

The background of the entire page is a nighttime photograph of a city skyline, likely Melbourne, Australia. The buildings are illuminated with various lights, and their reflections are visible in a body of water in the foreground. A large, semi-transparent wireframe globe is overlaid on the left side of the image, partially obscuring the cityscape.

Asia-Pacific Conference

Melbourne Australia Feb 26-28, 2014



SPONSORSHIP OPPORTUNITIES

Thank you for your interest in the sponsorship program for the ITechLaw Asia-Pacific Conference to be held in Melbourne, Australia, on February 26, 27 and 28, 2014.

The event will be held in Sofitel, Melbourne on Collins Melbourne and is expected to attract 150 delegates. Sponsors will have a rare opportunity to spotlight their firm and/or company's role in the ITechLaw community in both Australia and Internationally and contribute to this important conference.

CONTACT Steve Robin, ASN Events p/l sr@asnevents.net.au or **+61 3 5983 2400**

SUMMARY OF AVAILABLE PACKAGES AND PRICING *(details inside)*

CONFERENCE SPONSORSHIP		
Platinum	\$6,000	
Gold	\$4,500	
Silver	\$3,000	
NETWORKING SPONSORSHIP		
Gala Dinner Sponsor (<i>1 available</i>)	\$10,000	
Welcome Reception Sponsor (<i>1 available</i>)	\$6,000	
Networking Lunch Sponsor (<i>2 available</i>)	\$5,000	
Networking Break Sponsor (<i>4 available</i>)	\$3,500	
PRODUCT SPONSORSHIP		
Conference Bag Sponsor	\$5,000	
Documentation Sponsor	\$5,000	
App Sponsor	\$4,000	
Accessory Sponsor	\$2,000	
EXHIBITOR SPONSORSHIP		
Exhibitor	\$2,500	
Conference Satchel Insert	\$500	
Advertising	Rates Vary	

Asia-Pacific Conference Melbourne Australia **Feb 26-28, 2014**

CONFERENCE SPONSORSHIP

Platinum

\$6,000

- Branding as a “**Platinum**” sponsor.
- Complimentary display booth at the Conference (*see Exhibitor package below*).
- Recognition on the Conference website with a hyperlink to the sponsor’s website.
- Name and logo on the Conference brochure and on all marketing materials.
- Name and logo on Conference electronic marketing materials, including hyperlink to the sponsor’s website.
- Identification as a sponsor on name badges.
- Inclusion of the sponsor’s name and logo on banners, screens and backdrop panels throughout the Conference.
- Inclusion of the sponsor’s marketing collateral in the Conference satchel.
- **Four (4)** complimentary Conference passes and four complimentary tickets to the Conference Gala Dinner.

Gold

\$4,500

- Display booth at the conference venue, strategically placed for maximum delegate traffic
- Recognition on the Conference website with a hyperlink to the sponsor’s website.
- Name and logo on the Conference brochure and on all marketing materials.
- Name on Conference electronic marketing materials.
- Identification as a sponsor on name badges.
- Inclusion of the sponsor’s name and logo on banners, screens and backdrop panels throughout the Conference.
- Inclusion of the sponsor’s marketing collateral in the Conference satchel.
- **Two (2)** complimentary Conference passes and two complimentary tickets to the Conference Gala Dinner.

Silver

\$3,000

- Recognition on the Conference website with a hyperlink to the sponsor’s website.
- Name and logo on the Conference brochure and on all marketing materials.
- Name on Conference electronic marketing materials.
- Identification as a sponsor on name badges.
- Inclusion of the sponsor’s name and logo on banners, screens and backdrop panels throughout the Conference.
- Inclusion of the sponsor’s marketing collateral in the Conference satchel.
- **Two (2)** complimentary Conference passes and two complimentary tickets to the Conference Gala Dinner.

SPONSORSHIP OPPORTUNITIES

CONFERENCE EVENT SPONSORSHIPS

Gala Dinner Sponsor

\$10,000

- Includes **Silver** sponsor benefits, plus:
- Exclusive branding as the “**Gala Dinner Sponsor.**”
- Complimentary display booth at the Conference (see Exhibitor package below).
- Sponsor’s logo displayed prominently at the Gala Dinner.
- Four (4) complimentary Conference passes and four
- Complimentary tickets to the Conference Gala Dinner.

