

PARTNERSHIP OPPORTUNITIES

UIA 2021 CONGRESS



OCTOBER 28-30, 2021

MADRID, SPAIN

A **unique opportunity** to reach
an **unparalleled network** of international
lawyers, law firms, and bar associations



Our mission:

To build **long-term relationships** with our sponsors,
and creating **mutually beneficial** partnerships

A UIA Overview

Mission

UIA, as a global and multicultural organisation, facilitates professional development and international exchange of information and ideas, promotes the rule of law, defends the independence and freedom of lawyers worldwide, and emphasizes friendship, collegiality and networking among members.

Objectives

- › **Promote** the basic principles of the legal profession
- › **Facilitate** the professional development of lawyers through shared experiences
- › **Intervene** in favour of imprisoned and persecuted lawyers

Founded in 1927, the UIA was the first legal organisation to...



› **Establish**
a Code of Conduct
for lawyers in the
21st century



› **Adopt**
a resolution on
multidisciplinary
practice



› **Advocate**
for the right to
health as a basic
human right



› **Take a firm
stand** against the
death penalty



› **Adopt**
a resolution on
“Globalisation,
Tolerance
and the Law”

UIA in Numbers

150
Bar Associations

2 million
Lawyers Represented

Present in
110 Countries

40
Scientific Commissions

More than
20 events
per year

The UIA Annual Congress is



1,000+ lawyers from
more than 80 countries



150 renowned
international speakers



30+ working sessions
and special meetings



72 hours of specialist training given by
academics and practicing lawyers who
are well known in the fields of business,
politics, governments and institutions

The Congress is a great opportunity to **discuss** contemporary
legal issues, as well as **analyse** and **share** experiences
in all major fields of law.

The UIA Congress participants include

- › Individual Lawyers from Firms of all Sizes
- › Bar Association Presidents
- › International Law Firms
- › Legal Associations and Federation Representatives
- › In-house Counsels

Become a UIA 2021 Madrid Congress Sponsor!

The UIA 2021 Congress presents a unique opportunity for your organisation to reach international lawyers, law firms and bar associations.

From the multiple sessions of the Congress to the social activities, our partners have continuous exposure to an international network of legal professionals.

By sponsoring our Congress, your company becomes linked to a globally accredited lawyer's association.

Become a partner of the UIA and give your company increased visibility to a global audience:

- › Link your name with a prestigious international lawyers' association accredited by several international judicial institutions and organizations,
- › Lend support to the development of international law,
- › Be recognised by leading figures in the international legal community including presidents of the world's largest bar associations and international lawyers with significant purchasing power.



MAIN THEMES

- › Forgeries and Fakes in the World of Art and Fashion
- › Transparency and Confidentiality: Finding the Right Balance

WORKING SESSIONS

This year, UIA commissions will foster debate on pressing legal issues across different areas of the law, including:

- › The Impact of Covid-19 on Shipping-Related Contracts, Transport Risks and Insurance Policies
- › Cross-Border Labour Law and Related Distribution Law Matters
- › Alimony – Comparative and International Law
- › International Contracts in Times of Crisis - Helping your Clients to Foresee the “Unforeseeable” in Cross-Border Contracts
- › The Law Firm of 2031
- › Enforcement: New Directions in Private International Law

Please contact **Noelia Alonso Morán**, Development and Partnership Coordinator, on **+33 1 44 88 55 66** or by e-mail at nalonso@uianet.org

Noelia will help you select the best options based on your budget to give your company increased visibility to a global audience and gain the exposure and relations with attendees.

Congress Packages

The UIA proposes different partnership packages. Sponsorship packages can be tailor-made to suit special requests and any budget. Please contact us to discuss your circumstances.

SPONSORSHIP PACKAGES	Diamond +* € 20,000	Diamond € 15,000	Platinum € 7,000	Gold € 4,000	Silver € 2,000
Complimentary registrations					
Complimentary registrations	4	3	2	1	
Opening ceremony sponsorship					
UIA President will personally name and thank sponsor	●	●			
Session sponsorship: main theme					
1-minute video displayed prior to the start of the session	●	●			
Moderator will personally name and thank sponsor	●	●			
Promotional email sent after the congress to the session participants	●	●			
Session sponsorship: working session of commission					
1-minute video displayed prior to the start of the session	●	●	●	●	
Moderator will personally name and thank sponsor	●	●	●	●	
Promotional email sent after the congress to the session participants	●	●			
<i>Sponsor will have no control, nor influence, on session content and/or speaker selection, which will remain the sole responsibility of the President of Commission.</i>					
Social events	Opening Ceremony or Informal Evening	1 lunch (exclusive)	1 Coffee Break (exclusive)		
Complimentary tickets for social events	6 Gala Dinner Invitations	4 Gala Dinner Invitations	2 Gala Dinner Invitations	1 Gala Dinner Invitation	1 pass to the Opening Ceremony
Ad in online brochure	1 page in the registration programme + 1 page in the final programme	1 page in the registration programme + 1 page in the final programme	½ page in the registration programme + 1 page in the final programme	½ page in the registration programme	½ page in the final programme
Electronic recognition					
Logo in digital Congress programme	●	●	●	●	●
Hyperlinked logo on UIA website	●	●	●	●	●
50% discount in <i>Juriste International</i> , UIA legal magazine	●	●	●	●	
Logo to be included in e-newsletters sent weekly to a database of 3,500 + subscribers	●	●	●	●	●
Marketing opportunities					
UIA will send out one pre-approved sponsored email to delegates pre-congress	●	●	●		
Social media posts (content across Twitter, LinkedIn, Facebook)	10	8	5	2	1

