:30 ~ SOLD!**
Competition law update
- **Session 8 ~ 14:00-15:30 ~ SOLD!**
Brexit - the end, or just the beginning?
- **Session 10 ~ 14:00-15:30**
Human rights and the in-house lawyer: Creating and maintaining an ethical business
- **Session 16 ~ 16:00-17:30**
The brave new world of cyber breaches and cyber litigation

Tuesday 14 May

- **Session 20 ~ 9:00-10:30 ~ SOLD!**
Data overload? Data protection - GDPR and beyond
- **Session 22 ~ Law Lab ~ 9:00-10:30**
Building an effective in-house pro bono programme
- **Session 25 ~ 11:00-12:30**
A step to the right? Doing business in the new world order

TRACK 3: LEAD THE BUSINESS

Monday 13 May

- **Session 4 ~ 11:00-12:30 ~ SOLD!**
The rise of (wearing the glasses of) the Chief Legal Operation Officer
- **Session 6 ~ Law Lab ~ 11:00-12:30**
Brand, counterfeit and online market protection
- **Session 9 ~ 14:00-15:30 ~ SOLD!**
New skills to innovate: Checks and balances to the potential of AI (intended and unintended consequences)
- **Session 14 ~ Law Lab ~ 16:00-17:30**
Information management
- **Session 17 ~ Law Lab ~ 16:00-17:30 ~ SOLD!**
Project management for lawyers

Tuesday 14 May

- **Session 20 ~ 9:00-10:30**
Lawful tech and innovative tools
- **Session 24 ~ Law Lab ~ 9:00-10:30 ~ SOLD!**
Contract management
- **Session 26 ~ 11:00-12:30**
Cross functional leadership and decision making in times of uncertainty
- **Closing Plenary ~ 14:00-15:30**
Speaker TBD

QUESTIONS

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