Welcome Reception Sponsor

\$6,000

- Includes **Silver** sponsor benefits, plus:
- Exclusive branding as the “**Welcome Reception Sponsor.**”
- Sponsor’s logo displayed prominently at the Welcome Reception.

Closing Reception Sponsor

\$6,000

- Includes **Silver** sponsor benefits, plus:
- Exclusive branding as the “**Closing Reception Sponsor.**”
- Sponsor’s logo displayed prominently at the Closing Reception sponsored.

Networking Lunch Sponsor

\$5,000

- Includes **Silver** sponsor benefits, plus:
- Exclusive branding as the “**Networking Lunch Sponsor.**”
- Sponsor’s logo displayed prominently at the Lunch sponsored.

Networking Break Sponsor

\$3,500

- Includes **Silver** sponsor benefits, plus:
- Exclusive branding as the “**Networking Break Session Sponsor.**”
- Sponsor’s logo displayed prominently at the coffee break sponsored.

SPONSORSHIP OPPORTUNITIES

CONFERENCE PRODUCT SPONSORSHIPS

Conference Bag Sponsor

\$5,000 *inc cost of bags*

- Includes **Silver** sponsor benefits, plus:
- Exclusive branding as the “**Conference Bag Sponsor.**”
- Sponsor’s logo displayed prominently on the conference bag.
- Inclusion of the sponsor’s marketing collateral in the Conference satchel.

Documentation Sponsor

\$5,000 *inc cost of USBs*

- Sponsor’s name and/or logo displayed on a USB to be included in the Conference satchel which contains all of the documentation submitted by the speakers for the Conference.
- Exclusive branding as the “Documentation Sponsor.”
- Inclusion of the sponsor’s collateral in the Conference satchel.
- One (1) complimentary Conference pass and one (1) complimentary ticket to the Conference Gala Dinner.

App Sponsor

\$4,000

- Exclusive branding as the “**App Sponsor**”
- Exclusive branding of Conference App in splash screen
- Inclusion of sponsor’s collateral in conference satchel
- One (1) complimentary Conference pass and one (1) complimentary ticket to the Conference Gala Dinner.

Accessory Sponsor

\$2,000 *accessory not inc*

- Sponsor to provide accessory (*of the sponsor’s choosing, pending availability*) with sponsor’s name and logo to be distributed to attendees during the Conference or to be included in the Conference bag.
- Inclusion of the sponsor’s collateral in the Conference satchel.

SPONSORSHIP OPPORTUNITIES

CONFERENCE EXHIBITOR & ADVERTISING PACKAGES	
Exhibitor	\$2,500
<ul style="list-style-type: none"> • Exhibitor table or booth at the Conference. • Inclusion of the sponsor's marketing collateral in the Conference satchel. 	
Ad Space in Program Book	\$400 <i>1/4 page</i> \$750 <i>1/2 page</i> \$1000 <i>full page</i>
<ul style="list-style-type: none"> • Sponsor to provide ad for inclusion in conference Program Book. 	
Ad Space in Program Book + Insert	\$600 <i>1/4 page</i> \$950 <i>1/2 page</i> \$1200 <i>full page</i>
<ul style="list-style-type: none"> • Sponsor to provide ad for inclusion in conference Program Book. • Inclusion of the sponsor's marketing collateral in the Conference satchel. 	
Conference Satchel Leafleting	\$500
<ul style="list-style-type: none"> • Inclusion of one item of the sponsor's marketing collateral in the Conference satchel. 	

All fees are goods and services tax (GST) exclusive which must be added at a rate of 10%. This is reclaimable by Australian Tax registered entities.



WHY CHOOSE TO BECOME AN ITECHLAW CONFERENCE SPONSOR?

Change is part of the challenge of professional life, but technology is one of the fastest changing challenges we face. ItechLaw conferences are staged around the globe and collectively represent one of the largest technology law resources in the world.

Being a sponsor of this conference ensures your organisation and colleagues maintain a high profile amongst the fast changing legal education marketplace and provide a high level; of networking opportunities.

CONTACT

Steve Robin ASN Events p/l
EMAIL sr@asnevents.net.au
PHONE **+61 3 5983 2400**



ITECHLAW Members & Planning Committee Members

Jenna F. Karadbil

EMAIL jfk@pillsburylaw.com
PHONE **0011 +1 212 858 1997**
MOBILE 0011 +1 646 535 3252



Asia-Pacific Conference Melbourne Australia **Feb 26-28, 2014**