

2024 Seoul Global Conference SPONSORSHIP OPPORTUNITIES



2024 Seoul Global Conference

New York State Bar Association International Section

October 16 - 18 | Seoul, South Korea

Who are we? **New York State Bar Association and the International Section**

The New York State Bar Association (NYSBA) is the largest voluntary state bar organization in the United States and has members across the globe that have a nexus to New York law.

The International Section is one of NYSBA's most active sections having over 2,000 members internationally with chapters in more than 70 countries worldwide and is NYSBA's global representative and international advocate for the rule of law.

In addition, the NYSBA International Section brings members together to discuss and influence the resolution of key legal practice issues before local, state, national and international policy makers. Members include legal professionals from major international law firms, multi-national corporations, and other organizations that influence, and are influenced by, international law.

What is the Global Conference?

Each year, NYSBA's International Section hosts a conference in a different city outside of the United States to provide American and foreign colleagues the opportunity to meet, network, and expand their international practices. Our most recent conferences have been held in Mexico (2023), London (2022), New York City (2022), Tokyo, (2019), Montréal (2018), Antigua, Guatemala (2017), Paris (2016), São Paulo (2015), Vienna (2014), Hanoi (2013), Lisbon (2012), and Panama (2011).

This year, the conference will consist of three days of Continuing Legal Education (CLE) panels and plenaries on various hot topics in international law. The meeting also offers networking opportunities in the form of extended breaks, luncheons, receptions, dinners, including our traditional gala dinner, and social and cultural events.

What will I get from participating?

The Global Conference offers participants opportunities to:

- Attend programs with faculty foremost in their fields who will address both legal and professional issues and their impact on international practices;
- Exchange ideas and strategies with other professionals on an informal basis; and
- Meet and network with key players from leading international firms and businesses who share common interests and concerns relating to international legal practice.

Why support the Conference?

- Repeated exposure for you and your firm or company to invitees and attendees.
- Promote your firm or company to high-profile international legal professionals in a conference brochure that will be widely distributed prior to the meeting, as well as on-site at the meeting.
- Develop and reinforce name recognition of your firm or company in the conference invitations, programs, course materials, and prominent signage at sponsored events.
- Associate your firm or company with leading international associations such as NYSBA's International Section.

Who is our audience?

Our materials are distributed to all attendees, as well as a wider group of leading international lawyers, scholars, business professionals, and government representatives worldwide.

How will my organization be promoted?

All sponsors receive the benefit of being exposed to a large audience of legal professionals. In addition to the benefits listed for each specific sponsorship level on the subsequent pages, each sponsor's profile/advertisement/logo will be included in:

- The International Section's promotional brochure will be shared with approximately 2,000 attorneys and in-house counsel who are members of the NYSBA International Section.
- 2 subsequent email follow-ups to 20,000 attorneys and in-house counsel who are members of the NYSBA, ABA, IBA, UIA and other local bar associations.
- Program brochure that will be distributed on-site at the meeting.
- Other conference materials distributed to all attendees during the meeting.
- Support will be mentioned, and Sponsor's name and logo will be included on signage at the sponsored event.

SPONSORSHIP OPPORTUNITIES

General Conference Sponsorship

	PLATINUM ☐ \$15,000	GOLD ☐ \$10,000	SILVER ☐ \$5,000	BRONZE ☐ \$2,500
ADVERTISING SPACE				
Organization's logo with direct link on NYSBA event website, e-blasts and LinkedIn posts	✓	✓	✓	✓
Organization's logo displayed throughout the event and on screen during breaks.	✓	✓	✓	✓
Tabletop Exhibit Space	✓	✓	✓	N/A
May display company banner/flag at the back of the conference	✓	✓	N/A	N/A
Program Brochure (printed)	Full Two-Page Spread (7.5in W x 10.5in H per page)	Full Page ad (7.5in W x 10.5in H)	1/2 Page ad (7.5in W x 4.75in H)	1/4 Page ad (3.5in W x 4.75in H)
Ad in the International Section's newsletter	N/A	N/A	N/A	N/A
PASSES				
Full Conference Pass <i>(including lunch & networking breaks)</i>	6 passes	4 passes	2 passes	1 pass
President's Reception <i>(Wednesday, Oct. 16, 2024)</i>	6 tickets	4 tickets	2 tickets	1 ticket
Cocktail Reception <i>(Thursday, Oct. 17, 2024)</i>	6 tickets	4 tickets	2 tickets	1 ticket
Gala Reception & Dinner <i>(Friday, Oct. 18, 2024)</i>	6 tickets	4 tickets	2 tickets	1 ticket
OTHERS				
Availability to sponsor <u>one</u> of the following functions (company logo on signage and acknowledgment during your sponsored function)	<input type="checkbox"/> Drinks & Mingle (Thurs) <input type="checkbox"/> Gala Reception (Fri) <input type="checkbox"/> Gala Dinner (Fri)	<input type="checkbox"/> Entertainment for President's Reception (Wed) <input type="checkbox"/> Entertainment for Drinks & Mingle (Thurs) <input type="checkbox"/> Wed. lunch <input type="checkbox"/> Thurs. lunch <input type="checkbox"/> Fri. lunch	<input type="checkbox"/> Wed. morning refreshment break <input type="checkbox"/> Wed. afternoon refreshment break <input type="checkbox"/> Thurs. morning refreshment break <input type="checkbox"/> Thurs. afternoon refreshment break <input type="checkbox"/> Fri. morning refreshment break <input type="checkbox"/> Fri. afternoon refreshment break	N/A
Acknowledgment during Opening	✓	✓	✓	N/A
Naming Rights	For one of the plenary sessions	For one of the panels	For one of the panels	N/A
Opportunity to give brief remarks at the Opening	✓	N/A	N/A	N/A

