



Sponsorship opportunities

IBA African Regional Forum Conference 2010

25–26 March 2010

Cape Town, South Africa



the global voice of
the legal profession



Why the IBA

The International Bar Association (IBA) influences the development of international law reform and shapes the future of the legal profession. The IBA is an international dual membership organisation with offices now in London, Sao Paulo and Dubai. The association comprises over 35,000 lawyers, 80 group member law firms and over 200 bar associations and law societies across all countries.

By sponsoring an IBA event you will place your brand in front of some of the world's most prominent consumers and be provided with the opportunity to raise your company's profile among your existing clients and potential new clients.

The IBA organises nearly 40 specialist conferences per year worldwide which are attended by an unrivalled list of leading law professionals. The events give members and non-members alike an invaluable opportunity to share information regarding the latest developments in the industry.

Sponsorship of an IBA event will help you to:

- Enhance your brand amongst a distinguished target base
- Give you the opportunity to network with decision makers within law firms
- Impress and influence your existing client base as well as make new connections
- Launch and promote a product/service
- Increase brand awareness
- Develop new business
- Network with decision makers from major corporate law firms and other businesses

The IBA membership base comprise 100 per cent of the Legal500's UK top 50 law firms as well as almost 80 per cent of ALM's top 50 law firms, including Allen & Overy, Clifford Chance, DLA Piper, Eversheds LLP, SJ Berwin LLP, Clyde & Co, Jones Day, Bird & Bird and Irwin Mitchell to name but a few.

The IBA would indeed be delighted to have you onboard as a sponsor.

IBA African Regional Forum Conference 2010

A conference co-presented by the IBA African Regional Forum and the Law Society of South Africa and supported by SADC Lawyers Association, the General Council of the Bar of South Africa and the Corporate Lawyers Association of South Africa.

Join lawyers and judges from across Africa and beyond to discuss matters of regional and continental importance at the African Regional Forum's first conference in Southern Africa.

Topics include:

- The Rule of Law; the Independence of the Judiciary and of the Legal Profession
- International Arbitration in Africa
- Climate Change: Africa's challenge and response
- Mining Law: Dealing with the impact of the global financial crisis
- Corporate Governance: Friend or Foe to the Successful Business?
- Managing for survival: African law firms in changing times

Sponsorship opportunities

Non-law firms only

	Headline conference sponsor R60,000	Associate conference sponsor R50,000
Conference delegate passes (including ticketed socials)	4	2
Sponsor logo on the cover of the online and final programmes	✓	
Sponsor logo on the cover of conference programme	✓	
Sponsor logo inside the online and final programmes	✓	✓
Sponsor logo on all IBA adverts used to promote the event	✓	
Full page greyscale advert to be included in the final programme	✓	✓
Insert in delegate bags	✓	✓
Sponsor logo to appear on the conference holding slide used before and in between sessions	✓	
Sponsor logo to appear on signage at conference social events	✓	
Sponsor logo to appear on main conference signage	✓	✓
Sponsor logo and link to appear on the conference website	✓	✓
Sponsor logo, link and company description on the sponsorship section of the conference website	100 words	50 words
Sponsor logo announced as 'headline conference sponsor' on relevant committee website until 1 January 2011	✓	
Opportunity to distribute a gift to the delegates during registration	✓	✓

Sponsorship opportunities

Available to all

	Associate social event sponsor R45,000	Conference dinner sponsor R30,000	Welcome reception sponsor R25,000	Luncheon and refreshment break sponsor R18,000
Conference delegate passes (including ticketed socials)	2	1	1	1
Tickets to the conference dinner for guests	1	1		
Tickets to the conference welcome reception for guests	2		2	
Free IBA membership until January 2011*	✓			
Full page greyscale advert to be included in the final programme	✓			
Sponsor logo to appear inside online and final programmes	✓	✓	✓	✓
Sponsor logo on the conference website	✓	✓	✓	✓
Sponsor logo, link and company description on the sponsorship section of the conference website	100 words	75 words	50 words	25 words
Sponsor logo announced as 'associate social event sponsor' on the relevant committee website until January 2011	✓			
Opportunity to distribute a gift to delegates during registration	✓			
Sponsor logo on signage at the conference dinner	✓	✓		
Sponsor logo on signage at the conference welcome reception	✓		✓	
Sponsor logo on signage at the luncheon and refreshment breaks	✓			✓
Acknowledgement from Chair	✓	✓		

* Applicable to new members only, must be a practicing lawyer.



Sponsorship booking form IBA African Regional Forum Conference 2010

Please complete this form and fax it to 011-463-3265
or email it to charlene@soafrica.com.

