



Northwestern Law

Professional and Continuing Legal Education

43rd Annual

# SECURITIES REGULATION INSTITUTE

## SPONSORSHIP PROPOSAL

# Event Details

**Date:**

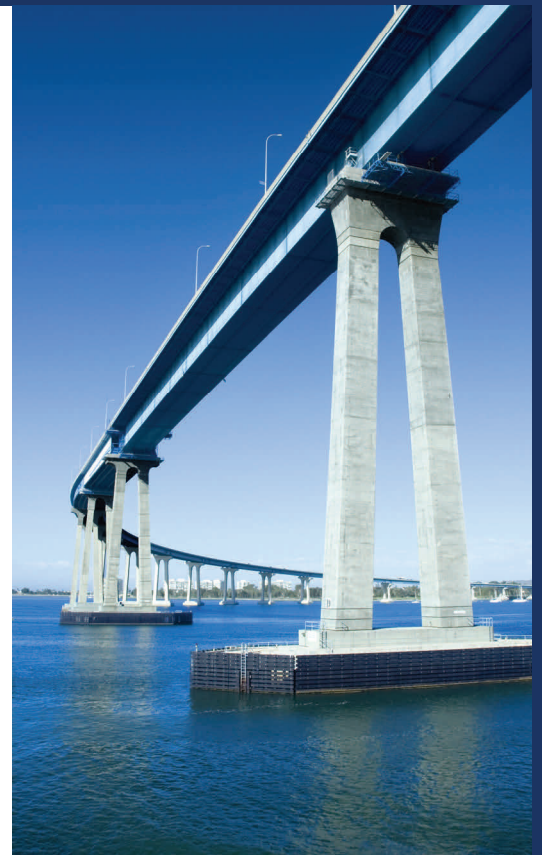
January 25-27, 2016  
(Monday - Wednesday)

**Location:**

Hotel del Coronado  
Coronado, California

**Estimated Attendance:**

350-400



One of the most visible and highly-regarded securities and corporate law conferences in the country, the Securities Regulation Institute reaches prominent attorneys from both firm and in-house practices. From boardroom updates to issues impacting pre-public companies, the Institute delivers practical advice for all attorneys advising corporate clients on the ever-changing world of securities and business law.

During this three-day event, attendees learn from regulators who are crafting new regulations, judges who are interpreting the law to resolve complex disputes, and prominent practitioners who are guiding their clients through the maze of new legislation, regulations and jurisprudence.

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

## 2015 Program Highlights

- Keynote Address by Leo E. Strine Jr., Chief Justice, Delaware Supreme Court
- Multiple speaking engagements from the directors of the SEC Division of Corporation Finance and Division of Enforcement
- Timely topics such as "Shareholder Activism: Shifting Alliances, Tactics, and Responses," "Recurring Disclosure Challenges," "Planning for 2015 Proxy Season," "M&A Trends and Developments You Need To Know," and "Getting Practical on Accounting & Auditing"

# Attendee Profile

## 2015 profile of 349 attendees

- Approximately 57% work in law firms, while 32% are inside counsel (11% comprised of “other” - press, sponsors, etc.)
- Approximately 71% practice on the West Coast, while the rest practice across the nation
- 37 firms in the AmLaw 100 participate as speakers or attendees
- The majority have 15+ years of experience
- Approximately 77% of companies represented are public companies. Their approximate median market cap is \$5B. Approximately 50% are listed on NYSE and 50% are listed on NASDAQ

## Select Attendee Representation

2015 Firms	2015 Companies	2015 Sponsors
Covington	Adobe Systems, Inc.	Abernathy MacGregor
Davis Polk	Apple Inc.	Houlihan Lokey
Fenwick & West	Brunswick Group	Practical Law
Goodwin Procter	Halliburton Company	U.S. Bank
Gibson Dunn	Intel Corporation	Winston & Strawn
Greenberg Traurig	Lions Gate Entertainment	
Gunderson Dettmer	NetApp, Inc.	
Morrison & Foerster	Restoration Hardware, Inc.	
O'Melveny & Myers	Sempra Energy	
Orrick	The Walt Disney Company	
Skadden	Uber Technologies, Inc.	
Stradling	Virgin America	
Sullivan & Cromwell		
Weil		
WilmerHale		
Wilson Sonsini Goodrich & Rosati		
Winston & Strawn		