*Diamond + Sponsorship includes benefits for both the 2021 Congress and a selection of the UIA 2021 Webinars



Contribute to a Particular Event

Opening Ceremony

Display your company name and logo on a roll-up banner at the entrance to the venue.
Complimentary entry for 4 persons is included.

€ 5,000

Lunch

Display your company name and logo on a roll-up banner at the entrance to the restaurant.
Complimentary lunches for 4 persons are included.

€ 3,000

Gala Dinner

Display your company name and logo on a roll-up banner at the entrance to the venue.
Complimentary entry for 10 persons is included.

**€ 4,000
per table**

Main Theme

€ 3,000

Working Session Sponsorship

Sponsoring a working session is a unique opportunity to match your sponsorship with a working session during which attendees may have a particular interest in your product or service.

You may wish to sponsor a session that focuses on a particular commission (e.g. a bank may wish to sponsor the Banking Law Commission, or a law firm may wish to sponsor the Management of Law Firms Commission) or on the issue raised within the commission session.

More information about the working sessions planned for the 2021 Congress is available at www.uianet.org.

€ 2,000

Coffee Break

Sponsor one of the morning or afternoon coffee breaks on October 28 or 29. All tables will be provided with a placard with your firm's logo and name.

€ 1,000

Every sponsored event includes automatically:

- Acknowledgement on all meeting-rooms screensaver at the Congress
- Acknowledgement in UIA 2021 Congress programmes
- Logo with hyperlink on UIA 2021 Congress website

Advertising Opportunities

CONGRESS REGISTRATION PROGRAMME

The most widely circulated UIA document. In total, over 14,000 followers on Twitter, LinkedIn, Facebook and Instagram receive it.

This 40-page programme contains both the scientific and social programmes of the future Congress.

The programme is sent to all UIA members and a large number of other subscribers. It is the most important promotional material of the Congress as it is most widely read by the delegates.

- › **Distribution:** five months before the Congress
- › **Circulation:** 14,000 recipients in over 110 countries
- › Also available during the pre-Congress period **on the UIA website**, which totals more than 70,000 hits per year
- › **Trilingual edition** (English, French, Spanish)

Back cover	€ 4,000
Inside front cover	€ 3,000
Inside back cover	€ 2,500
Full page	€ 2,000
½ page	€ 1,000

CONGRESS FINAL PROGRAMME

An essential tool for UIA Congress attendees. They refer to it constantly for logistical information such as maps of the various locations, the shuttle schedule, the times for events and sessions, the social activities, etc.

- › **Distribution:** on site, in the virtual delegate bag which all conference attendees will have access
- › **Circulation:** 1,000 copies
- › Also available during the Congress period on the UIA website, which totals more than 70,000 hits per year
- › **Trilingual** (English, French, Spanish)

Back cover	€ 2,000
Inside front cover	€ 1,500
Inside back cover	€ 1,300
Full page	€ 1,000
½ page	€ 500

ADVERTISEMENT IN THE JURISTE INTERNATIONAL

Amounts exclusive of VAT. The VAT (20%) can be applied to the amount stated below according to the European Directive 2006/112/CE of November 28, 2006.

Back cover	€ 5,120
Inside front cover	€ 4,240
Inside back cover	€ 4,080
Full page (4 colours)	€ 3,340
1/2 page	€ 1,560
1/4 page	€ 1,100

PRESENT YOUR ACTIVITY TO ALL THE CONGRESS ATTENDEES

Insert a brochure/flyer in the virtual delegate bag for € 1,000.

UIA WEBINARS

Amounts exclusive of VAT. The VAT (20%) can be applied to the amount stated below according to the European Directive 2006/112/CE of November 28, 2006.

Platinum package	€ 2,000
Gold package	€ 1,000
Silver package	€ 500

UIA 2021 Madrid Congress/October 28-30, 2021

Partnership Application Form

Please complete this form, review the terms and conditions, include payment and return it to:

UIA – Union Internationale des Avocats • Noelia Alonso Morán, Development and Partnership Coordinator

9 rue du Quatre Septembre, 75002 Paris, France • T +33 1 44 88 55 66 • F +33 1 44 88 55 77 • Email: nalonso@uianet.org

Contact Name:	Details required for invoicing (if different from above)
Company Name:	Contact Name:
Address:	Company Name:
Zip Code: City:	Address:
State/Region:	Zip Code: City:
Country:	State/Region:
Telephone:	Country:
Fax:	Telephone:
Email:	Fax:
Website:	VAT N°:

I certify that I am authorised to sign this application and enter into this contract for advertising on behalf of the client.

