

35th Annual

RAY GARRETT JR.

**CORPORATE AND
SECURITIES LAW
INSTITUTE**

**AFFILIATE
PROPOSAL**

*Practical Guidance For
Today's Legal Challenges*

Chicago, Illinois

April 30–May 1, 2015

Event Details

Dates:

April 30 - May 1, 2015

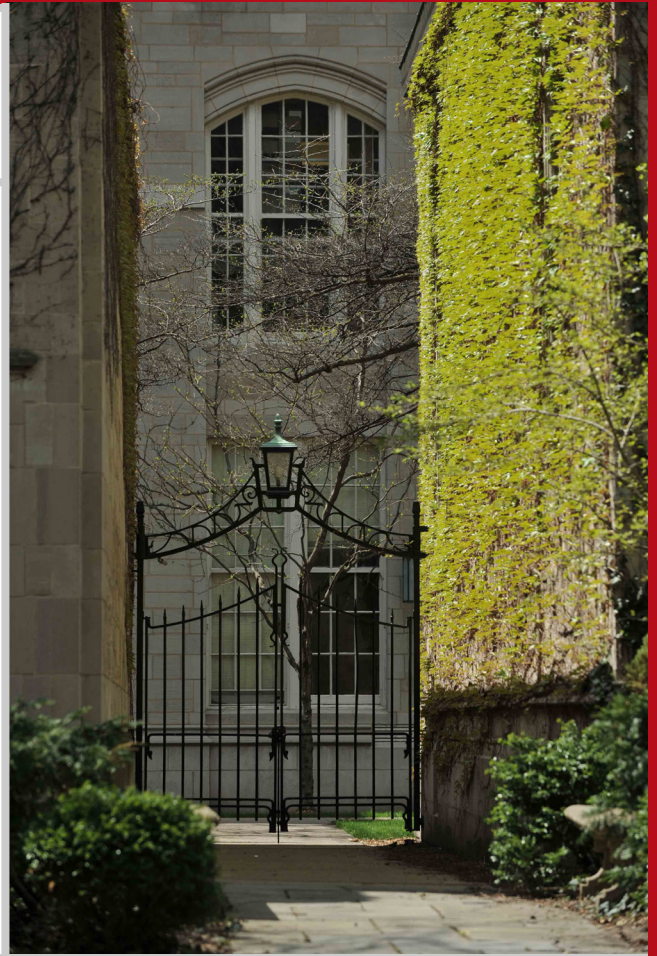
(Thursday - Friday)

Location:

Northwestern Law
375 E. Chicago Ave.
Chicago, IL 60611

Estimated Attendance:

450



The Ray Garrett Jr. Corporate and Securities Law Institute is the preeminent securities law conference in the Midwest. It is designed to provide private practitioners and corporate counsel with a timely analysis of critical securities and corporate law issues and developments confronting publicly and privately held corporations. Join approximately 450 firm attorneys and in-house counsel for a discussion of current issues led by senior officials from the SEC, judges, and prominent securities law practitioners.

The Institute was established in memory of Ray Garrett Jr., Chairman of the U.S. Securities and Exchange Commission and a member of the faculty at Northwestern University School of Law.

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

Why Become a 2015 Affiliate?

- **Strengthen Your Client Relationships:** Connect your clients to regulators, judges, and prominent practitioners by extending this highly regarded educational opportunity to your clients, and save up to 54% off the full registration fee in the process.
- **Share With Colleagues Throughout Your Firm:** Offer this uncommon opportunity broadly to your department or with associates.
- **Marketing, Business Development and Branding:** Make over 100,000 impressions on a targeted audience of in-house and firm attorneys through our unique marketing mix of print, e-mail, and online advertising. Build your network and increase your referral sources. Affiliate your firm with one of the oldest and most reputable continuing legal education programs in the country.
- **Professional Development:** Two days of carefully designed sessions earn you, your clients, and your colleagues approximately 10-12 hours of CLE credit.

SEC Chair Mary Jo White is confirmed to be speaking at the 2015 Garrett Institute

Chair White's speaking this year will provide attendees with exposure to unique insights on the foremost regulatory matters in securities law. This will be an excellent year to share Affiliate registrations with clients and colleagues.



Who Do We Reach?

- Institute attendees are comprised of an even balance of in-house counsel and firm attorneys (approximately 35% of corporate counsel are General Counsel)
- The Garrett Institute draws approximately 450 attendees, most of whom have 10+ years of experience and identify themselves as partners in their firms or senior members of their companies
- 90% of attendees practice in the Midwest

Represented Companies Have Included:

Abbott Laboratories
AbbVie Inc.
Aon Corporation
Archer Daniels Midland Company
Baxter International, Inc.
CareerBuilder
Caterpillar, Inc.
CDW Corporation
General Mills, Inc.
General Motors Company
Groupon
Honeywell International Inc.
Intel Corporation
Orbitz Worldwide
SP Plus Corporation
Target Corporation
The Boeing Company
The Inland Real Estate Group
United Airlines
USG Corporation
W.W. Grainger, Inc.
Walgreen Co.

2014 Program Highlights

- Two-session hypothetical addressed the Lifecycle of Managing Shareholder Activism, from when the activist comes knocking to when the challenge goes public
- Diane Swonk, Chief Economist, Mesirow Financial, presented an economic overview of the market
- Remarks by James Doty, Chairman, Public Company Accounting Oversight Board
- SEC updates featured SEC senior staff members:
 - Keith Higgins, Director, Corp Fin
 - Shelley Parratt, Deputy Director, Corp Fin
 - Mark Kronforst, Associate Director and Chief Accountant, Corp Fin

Benefits Summary

As an Affiliate of the 2015 Garrett Institute, your firm will have access to a bundle of discounted registrations to be used by clients and colleagues. In addition, each Affiliate firm will be promoted to a targeted in-house and firm attorney audience providing more than 100,000 impressions through our unique marketing mix.

