Sponsor Packages

47th Annual
Securities Regulation Institute
Coronado, CA
January 27-29, 2020

All Sponsorship Packages Include:

• Logo recognition in brochure mailed to over 15,000 targeted contacts*
• Logo recognition in one email sent to over 9,000 targeted contacts
• Logo recognition in on-site signage
• Logo recognition on website prior to Institute and continued acknowledgment on website through September 2020
• Full-page firm profile in conference materials

*In order to be included in the printed brochure, agreements must be submitted by Friday, October 4th, 2019.
Event Details

**Dates:**
January 27-29, 2020  
(Monday-Wednesday)

**Location:**
Hotel Del Coronado  
Coronado, California

**Estimated Participants:**
400+

For over 50 years, Northwestern Law has presented the Corporate Counsel Institute, focusing on the specific continuing educational needs of the corporate counsel community.

The Institute, which is the only program in the country designed by a committee made up exclusively of general counsel, will address the latest legal issues affecting business while allowing attendees to discuss shared experiences, identify concerns, and network with peers.

Northwestern Law Professional Education is an accredited CLE provider in Illinois, California, and most other states.

2019 Attendee Information

76% of Firm Attendees Identify as Partners, Shareholders or Members

208 Different Firms and Companies were Represented

72% of Attendees were from the West Coast

Sample of 2019 Companies Represented

- Activision Blizzard, Inc.
- Adobe
- Apple Inc.
- Disney
- Hewlett Packard
- Intel Corporation
- Marathon Oil Company
- Oracle
- Pinterest, Inc.
- Salesforce
- Target Corporation
- Uber Technologies, Inc.
- Oracle
Sponsorship Options

Institute Sponsor - $7,500  Limited to four sponsors

This package is designed for companies seeking to make a mid-level investment for the chance to get company representatives physically in front of attendees. Institute Sponsors showcase their expertise at tables in the high-traffic registration and break area for two and a half days in addition to attending all sessions.

Institute Sponsor Unique Benefits
- 1 table in high traffic area providing you constant visibility to over 400 participants
- 3 Complimentary registrations

Ice Cream Social - $9,000  Limited to one sponsor

A unique tradition that is considered a highlight of the conference, the ice cream social is held outside (weather permitting) and is not to be missed by attendees. Sponsorship of this event allows you to showcase your logo and company giveaways in a setting that is fun and relaxed.

Ice Cream Social Sponsor Unique Benefits
- Exclusive sponsorship of the Institute Ice Cream Social - you may brand the event with company giveaways and logo placement at the event
- Logo recognition on signage at Ice Cream Social
- Event listed in program schedule
- 2 Complimentary registrations
- 1 Invitation to speaker dinner (choice of Monday or Tuesday)

Attendee Reception - $5,000 + catering fees* Limited to two sponsors

Attended by Institute speakers, planning committee members, and participants, our networking receptions are the capstone of each day. Your sponsorship of this reception provides you with endless possibilities: from a lavish affair to a casual happy hour, you can pick the menu, select a theme, and showcase your company logo and giveaways.

Reception Sponsor Unique Benefits
- Exclusive sponsorship of one Institute reception - you may plan and pick the menu (or we can) and brand the reception with company giveaways and logo placement
- Opportunity to invite additional company representatives to reception (Limit 5)
- Logo recognition on signage at reception
- Event listed in program schedule
- 2 Complimentary registrations

*Estimated catering cost $10,000

Speaker Cocktail Reception - $5,000 + catering fees* Limited to one sponsor

Speaker Cocktail Reception Benefits
- Exclusive sponsorship of reception prior to the Monday speaker dinner. This cocktail reception is exclusively for planning committee members, speakers, and other invited guests.
- Verbal recognition at the cocktail reception and opportunity for company representative to extend a brief thank you
- 2 Complimentary invitations to the reception and dinner following the reception
- 2 Complimentary registrations

*Estimated catering cost $2,000
### Sponsorship Options Cont.

#### Breakfast Roundtable - $10,000 + catering fees*  Limited to two sponsors

A rare opportunity to host a private breakfast roundtable for 25 attendees prior to the start of the day's sessions. Take this opportunity to host a casual event or show your expertise on a relevant topic to an intimate group of decision makers. RSVPs will be handled by NU Law.

**Breakfast Roundtable Unique Benefits**
- Exclusive hosted hot breakfast for 25, in the format of your choice, held from 7 to 8 am (choice of Tuesday or Wednesday)
- 3 Complimentary registrations
- Event listed in program schedule
- 1 Invitation to speaker dinner (choice of Monday or Tuesday)

*Estimated catering cost $2,000

#### Break Sponsor - $7,000  Limited to one sponsor

With branded table top displays or a branded table throw, your company/firm will receive constant visibility throughout all three days of the conference in the most visited area, the coffee and snacks break table.

**Break Sponsor Unique Benefits**
- Exclusive sponsorship of snacks and refreshments provided during 9 breaks (15 minutes each) during the three days of the Institute (catering costs included in fee)
- Choice of firm/company logo recognition in snack/coffee area with table throw or small table top displays included in fee
- 3 Complimentary registrations

#### WiFi Sponsor - $6,000  Limited to one sponsor

Get your company/firm name out there with the opportunity to sponsor the one thing conference attendees ask for most, WiFi. As the exclusive WiFi sponsor, get exposure to every conference-goer with a customized network password, logo association with WiFi login instructions, and the opportunity to put out a flyer, profile, or brochure on the Institute materials table.

**WiFi Sponsor Unique Benefits**
- Logo recognition on WiFi login instructions distributed to all attendees at check-in
- Customized network login page and password
- Opportunity to include handout in conference materials OR distribute promo item on registration table
- 1 Complimentary registration

#### Associate Package - $3,000

This package is designed for companies who are new to the Securities Regulation Institute. It is intended to allow one company representative to attend the Institute while receiving brand exposure and association with the Institute for a modest investment.

**Associate Sponsor Unique Benefits**
- Opportunity to include one page ad in registration packet distributed to all attendees
- 1 Complimentary registration

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*Estimated catering cost $2,000
**Sponsorship Agreement**

**2020 Securities Regulation Institute** (In order to be included in the printed mailer, agreements must be submitted by Friday, October 4th):

- Institute Sponsor - $7,500
- Ice Cream Social Sponsor - $9,000
- Reception Sponsor - $5,000 + catering
- Speaker Cocktail Reception - $5,000 + catering
- Breakfast Roundtable - $10,000 + catering
- Break Sponsor - $7,000
- WiFi Sponsor - $6,000
- Associate Sponsor - $3,000

**Business Name (please print how you would like your company or firm listed in marketing materials):**

______________________________________________________________________________

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
Professional and Continuing Legal Education
375 East Chicago Avenue, Rubloff 542
Chicago, Illinois 60611

☐ Check is forthcoming  ☐ Please invoice us at the email address below

Address:__________________________________________________________________________

All payments are due by December 20, 2019 unless other payment date is arranged.