# Sponsorship Options

## Dinner Sponsor - \$9,500

Limited to one sponsor

**Exclusive access to the Institute Planning Committee members and speakers.** This dinner provides direct access to leading securities practitioners and authorities on securities law including senior officials at the SEC, members of the Bar and judicial ranks, and other government officials.

### Dinner Sponsor Unique Benefits

- Exclusive sponsorship of one dinner
- Two (2) complimentary invitations to dinner
- Verbal recognition and opportunity for company representative to extend a brief welcome
- Opportunity to distribute a premium company giveaway to each dinner attendee (to be mutually agreed upon by sponsor and NU Law)
- Logo on customized menu for each dinner attendee
- One-time use of the attendee mailing list. Restrictions apply.

## Reception Sponsor - \$4,500 + catering fees\*

Limited to one sponsor per reception. Choose Monday, January 25 or Tuesday, January 26.

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
- Logo recognition on signage at reception
- One-time use of attendee mailing list. Restrictions apply.

\*Catering fees are estimated at \$8,000

# Sponsorship Options

## Ice Cream Social Sponsor - \$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) in the Hotel Del's picturesque Garden Patio and is not to be missed by any of our attendees. Sponsorship of this event allows you to set a theme and 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
- Logo recognition on signage at Ice Cream Social

## Institute Sponsor - \$7,000

Limited to six 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 primarily at tables in the high-traffic registration and break area for two-and-a-half days.

## Associate Sponsor - \$3,500 *NEW*

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 modest brand exposure for a modest investment.

### Associate Sponsor Unique Benefits

- Opportunity to put out flyers, brochures, or promotional items on Northwestern Law registration table the second day of the Institute

# Sponsorship Benefits

	Dinner	Reception	Ice Cream Social	Institute	Associate *NEW*
<b>On-Site Benefits</b>					
Two complimentary registrations	✓	✓	✓	✓	
One complimentary registration					✓
15% registration discount for additional company representatives	✓	✓	✓	✓	
Logo recognition on signage and on main screen	✓	✓	✓	✓	✓
Verbal recognition from the podium	✓	✓	✓	✓	
Table top display in a high-traffic area	✓			✓	
Two 60-second promotional video spots*	✓	✓			
One 30-second promotional video spot*			✓		
<b>Marketing/Promotional Benefits</b>					
Logo recognition in targeted digital and print marketing resulting in 90,000 impressions	✓	✓	✓	✓	✓
Logo recognition and link on website	✓	✓	✓	✓	✓
Full page company profile included in electronic materials	✓	✓	✓	✓	

\*Some restrictions apply.

Please contact us for additional information. Speaking opportunities are not concurrent with sponsorship opportunities.

***For all  
sponsorship inquiries,  
please contact:***

Steven Lindee  
 Director, Partnership Initiatives  
 Northwestern University School of Law  
 312.503.8457  
[s-lindee@law.northwestern.edu](mailto:s-lindee@law.northwestern.edu)

# Sponsorship Agreement

**2016 Securities Regulation Institute** (please return completed form by September 18 to take full advantage of Institute marketing outreach):

E-mail: [s-lindee@law.northwestern.edu](mailto:s-lindee@law.northwestern.edu)

Fax: (312) 503-2930

**Dinner Sponsor \$9,500**

**Ice Cream Social Sponsor \$9,000**

**Reception Sponsor \$4,500 + catering**

**Institute Sponsor \$7,000**

**Associate Sponsor \$3,500**

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*

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: \_\_\_\_\_

All payments are due by December 1, 2015.

Send logos and firm description (100 word max) to [peter.skrabacz@law.northwestern.edu](mailto:peter.skrabacz@law.northwestern.edu) by December 9.

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