



## 2019 Corporate Sponsorship Program



**160**  
Premier Member Firms

**21,000**  
Lawyers

**100+**  
Countries

**600**  
Offices

**Partner with the World's Leading Network of Independent Law Firms**

Sponsors of Lex Mundi receive an extensive menu of year-round opportunities to reach our members through attendance at regional conferences, conference exhibits, direct mail, print and electronic communications, and more.

Lex Mundi works one-on-one with sponsors to ensure sponsorship objectives are met and seeks out customized approaches to help maximize marketing impact.

### About Lex Mundi...

Lex Mundi is the world's leading network of independent law firms with in-depth experience in 100+ countries. Our member firms are able to offer their clients preferred access to more than 21,000 lawyers worldwide – a global resource of unmatched breadth and depth.

Each member firm is selected on the basis of its leadership in – and continued commitment to – its local market. Our principle is one independent firm for each jurisdiction. Firms must maintain their level of excellence to retain membership within Lex Mundi.

Through close collaboration, information-sharing, training and inter-firm initiatives, the Lex Mundi network is an assurance of connected, on-the-ground expertise in every market in which a client needs to operate. Through its global service platform, Lex Mundi members are able to seamlessly handle their clients' most challenging cross-border transactions and disputes.

Lex Mundi – the law firms that know your markets.

## Access Key Decision Makers and Marketing Professionals at 160 of the World's Premier Independent Law Firms

The Lex Mundi Sponsorship Program provides select companies in the legal services industry a powerful and cost-effective way to reach its prestigious global network of leading 160+ full-service law firms, with more than 21,000 legal professionals including law firm decision makers and law firm marketer professionals.

Sponsors can choose from several levels of participation and receive an extensive menu of opportunities to market to Lex Mundi members for an entire year. These opportunities include attendance at Lex Mundi regional conferences and participation in all the corresponding conference networking and social events; exhibit space at the regional conferences; advertising space and acknowledgements in our print and electronic member communications; direct mail opportunities during the year; and much more.

In addition to the stated sponsorship benefits, Lex Mundi can work with sponsors to customize activities to maximize the marketing impact of their sponsorship.

Our sponsorship program can help you:

- Get your organization's message to key decision makers at many of the world's leading law firms. Combined, our member firms have more than 600 office locations worldwide.
- Build and reinforce your brand awareness in the minds and practices of 21,000+ influential legal professionals.

Lex Mundi offers several levels of sponsorship.

### What Our Sponsors Say...

*LexisNexis is proud of its longstanding and meaningful partnership with Lex Mundi. We Congratulate Lex Mundi on its 30<sup>th</sup> Anniversary in 2019! Our support and engagement with members provides a unique opportunity for LexisNexis to gain a deeper knowledge and understanding of our customers from across the world, to help us better develop global solutions to reduce risk, improve productivity, increase profitability and help grow their businesses.*

Ian McDougall  
EVP and General Counsel  
LexisNexis Legal & Professional

## Sponsorship Levels

The following sponsorship levels provide excellent opportunities for visibility and access to Lex Mundi's network of legal professionals including law firm decision makers and marketers.

### **Gold Sponsorship:** Annual Cost \$25,000 USD

This top level sponsorship provides companies with maximum visibility and numerous communication opportunities with Lex Mundi members worldwide. Gold level sponsorship is ideal for companies that are globally focused and would like to have the opportunity to create relationships with members in our various regions – North America, Latin America/Caribbean, Asia/Pacific and Europe/Middle East/Africa. Gold sponsorship includes year-round opportunities to attend and exhibit at all Lex Mundi regional conferences; advertisements, listings and acknowledgments in Lex Mundi's print and electronic communications; direct mail opportunities and more. *(See page 4 for a complete list of benefits.)*

### **Silver Sponsorship:** Annual Cost \$10,000 USD

This level of sponsorship provides companies with the opportunity to focus their marketing activities within a particular region of our membership. Silver Sponsorship includes the opportunity to exhibit at one Lex Mundi regional conference of sponsor's choice as well as year-round opportunities for advertisements, listings and acknowledgments in Lex Mundi's print and electronic communications and direct mail opportunities. *(See page 5 for a complete list of benefits.)*

### **Conference Exhibitor:** Cost \$4,500 USD

This level of sponsorship is ideal for any company wanting to leverage in-person promotional opportunities at one of Lex Mundi's regional conferences. As a conference exhibitor you can distribute information, demonstrate products/services and meet attendees. Exhibitors also receive one pass to attend all conference networking and social events. *(See page 6 for a complete list of benefits.)*

