



CPR

International Institute for
Conflict Prevention & Resolution

SPONSORSHIP OPPORTUNITIES

Current Availability as of 10/07/09

***International Institute for
Conflict Prevention and Resolution***

***2010 Annual Meeting
January 14-15, 2010***

***The Barclay Intercontinental
New York, New York***

Introduction

The CPR Institute (CPR) is pleased to present the 2010 CPR Annual Meeting Sponsorship Program.

CPR is a nonprofit organization that promotes excellence in commercial dispute prevention and resolution around the globe. We serve as a “think tank” and definitive resource for domestic and international lawyers and multi-national corporations seeking creative strategies and valuable insight regarding avoidance, management, and resolution of business-related disputes.

Since inception, CPR’s Annual Meetings have claimed a unique niche for bringing together the world’s most innovative thinkers, futurists, and ADR experts to analyze and provide techniques, processes, and systems to improve conflict management efforts around the globe. These Meetings attract an internationally diverse group of executives and legal counsel from the most successful companies in the world and draw managing partners from global law firms. Also in attendance are representatives from governmental institutions from around the world, sitting and retired judges, highly-experienced arbitrators and mediators, as well as academic leaders from the law schools of leading universities.

The 2010 CPR Annual Meeting will be attended by approximately 200 invited CPR Institute members, panelists and special guests. Our interactive panels will include leading corporate counsel, top attorneys, international arbitration/mediation experts, and academics. Each will offer practical examples, benchmarks and tools to help promote and improve the field of commercial dispute resolution.

The enclosed Sponsorship Program is designed to provide ways for you and your organization to effectively partner with CPR in support of this elite event. We look forward to having your organization join us in support of the 2010 Annual Meeting.

Questions may be forwarded to:

Julie K. DeSarbo
Director of Events & Sponsorships
jdesarbo@cpradr.org
+1-646-753-8231

Features of the 2010 Sponsorship Program

The 2010 CPR Annual Meeting Sponsorship Program provides a robust bundle of benefits with significant visibility for sponsors. Specifically:

- We now offer a Title Sponsorship which provides substantial recognition as the premier sponsor of the event, with top visibility throughout the promotional period and participation at the event.
- We also offer a Program Sponsorship which provides significant recognition as a supporter of the event's educational content, including the opportunity to participate as a panelist.
- We are offering two (2) keynote speaker sponsorships, with an opportunity to select or host the speaker.
- We have enhanced our bundle of sponsorship benefits by including free Meeting registrations, promotional pages in our Coursebook, speaking opportunities, a post-meeting list of attendees, and the opportunity to include corporate descriptions in the Coursebook.
- We have increased and varied the sponsorship opportunities across categories, including adding new high impact table top, video, music, and snack sponsorships, along with the opportunity to place an item in the conference tote bag for the low cost of only \$500.

The Benefits of Sponsorship: From a Marketing Perspective

In designing the 2010 Sponsorship Program, CPR examined ways in which it could give Sponsors a unique package of benefits that would provide maximum visibility and ROI. Benefit highlights:

- Opportunity to position your organization at the forefront of resolving business and public disputes through ADR.
- Access to CPR's internationally diverse group of attendees, including executives and legal counsel from the most successful companies in the world, managing partners from global law firms, representatives from governmental institutions, sitting and retired judges, highly-experienced arbitrators and mediators, as well as academic leaders from the law schools of leading universities.
- Opportunity to align your organization with CPR's elite and world-renown Membership.
- Numerous networking opportunities for your attorneys and executive team to develop new business contacts and make real connections.
- High-level Web visibility through two online sites – CPR main website and the event registration website.
- Multiple email-related exposures to our database of more than 10,000 CPR Members, supporters, colleagues, and contacts over an intensive 4 month marketing period.
- Opportunity to promote your organization's expertise, services and/or attorneys utilizing CPR's proven event marketing vehicles, incl. Coursebook, Tote Bags, and Table Tops.
- Strengthen your affiliation with the CPR Institute – a trusted and respected pioneer in the field of commercial conflict resolution and ADR.

To supplement this exposure, CPR is ready to collaborate with sponsors to create sponsorship enhancements to complement your strategic marketing objectives and enrich your brand. Contact Julie K. DeSarbo, Director of Events & Sponsorships, at jdsarbo@cpradr.org or +1-646-753-8231.

What People are Saying About CPR's Meetings

"I have attended CPR meetings in the United States and in Europe and there is nothing quite like them for sophistication of both the content and the audience. They are informative and provocative, and a terrific forum for exchanging views and experiences with leading minds in the field of ADR."

Roland G. Schroeder
Senior Counsel Litigation & Legal Policy
General Electric Company

"My company supports the CPR Meetings consistently. No other organization so successfully convenes legal and business leadership for discourse on conflict management that is so sophisticated and, at the same time, so practical."

Mary Beth Cantrell
Associate General Counsel
Amgen, Inc.

"Whether as a member of the faculty or as an attendee, I have always found CPR Meetings to be well worth my time. I encourage all lawyers and business people interested in the newest techniques in dispute management to attend."

Taysen Van Itallie, Jr.
Associate General Counsel
Johnson & Johnson

"Both when I was in private practice and now that I am in-house counsel, CPR meetings have been useful to my practice and remain some of the best in the ADR field."

Paul J. Mode, Jr.
Special Counsel
Citigroup Inc.

"CPR Meetings provide me with tools and techniques to make my company's conflict management practices more effective. They connect me to global litigation and ADR developments through informative speakers, written materials, and practical pointers that help me do my job better."

