



NEW YORK STATE
BAR ASSOCIATION

SPONSORSHIP OPPORTUNITIES

NYSBA International Section 2025 Global Conference in Hamburg

October 15-17, 2025

Le Meridien Hamburg Hotel

An der Alster 52, Hamburg 20099, Germany



2025 Global Conference in Hamburg
New York State Bar Association International Section
October 15 – 17, 2025 | Le Meridien Hotel, Hamburg, Germany

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 Seoul (2024), Mexico (2023), London (2022), New York City (2022), Tokyo, (2019), Montréal (2018), Antigua (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 |
| Welcome Reception (Wednesday, Oct. 15, 2025) | 6 tickets | 4 tickets | 2 tickets | 1 ticket |
| Cocktails & Counsel (Thursday, Oct. 16, 2025) | 6 tickets | 4 tickets | 2 tickets | 1 ticket |
| Gala Reception & Dinner (Friday, Oct. 17, 2025) | 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"/> Welcome Reception (Wed) <input type="checkbox"/> Gala Reception (Fri) <input type="checkbox"/> Gala Dinner (Fri) | <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. 17, 2025) | 6 tickets | 4 tickets | 2 tickets |
| OTHERS | | | |
| Acknowledgment during Opening | ✓ | ✓ | N/A |

For further sponsorship information, please contact:

Carra Forgea at cforgea@nysba.org / +1(518)487-5521 AND Ernesto Guerrero at eguerreo@nysba.org / +1(518)487-5535



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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 Diamond, 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

Reference for Transaction:
INTFA25 Sponsor

☐ **Debit/Credit Card charge** of \$ _____ to:
☐ AMEX ☐ MasterCard ☐ Visa ☐ Discover

Cardholder Name _____

Card number _____

Expiration date _____ CVC _____

Authorized Signature

*You may also send a filled-out copy of this form to our secure fax
line: (518) 463-5993*

☐ **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
Reference for Transaction:
INTFA25 Sponsor

*Note: 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 AND to Ernesto Guerrero at eguerrero@nysba.org the following:

- Filled out sponsorship form with high resolution copy of organization's logo (JPG or PNG format).
- Submit by **Monday, September 8, 2025:** (a) Colored ad in PDF format, (b) exhibitor's table representative and (c) complimentary registrant(s).