



31st Annual **Ray Garrett Jr.**
Corporate
and **Securities**
Law Institute

SPONSOR
PROSPECTUS

April 28-29, 2011
Northwestern University School of Law, Chicago

Event Details

Date:

April 28-29, 2011

Location:

Northwestern Law
375 East Chicago Avenue - Chicago, IL

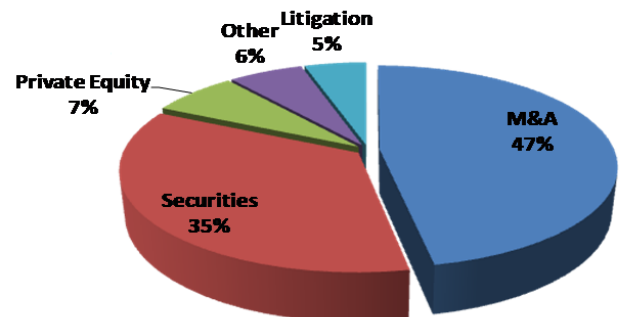
Join more than 400 firm attorneys and in-house counsel for a discussion of current issues affecting today's corporate and securities lawyer. The Garrett Institute is the only Midwest conference that brings together senior officials from the SEC and leading securities practitioners to examine critical corporate law and securities issues confronting public and private corporations.

Attorneys from 31 firms in the AmLaw 100 are involved with the Garrett Institute as attendees, supporting affiliate firms, or committee members. Become a sponsor to reach key decision-makers from these firms and grow your business by expanding your professional referrals, increasing visibility and boosting brand awareness within this market.



Attendee Profile

- Majority has 10+ years of experience
- 55% of participants are firm attorneys, 45% are in-house counsel
- 75% of attendees practice in the Midwest, the remainder represent 15 other states



Northwestern Law Professional Education is an Accredited CLE Provider in the state of Illinois and many other states.



Sponsorship Levels

Reception Sponsor

\$10,000 (Limited to 1 sponsor)

- Exclusive sponsorship of Institute reception on Thursday, April 28
 - You may brand the reception to whatever extent you'd like (company giveaways, napkins, coasters, etc). All marketing materials provided by sponsor.*
- Five (5) complimentary invitations for additional company representatives at reception
- Two (2) complimentary registrations to the Institute (value of \$1,990)
- 50% registration discount for additional company representatives (limit 5)
- Tabletop display at Institute on Thursday for networking, lead generation and distribution of company materials/on-site demos (high-traffic area)
- Logo recognition in brochure mailed to 50,000 targeted invitees
- Logo recognition in pre- and post-conference email marketing campaign sent to more than 5,000 contacts
- Logo recognition and link on Institute website
- Sponsorship acknowledged on signage during Institute
- Verbal recognition from podium during Institute
- One-time usage of our mail list to send promotional materials to our Institute attendees

Institute Sponsor

\$6,000

- Two (2) complimentary registrations to the Institute (value of \$1,990)
- 50% registration discount for additional company representatives (limit 5)
- Tabletop display at Institute for two days of networking, lead generation and distribution of company materials/on-site demos (high-traffic area)
- Opportunity to give brief company overview (100 words) and introduce panelists before one (1) Institute session
- Link to a company white paper posted on Northwestern Law's Professional Education LinkedIn page
- Logo recognition in brochure mailed to 50,000 targeted invitees
- Logo recognition in pre- and post-conference email marketing campaign sent to more than 5,000 contacts
- Logo recognition and link on Institute website
- Sponsorship acknowledged on signage during Institute
- Verbal recognition from podium during Institute

Choice of pre- or post-conference mailing. Sponsor will send materials to Northwestern Law's mail house (Suburban Mailing) for distribution. Please contact Valerie Krasnoff for full details.



Sponsorship Levels continued

Breakfast/Break Sponsor

\$3,000 (Limited to 1 sponsor)

Your sponsorship includes exclusive logo recognition during continental breakfast for both days of the Institute as well as the break on Thursday afternoon. Food is served in the Institute's main thoroughfare, Thorne Lobby, where every attendee will notice your presence no matter how long they linger at the buffet table.

- Exclusive sponsorship of both Institute continental breakfasts and the afternoon break

Sponsor may provide branded napkins and coasters to place on buffet table

- Logo recognition on signage at buffet table
- Logo recognition on signage at Institute
- Logo recognition in on-site program agenda
- Recognition on Northwestern Law website

Flash Drives/CD-ROMs

\$3,000 (Limited to 1 sponsor)

Raise your company's profile and name recognition by putting your logo into everyone's hands. During registration, each Institute attendee receives a flash drive or CD-ROM (their choice) containing all of the written materials for each session. Your sponsorship includes the opportunity to feature a company profile or document within these materials that attendees will refer to time and time again.

- Opportunity to include one (1) company document (white paper, survey, article, etc.) of up to 200 pages on each flash drive and CD-ROM
- Logo recognition on signage at Institute
- Logo recognition in on-site program agenda
- Recognition on Northwestern Law website

Gift Bags

\$3,000 (Limited to 1 sponsor)

Create a lasting impression (and a friendly send-off) when you provide gift bags for each attendee to receive at the Institute's conclusion. Paperweights, candy, golf balls, planners, clocks – the opportunities are endless! Your giveaways will follow each attendee home and be a lasting reminder of another successful event.