Authorised signature:

Print name:

Date:

I would like to sponsor the following packages:

PARTNERSHIP	
<input type="checkbox"/> Diamond + Package€ 20,000	<input type="checkbox"/> Brochure/flyer or promotional item in virtual Congress bag € 1,000
<input type="checkbox"/> Diamond Package € 15,000	<input type="checkbox"/> Back cover of registration programme € 4,000
<input type="checkbox"/> Platinum Package € 7,000	<input type="checkbox"/> Inside front cover of registration programme € 3,000
<input type="checkbox"/> Gold Package € 4,000	<input type="checkbox"/> Inside back cover of registration programme € 2,500
<input type="checkbox"/> Silver Package € 2,000	<input type="checkbox"/> Full page of registration programme € 2,000
<input type="checkbox"/> Opening Ceremony € 5,000	<input type="checkbox"/> 1/2 page of registration programme € 1,000
<input type="checkbox"/> Gala Dinner € 4,000	<input type="checkbox"/> Back cover of final programme € 2,000
<input type="checkbox"/> Lunch € 3,000	<input type="checkbox"/> Inside front cover of final programme € 1,500
<input type="checkbox"/> Main Theme € 3,000	<input type="checkbox"/> Inside back cover of final programme € 1,300
<input type="checkbox"/> Working Session of a Commission € 2,000	<input type="checkbox"/> Full page of final programme € 1,000
<input type="checkbox"/> Coffee Break € 1,000	<input type="checkbox"/> 1/2 page of final programme € 500

By signing and returning this form you agree to the terms and conditions laid out on the final page of this document. This application and contract for sponsorship of either UIA party shall become binding upon acceptance by an authorised Union Internationale des Avocats representative for the UIA Annual Congress. The UIA reserves the right to reject or terminate this application and contract for sponsorship at its sole discretion.

The firm logo in **high-resolution .jpg** and **.eps/.ai** must be emailed within one week of submitting this partnership agreement form.

2021 TERMS AND CONDITIONS

■ Sponsor Registration, Payment and Cancellation Policy

Application for sponsorship must be made in writing and sent via email or post using the designated application form. Sponsors will be invoiced 100 per cent of the total invoice cost upon placing the order, payable to the UIA within 30 days of the receipt of the invoice. Sponsorship will not be recognized until payment has been received in full. All sponsorship purchases are non-refundable.

■ Conference Postponement or Cancellations

The UIA, at its discretion, shall have the right to postpone or cancel the conference and shall in no way be liable to the sponsor for losses resulting from such delay or cancellation. The UIA will not be liable for fulfilment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, or for any cause beyond the UIA's control. The UIA will, however, in the event that it is unable to hold a conference for any of the aforementioned reasons, reimburse the sponsor for the amount already paid for the sponsorship.

In the event that the congress is held virtually, UIA will retain an amount of the sponsorship of €2,000 for advertising the

company logo in the UIA congress marketing supports.

If coffee-breaks cannot be held, the company may sponsor one of the working sessions that will take place before or after the chosen coffee-break time. Likewise, lunches and the gala dinner may be postponed and held at the 2022 congress at no additional cost and upon prior request from the sponsoring company.

■ Mailing Lists

The UIA does not provide mailing list for any of its events.

■ Artwork

The UIA will not make amendments to materials supplied for advertisement, where the materials do not conform to UIA's published requirements. All artwork will be used as supplied.

■ Amendments

Any and all matters and questions not specifically covered by the preceding regulations shall be subject to the decision of the UIA. Sponsors shall be notified in writing of any amendments to these regulations.

■ Governing Law and Jurisdiction

All agreements shall be exclusively governed and construed in accordance with the laws of France with regard to principles of law.

■ Image Rights

The participant is aware that his/her image and/or voice may be recorded or filmed during the entire duration of the Congress and, by signing this registration form, grants UIA the right to use, reproduce and distribute the concerned images and recordings by any known or unknown means and on all types of media, for an unlimited duration, completely free of charge.

■ Personal Data Protection

The personal data that you communicate to us shall be processed by the International Association of Lawyers (UIA – Union Internationale des Avocats), with its registered office at 9 rue du Quatre-Septembre, 75002 Paris (Tel: +33 1 44 88 55 66 - Fax: +33 1 44 88 55 77 - privacy@uianet.org), in accordance with Act No. 78-17 of January 6, 1978 relating to data, files and freedoms and Regulation No. 2016/679 on data protection, as of its entry into force on May 25, 2018. For more information, please see <https://www.uianet.org/en/privacy-policy-use-cookies>.

You have the right to access your data and have it corrected if necessary. You may object to any processing of your data undertaken by us for the purposes of our legitimate interests.

If you wish for more information, or to lodge a complaint, please contact CNIL (French Data Protection Authority).