### **Preferred Provider:** Annual Cost \$3,500 USD

This level of sponsorship is ideal for a company wanting to reach our members with special offers and discounts on their products and services. As a Preferred Provider, your company will receive several opportunities to promote your products/services to our 21,000+ members worldwide (or to the membership region of your choice). *(See page 6 for a complete list of benefits.)*

### **Specialty Conference Sponsor:** *See page 7.*

## Gold Sponsorship Benefits

1. Full attendance privileges for two persons at all Lex Mundi regional conferences (one of which is our annual conference), including attendance at all conference networking and social events. Lex Mundi reserves the right to restrict sponsor attendance to particular conference programs.
2. One exhibit-only attendee privilege at all Lex Mundi regional conferences.
3. An exhibit area at each of our regional conferences during the year.
4. Up to two pages of advertising materials displayed in conference folder or conference mobile application.
5. Listing as a sponsor in our conference folder or conference mobile application.
6. Inclusion of sponsor name/logo on the official conference signage at the conference venue.
7. Opportunity to provide promotional giveaways to conference attendees.
8. Use of post-conference registration list for event-related communications and one direct mailing.
9. Acknowledgement from the podium during conferences.
10. One-page ad in our annual Directory of Members (Lex Mundi distributes more than 38,000 copies each year to members, corporate counsel and other legal industry professionals. Lex Mundi also distributes its directory to participants at important legal events it sponsors such as the annual meeting of the Association of Corporate Counsel).
11. Space for sponsor description on the Sponsor Page of the Lex Mundi website and a link to the sponsor's website.
12. Mention in a post-event email sent to all members after the annual conference acknowledging each sponsor and providing information on each sponsor.
13. Three mailing lists per year (excluding email addresses) for the sponsor's use in direct mail program to our members.
14. Right for sponsor to refer to itself in communications with Lex Mundi member firms and their lawyers as a "Gold Sponsor" of Lex Mundi.
15. Opportunity to provide special offers/discounts for your products and services to our members through the Lex Mundi Preferred Provider program.
16. Additional opportunities, when available, to sponsor specific events such as breakfasts or luncheons at conferences. These opportunities to sponsor special events will be first offered to current Lex Mundi sponsors. (Costs will vary.)

### Annual Gold Sponsorship Fee: \$25,000 USD

**\*Gold Sponsors may send additional representatives to regional conferences upon approval of Lex Mundi. Additional participation fees will apply.**

**LexMundi**  
World Ready

## Silver Sponsorship Benefits

1. Full attendance privileges for two persons at one Lex Mundi regional conference of your choice, including attendance at all conference networking and social events. Lex Mundi reserves the right to restrict sponsor attendance to particular conference programs.
2. One exhibit-only attendee privilege at same select regional conference.
3. An exhibit area at the selected regional conference.
4. One page of advertising material displayed in selected conference folder or conference mobile application.
5. Listing as a sponsor in selected conference folder or conference mobile application.
6. Inclusion of sponsor name/logo on the official conference signage at the selected conference venue.
7. Opportunity to provide promotional giveaways to conference attendees at the selected conference venue.
8. Acknowledgement from the podium during the selected conference.
9. Use of post-conference registration list for event-related communications and one direct mailing.
10. One-page ad in our annual Directory of Members (Lex Mundi distributes more than 38,000 copies each year to members, corporate counsel and other legal industry professionals. Lex Mundi also distributes its directory to participants at important legal events it sponsors such as at the annual meeting of the Association of Corporate Counsel).
11. Space for sponsor description on the Sponsor Page of the Lex Mundi website and a link to the sponsor's website.
12. Mention in post-conference email sent to all members after the annual conference acknowledging each sponsor and providing information on each sponsor.
13. One mailing list per year (excluding email addresses) for the sponsor's use in direct mail program to our members.
14. Right for sponsor to refer to itself in communications with Lex Mundi member firms and their lawyers as a "Silver Sponsor" of Lex Mundi.
15. Opportunity to provide special offers/discounts for your products and services to our members through the Lex Mundi Preferred Provider program.
16. Additional opportunities, when available, to sponsor specific events such as breakfasts or luncheons at conferences. These opportunities to sponsor special events will be first offered to current Lex Mundi sponsors. (Costs will vary.)