2015 Affiliate Package Options

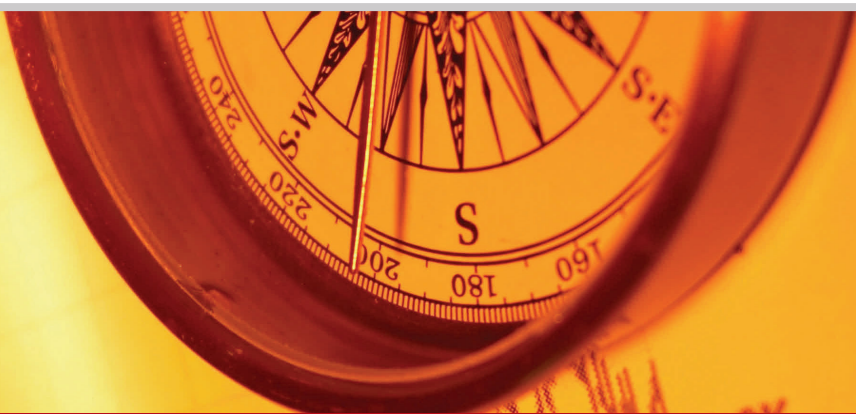
Lead Affiliate - \$9,200

20 Registrations

(\$20,000 value based on \$1,000 individual registration fee; \$460 per registration)

Marketing/Promotional Benefits

- Logo placement in brochure mailed to over 30,000 invitees
- Firm listing in e-mail marketing campaign sent to more than 8,000 contacts
- Firm logo/description (100 word count) on website
- Name acknowledgment on signage at Garrett Institute
- Cover sheet listing affiliates included in conference materials along with logo and firm description (100 word count)





2015 Package Options continued

Supporting Affiliate **\$6,550**

12 Registrations

(\$12,000 value based on a \$1,000 individual registration fee; \$546 per registration)

- Name placement in brochure mailed to over 30,000 invitees
- Logo placement on website
- Name acknowledgment on signage at Garrett Institute
- Cover sheet listing Affiliates included in conference materials

Program Affiliate **\$3,750**

6 Registrations

(\$6,000 value based on a \$1,000 individual registration fee; \$625 per registration)

- Name placement in brochure mailed to over 30,000 invitees
- Logo placement on website
- Name acknowledgment on signage at Garrett Institute
- Cover sheet listing Affiliates included in conference materials

Thank You to our 2014 Affiliates

Lead Affiliates

Baker & McKenzie LLP
DLA Piper LLP (US)
Drinker Biddle & Reath LLP
Faegre Baker Daniels LLP
Jenner & Block LLP
Jones Day
K&L Gates LLP
Katten Muchin Rosenman LLP
Kirkland & Ellis LLP
Latham & Watkins LLP
Locke Lord LLP
Mayer Brown LLP
McDermott Will & Emery
Morgan, Lewis & Bockius LLP
Neal, Gerber & Eisenberg LLP
Paul Hastings LLP
Ropes & Gray LLP
Schiff Hardin LLP
Sidley Austin LLP
Skadden, Arps, Slate,
Meagher & Flom LLP
Winston & Strawn LLP

Supporting Affiliates

Foley & Lardner LLP
Quarles & Brady LLP
Vedder Price P.C.

Program Affiliates

Chapman and Cutler LLP
Dentons US LLP
Dykema Gossett PLLC
Edwards Wildman Palmer LLP
Polsinelli PC
Thompson Coburn LLP

2015 Affiliate Benefits Summary

	Lead	Supporting	Program
	\$9,200	\$6,550	\$3,750
Registrations	20	12	6
Value (Based on \$1,000 individual registration fee)	\$20,000	\$12,000	\$6,000
Cost Per Ticket with Affiliate Pricing	\$460	\$546	\$625
Logo placement in brochure mailed to over 30,000 invitees	✓		
Name placement in brochure mailed to over 30,000 invitees		✓	✓
Firm listing in e-mail marketing campaign sent to more than 8,000 contacts	✓		
Firm logo on website	✓	✓	✓
100 word firm description on website	✓		
Name acknowledgment on signage at Garrett Institute	✓	✓	✓
Cover sheet listing affiliates included in conference materials	✓	✓	✓
Logo and firm 100 word firm description in conference materials	✓		

Affiliate Agreement

2015 Ray Garrett Jr. Corporate and Securities Law Institute (please submit agreement by February 2nd by e-mail: peter.skrabacz@law.northwestern.edu or fax at 312.503.2930)

Lead Affiliate - \$9,200

Supporting Affiliate - \$6,550

Program Affiliate - \$3,750

Firm Name (print below as you would like it listed in the brochure):

Approved By (please print): _____

Title: _____ Date: _____

Signature: _____

Additional Contact Information for Attorney/Client Registration and/or Marketing Inquiries

Name/s (please print): _____

Contact phone: _____

Contact e-mail: _____

Checks made payable to: *Northwestern University*
Mail: Professional and Continuing Legal Education
375 East Chicago Avenue, Rubloff 542
Chicago, Illinois 60611

Check is forthcoming Please invoice us at the address below

Address: _____

*Send logos and firm description (100 word max) to peter.skrabacz@law.northwestern.edu by February 16.

Note: All registrations submitted and confirmed by the program date will be considered full participants and require payment, regardless of actual attendance.