Special Group Participation Sponsorship

For attendees that are part of a group of 5 or more paid registered attendees from the same organization or entity, we offer the following sponsor categories

	Fifteen (15) Attendees	Ten (10) Attendees	Five (5) Attendees
ADVERTISING SPACE			
Organization's logo with direct link on NYSBA event website, e-blasts and LinkedIn posts	✓	✓	✓
Organization's logo displayed throughout the event and on screen during breaks.	✓	✓	
May display company banner/flag at the back of the conference	✓		
Program Brochure (printed)	Full Page ad (7.5in W x 10.5in H)	1/2 Page ad (7.5in W x 4.75in H)	1/4 Page ad (3.5in W x 4.75in H)
PASSES			
Gala Reception & Dinner (Friday, Oct. 18, 2024)	6 tickets	4 tickets	2 tickets
OTHERS			
Acknowledgment during Opening	✓	✓	N/A

For further sponsorship information, please contact: Carra Forgea | cforgea@nysba.org | +1 (518) 487-5521



**New York State Bar Association International Section 2024 Global Conference
October 16 – 18, 2024 | Seoul, South Korea**

SPONSOR INFORMATION

Firm/Company Name: _____

Complete Address: _____

Company URL: _____

Contact name: _____ Phone: _____ Email: _____

SPONSORSHIP OPPORTUNITIES

GENERAL CONFERENCE SPONSORSHIP

Platinum Sponsor

\$15,000 (6 passes)

Gold Sponsor

\$10,000 (4 passes)

Silver Sponsor

\$5,000 (2 passes)

Bronze Sponsor

\$2,500 (1 pass)

Exhibitor's Table: Yes, I'd like a 6-ft. exhibitor's table at the conference. *(Optional for Platinum, Gold, and Silver Sponsors only)*

Table Representative Name: _____ Email: _____

SPECIAL GROUP PARTICIPATION SPONSORSHIP

15 conference attendees

(6 free Gala Reception and Dinner tickets)

10 conference attendees

(4 free Gala Reception and Dinner tickets)

5 conference attendees

(2 free Gala Reception and Dinner tickets)

PAYMENT METHOD

Check* or money order enclosed in the amount of \$ _____

Please make checks payable to:

New York State Bar Association
1 Elk Street
Albany, NY 12207

** If submitting a check for payment, it should arrive no later than 2 weeks upon submitting your completed form.*

Charge \$ _____ to:
 AMEX MasterCard Visa Discover

Cardholder Name _____

Card number _____

Expiration date _____ CVC _____

Authorized Signature

*Wire Transfer/ACH Delivery:

Account Name:
New York State Bar Association

Account Number: 777050803
Bank Routing Number: 021000021
SWIFT Code: CHASUS33

General Bank Reference Address:
JPMorgan Chase, New York, NY
10017

**Wire transfers should be done in US Dollars.*

COMPLIMENTARY REGISTRANTS

NAME	EMAIL	DIETARY RESTRICTIONS
1) _____	_____	_____
2) _____	_____	_____
3) _____	_____	_____
4) _____	_____	_____
5) _____	_____	_____
6) _____	_____	_____

NEXT STEPS

Submit to Carra Forgea at cforgea@nysba.org the following:

- Filled out sponsorship form with high resolution copy of organization's logo (JPG or PNG format).
- Submit by **Monday, September 16, 2024:** (a) Colored ad in PDF format, (b) exhibitor's table representative and (c) complimentary registrant(s).