Carla Herron
Group Counsel – Litigation,
Royal Dutch Shell Group of Companies

"Throughout the years, CPR has provided me with tools and techniques to make my company's conflict resolution practices more effective. I encourage anyone interested in finding innovative solutions to resolving disputes and learning about the latest developments in conflict resolution to attend."

Wolf von Kumberg
European Legal Director
Assistant General Counsel
Northrop Grumman Corporation

"CPR Meetings provide an exceptional resource for world-class content and the collective wisdom of dispute resolution professionals. They are wonderfully comprehensive and broad enough in scope to have met my needs throughout my career."

Melanie Lewis
Director, Solutions
Coca-Cola Enterprises Inc.

"I always look forward to the CPR meetings to learn and discuss the newest developments in ADR and dispute management – and I strongly encourage my staff attend as well."

PD Villarreal
Vice President and Associate General Counsel
Schering-Plough Corporation

CURRENT SPONSORSHIPS

CPR Program Sponsorship

\$10,000

This sponsorship represents a Program Sponsorship and will support costs associated with the educational content and panels for the Meeting.

Sponsorship Features:

- EXCLUSIVE Sponsorship
- Complimentary admission for one (1) individual to attend the Meeting (value up to \$1,770)
- Full-page, B/W promotional artwork highlighting the firm on a tabbed page of the Annual Meeting Coursebook, distributed to all attendees (\$1,000 value)

Sponsorship Recognition Includes:

- Prominent Signage with Logo/Name
- Logo/Name recognition in all 2010 CPR Annual Meeting marketing materials, including CPR web site and agenda
- Announcements of Sponsorship made during the Annual Meeting
- Sponsor may place company literature or promotional item in the Conference bag, distributed to all attendees (\$500 value)
- 75-word corporate description that will appear in the Conference Coursebook
- A post-meeting attendee mailing list

CPR Award Sponsorships

\$5,000

Law Firm Award for Excellence in ADR

This sponsorship will support costs associated with the CPR Law Firm Award for Excellence in ADR. This annual award recognizes a law firm that demonstrates leadership and firm-wide commitment to the principles of conflict management and resolution. The award will be presented following lunch on Friday.

Sponsorship Features:

- EXCLUSIVE Sponsorship
- Sponsor will have an opportunity to present award from the podium (to be determined)
- Full-page promotional artwork highlighting the firm on a tabbed page of the Annual Meeting Coursebook, distributed to all attendees (value \$1,000)

Sponsorship Recognition Includes:

- Prominent Signage with Logo/Name
- Logo/Name recognition in all 2010 CPR Annual Meeting marketing materials, including CPR web site and agenda
- Announcements of Sponsorship made during the Annual Meeting
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CPR Snacks Sponsorship

\$2,000 (1 day)

This sponsorship will support costs associated with snacks for coffee breaks, for either one or both days of the Meeting. Snacks provided can either be a selection available through the hotel or a pre-packaged, branded food item provided by the sponsor (subject to approval and coordination with hotel).

Sponsorship Features:

- EXCLUSIVE Sponsorship
- Logo/Name will appear on every snack (subject to approval)

Sponsorship Recognition Includes:

- Logo/Name recognition in all 2010 CPR Annual Meeting marketing materials, including CPR web site and agenda
- A post-meeting attendee mailing list

CPR Photography Sponsorship

\$2,500

This sponsorship will support costs associated with photographing and later Web-posting of images from the Annual Meeting.

Sponsorship Features:

- EXCLUSIVE Sponsorship
- Sponsor will have access to photos for their own use

Sponsorship Recognition Includes:

- Logo/Name recognition in all 2010 CPR Annual Meeting marketing materials, including CPR web site, and agenda
- Announcements of Sponsorship made during the Annual Meeting
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CPR Exposure Sponsorships

\$1,000

This sponsorship will support costs associated with creating the Meeting Coursebook of materials, white papers and other resources from our speakers and panels. Sponsorship includes full page promotional artwork highlighting your organization within the Coursebook, which is distributed to all attendees. Sponsor to provide artwork.

Tabbed Pages (B/W) - \$1,000 – 4 available

CPR Academic Sponsorships

\$1,000/each

Consistent with its educational mission, its emphasis on diversity in ADR, and its obligations as a provider of Continuing Legal Education, CPR will offer partial scholarships to enable deserving individuals to attend the 2010 Annual Meeting.

Sponsorship Features:

- Scholarships will be named for the sponsoring organization

- Sponsor may recommend up to three (3) candidates for scholarship

Sponsorship Recognition Includes:

- Prominent Signage with Logo/Name
- A post-meeting attendee mailing list

CPR Information Sponsorship

\$500/each

This package is ideal for companies who have solutions available to assist CPR members in running their ADR practices more efficiently. Sponsor may place company literature or promotional item in the Conference bag, distributed to all attendees.



2010 CPR Annual Meeting Sponsorship Application

Name of Sponsoring Organization: _____

Contact person: _____

Title: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

We are interested in the following sponsorship/s:

Total Fee: _____

By submitting this application, you confirm that you have carefully reviewed and fully understand the terms of the 2010 CPR Annual Meeting Sponsorship Program as outlined in this document.

Please return this completed form to:

Julie K. DeSarbo

CPR Institute

575 Lexington Avenue, 21st Floor

New York, NY 10022

Fax: +1-212-949-8859

jdesarbo@cpradr.org

+1-646-753-8231

NOTE: Applications are prioritized based on when they are received and are awarded on a first-come, first-considered basis.