### Annual Silver Sponsorship Fee: \$10,000 USD

**\*Silver Sponsors may send additional representatives to selected regional conference upon approval of Lex Mundi. Additional participation fees will apply.**

**LexMundi**  
World Ready

## Conference Exhibitor Benefits

1. Full attendance privileges for one person at one Lex Mundi regional conference of your choice, including attendance at all conference networking and social events. Lex Mundi reserves the right to restrict sponsor attendance to particular conference programs.
2. An exhibit area at the selected regional conference.
3. One page of advertising material displayed in selected conference folder or conference mobile application.
4. Listing as a sponsor in selected conference folder or conference mobile application.
5. Inclusion of sponsor name/logo on the official conference signage at the selected conference venue.
6. Opportunity to provide promotional giveaways to conference attendees at the selected conference venue.
7. Use of post-conference registration list for event-related communications and one direct mailing.

**Conference Exhibitor Fee: \$4,500 USD**

**\*Conference Exhibitors may send additional representatives to selected regional conference upon approval by Lex Mundi. Additional participation fees will apply.**

## Preferred Provider Benefits

Opportunity to provide special offers/discounts for your products and services to our members through the Lex Mundi Preferred Provider program, which includes:

1. Listing of your company's information and its special offer on the Member Opportunities page of the Lex Mundi Member Portal (intranet).
2. Opportunity to refer to your company as a "Preferred Provider" of Lex Mundi in communications with Lex Mundi member firms and their lawyers.
3. Two direct mail opportunities yearly. Lex Mundi to provide Preferred Provider with two mailing lists (excluding email addresses) for all members or a segment of members – per sponsor's choice.

**Annual Preferred Provider Fee: \$3,500 USD**

## Other Sponsorship Opportunities

In addition to regional conferences, Lex Mundi hosts a number of global events throughout the year for its 160 member firms. To view a complete list of events held in 2019, visit the Lex Mundi website ([www.lexmundi.com](http://www.lexmundi.com)) and click on the "Events" tab.

If you are interested in sponsoring a breakfast presentation, lunch presentation and/or cocktail reception at a Lex Mundi event in 2019, contact Kathleen Pope-Sance ([kpopesance@lexmundi.com](mailto:kpopesance@lexmundi.com)) to learn more about sponsorship availability.

**LexMundi**  
World Ready

## Specialty Conference Sponsor

### Lex Mundi Managing Partners Conference: Dinner and Breakfast Sponsorship

The 2019 Managing Partners Conference will be held in Chicago on June 20-22. This conference will welcome more than 100 managing partners from Lex Mundi member firms around the world. This conference is a high-profile, working conference where managing partners and other law firm leaders will participate in two days of meetings and networking sessions focused on current topics that are of upmost importance to the management of today's successful full-service law firm.

Both the Dinner Sponsorship and Breakfast Sponsorship offer significant visibility among this prestigious assembly of managing partners from Lex Mundi's leading network of independent law firms. *\*The Dinner and the Breakfast are limited sponsorship opportunities. Please contact Lex Mundi regarding availability.*

#### Dinner: Sponsor Benefits Include

- Four (4) complimentary invitations to the reception and dinner for sponsor representatives.
- Acknowledgement and thanks from the podium by the Chair of Lex Mundi.
- Opportunity for a sponsor representative to make welcoming remarks from the podium for up to four (4) minutes.
- Opportunity to submit a breakout program topic for consideration by the Lex Mundi program committee.
- One full-page advertisement displayed in our conference folder or conference mobile application.
- Acknowledgement as sponsor in our conference agenda, which is displayed in conference folder or conference mobile application.
- Opportunity to provide materials and/or giveaways to conference attendees.

**Sponsorship Cost: \$15,000 USD**

#### Breakfast: Sponsor Benefits Include

- Two (2) complimentary breakfast passes for sponsor representatives.
- Opportunity for sponsor to provide a thirty-minute business presentation during the breakfast.
- One full-page advertisement displayed in our conference folder or conference mobile application.
- Acknowledgement as sponsor in our conference agenda, which is displayed in conference folder or conference mobile application.
- Opportunity to provide materials and/or giveaways to conference attendees.

**Sponsorship Cost: \$10,000 USD**

## Lex Mundi Conference Schedule

**2019**

Lex Mundi North America Regional Conference  
Atlanta | March 7-9, 2019

Lex Mundi Leadership Summit and Annual Conference  
London | May 2-4, 2019

Lex Mundi Managing Partners Conference  
Chicago | June 20-22, 2019

Lex Mundi Asia/Pacific Regional Conference  
Seoul | September 19-21, 2019

**LexMundi**  
World Ready

For more information about becoming a corporate sponsor of Lex Mundi, please contact:

Kathleen Pope-Sance  
Vice President, Marketing and Communications  
Lex Mundi  
2100 West Loop South, Suite 1000  
Houston, Texas 77027 USA  
1.713.328.4521  
kpopesance@lexmundi.com  
www.lexmundi.com