Please indicate which package you wish to book:

- Headline conference sponsor R60,000
- Associate conference sponsor R50,000
- Associate social event sponsor R45,000
- Conference dinner sponsor R30,000
- Welcome reception sponsor R25,000
- Luncheon and refreshment break sponsor R18,000

Invoicing details (please complete as you want it to appear on the invoice – note all fields **MUST** be completed)

Client name _____

Address _____

City _____

Postcode _____

Contact _____

Telephone _____

E-mail _____

Fax _____

VAT number _____

I certify that I am authorised to sign this application and enter into this contract for advertising, exhibition space and sponsorship on behalf of the above named client.

Authorised signature _____

Date _____ (dd/mm/yyyy)

Print name _____



Term and conditions

Assignment of sponsorships

All sponsorships are non-exclusive and non-negotiable.

Interpretation and definitions

In this agreement, unless the context otherwise requires, the following definitions shall apply:

1. 'sponsorship' includes conference dinner sponsor, conference collateral sponsor, cocktail reception sponsor and hospitality sponsors and any other category named by the IBA.
2. 'sponsor' means an organisation that is named as one of the conference dinner sponsor, conference collateral sponsor, cocktail reception sponsor and hospitality sponsors and any other category named by the IBA.
3. 'IBA' means International Bar Association

Application/cancellation of sponsorship

Application for sponsorship must be made in writing using the designated application form.

An invoice and sponsorship/advertising confirmation document will be sent to you within 48 hours of receipt of commitment form.

Terms of payment

- i. 100% payment due by 30th January 2010 to secure your sponsorship.

Cancellation of sponsorship will result in a R1,500 release fee. If cancellation is made (by 30 January 2010) less than two months prior to the conference start date, sponsorship fees will be charged at the full amount.

Cancellation of sponsorship must be directed in writing to:

Scatterlings Conference & Events (IBA2010 Forum conference) Charlene Malama, charlene@soafrica.com; fax: 011 463 3265.

Logos must be provided in jpeg format and emailed to charlene@soafrica.com within 24 hours of commitment to ensure that we are able to offer maximum exposure.

Contract acceptance

The acceptance of the application shall be at the discretion of the IBA, and upon acceptance, becomes a contract.

By completing and signing the application, the undersigned agrees to comply with, and be subject to, the terms and conditions contained in this document. The IBA reserves the right to refuse or deny sponsorships to prospective companies.

Liability

Sponsors assume entire responsibility and hereby agree to protect, indemnify, defend and hold the IBA and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines and attorney fees arising from or caused by the sponsor's installation, removal, maintenance, occupancy or use of conference premises or a part thereof, excluding any such liability caused by the sole negligence of the venue, its employees and agents.

IBA best practices policy for attendees and sponsors

IBA provides opportunities for sponsors to have direct exposure to conference attendees during the sponsored conference defined in this document. All conference sponsors are expected to abide by the following policy:

- (1) conference sponsors will not detract from any other company's investment by competing with the sponsored event, eg, the hosting of an event at the same time as an IBA sponsored event;
- (2) conference sponsors will not interfere with another sponsor's communication with an attendee communication, either directly or indirectly, eg, the distribution of brochures or other collateral other than agreed upon by IBA.

These and other similar actions will be considered unacceptable, and will be prohibited except with the explicit written permission of IBA. All attendees, regardless of whether they sponsor or network at an event, are subject to the guidelines of this policy. Attendance at the conference signifies agreement to this policy and subsequent on sequences if violated.

Use of space/promotional materials

No sponsor can distribute promotional materials in a break out room or session. A company's promotional materials should not interfere with any other company's sponsorship. Sponsors need written permission to distribute promotional materials during an event that they are sponsoring. Further, a sponsor is prohibited from distributing copyrighted materials, unless they have written permission to distribute such materials. Law firms and organisations that provide legal advice as part of their day-to-day business cannot distribute promotional materials regarding their firm, partners, and employees at an IBA conference.

Free delegate passes

Free delegates' passes, given as part of a sponsorship agreement, cannot be assigned to speakers, panellists, chairs or co-chairs, members of the press or adjudicators. Notification of changes to free delegate passes must be sent via email, to charlene@soafrica.com; no later than 5 working days prior to the commencement of the conference, no amendments will be made at the event only the people on the registration form may attend the conference.

Sole sponsors

In terms of the IBA policy guidelines it is not permitted for one firm or company to be an exclusive sponsor of an event.

Artwork

The IBA will not make amendments to materials supplied for advertisement, where the materials do not conform to IBA's published requirements.

Function space

It is understood that no rooms, suites or other space in the conference hotel are to be used for exhibition purposes, workshops or other exhibitor sales-related use. Hosting invitational cocktail parties, open houses and similar exhibitor-sponsored affairs, should be checked with the IBA conference management so as not to conflict with program events.