



the global voice of
the legal profession



Sponsorship opportunities

1st CIS Competition Law Conference

Recent developments in competition law policy
and enforcement in Ukraine and other CIS Countries

8-9 December 2011, Kiev, Ukraine



Why the IBA

The International Bar Association (IBA) influences the development of international law reform and shapes the future of the legal profession. The IBA is an international dual membership organisation with offices now in London, Sao Paolo, Dubai and Seoul. The Association comprises over 40,000 lawyers, 80 group member law firms and over 197 bar associations and law societies across all continents.

By sponsoring an IBA event you will place your brand in front of some of the world's most prominent consumers and be provided with the opportunity to raise your company's profile among your existing and potential new clients.

The IBA organises nearly 40 specialist conferences per year worldwide which are attended by an unrivalled list of leading law professionals. The events give members and non-members alike an invaluable opportunity to share information regarding the latest developments in the industry.

The conferences are also widely regarded as valuable networking occasions. Sponsorship therefore not only offers you the opportunity to put your company brand in front of some of the world's top consumers and business decision makers, but it will also enhance your marketing message by enabling you to network with high profile decision makers in large international law firms and inhouse counsel of some of the largest corporations in the world – a most distinguished target base for advertisers everywhere.

Sponsorship of an IBA event will help you to:

- Enhance your brand amongst a distinguished target base
- Give you the opportunity to network with decision makers within law firms
- Impress and influence your existing client base as well as make new connections
- Launch and promote a product/service
- Increase brand awareness
- Develop new business
- Network with decision makers from major corporate law firms and other businesses

The IBA membership base comprises 100 per cent of the Legal500's UK top 50 law firms as well as almost 80 per cent of ALM's top 50 law firms, including Allen & Overy, Clifford Chance, DLA Piper, Eversheds LLP, SJ Berwin LLP, Clyde & Co, Jones Day, Bird & Bird and Irwin Mitchell to name but a few.

Topics include:

- Modernisation of merger control review: taking from the EU experience
- Abuse of dominance: how to distinguish anti-competitive behaviour from vigorous competition
- Compliance with antitrust requirements
- Private competition/antitrust enforcement

Keynote speakers include:

- Senior officials from the AMCU, FAS and CIS member state authorities
- Top Ukrainian, Russian and EU practitioners in competition and antitrust law

Who should attend?

Ukrainian & CIS external and in-house counsels, state authorities' representatives, European and international experts, representatives of market players.

The IBA would be delighted to have you onboard as a sponsor so if you would like to discuss the opportunities listed in this document and how they will benefit your organization, please contact Oleksandra Egert on +380 (44) 492-88-48 or oegert@uba.ua.

Sponsorship opportunities

Non-law firms only

	Headline conference sponsor € 3,000	Associate conference sponsor € 2,000	Exhibitor € 700
Conference delegate passes (including ticketed socials)	2	1	
Sponsor logo on the cover of the online and final programmes	√		
Sponsor logo on the cover of conference programme	√		
Sponsor logo inside the online and final programmes	√	√	√
Sponsor logo on all IBA adverts used to promote the event	√		
Full page grayscale advert to be included in the final programme	√	√	
Prime spot for your display table	√	√	√ – headline and primary sponsor have first pick
Sponsor logo to appear on the conference holding slide used before and in between sessions	√		
Sponsor logo to appear on signage at conference social events	√		
Sponsor logo to appear on main conference signage	√	√	
Sponsor logo and link to appear on the conference website	√	√	
Sponsor logo, link and company description on the sponsorship section of the conference website	100 words	50 words	√
Opportunity to distribute a gift to the delegates during registration	√	√	

Sponsorship opportunities

Available to all

	Associate social event sponsor € 2,000	Conference reception sponsor € 1,500	Luncheon and refreshment break sponsor € 1,000
Conference delegate passes (including ticketed socials)	2	1	1
Tickets to the conference reception for guests	1	2	
Full page grayscale advert to be included in the final programme	√		
Sponsor logo to appear inside online and final programmes	√	√	√
Sponsor logo on the conference website	√	√	√
Sponsor logo, link and company description on the sponsorship section of the conference website	100 words	50 words	
Opportunity to distribute a gift to delegates during registration	√		
Sponsor logo on signage at the conference reception	√	√	
Sponsor logo on signage at the luncheon and refreshment breaks	√		√

Sponsorship booking form

Please complete and return to Oleksandra Egert at oegert@uba.ua
or fax on +380 (44) 492-88-48.

Please indicate which package you wish to book:

Headline conference sponsor	<input type="checkbox"/> € 3,000
Associate conference sponsor	<input type="checkbox"/> € 2,000
Associate social event sponsor	<input type="checkbox"/> € 2,000
Conference reception sponsor	<input type="checkbox"/> € 1,500
Luncheon and refreshment break sponsor	<input type="checkbox"/> € 1,000
Exhibitor	<input type="checkbox"/> € 700

Invoicing details (please complete as you want it to appear on the
invoice – note all fields MUST be completed)

Client name

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City

Postcode

Contact

Telephone

E-mail

Fax

VAT number

I certify that I am authorized to sign this application and enter into this contract for advertising, exhibition space and sponsorship on behalf of the above named client.

Authorized signature

Date

Print name