

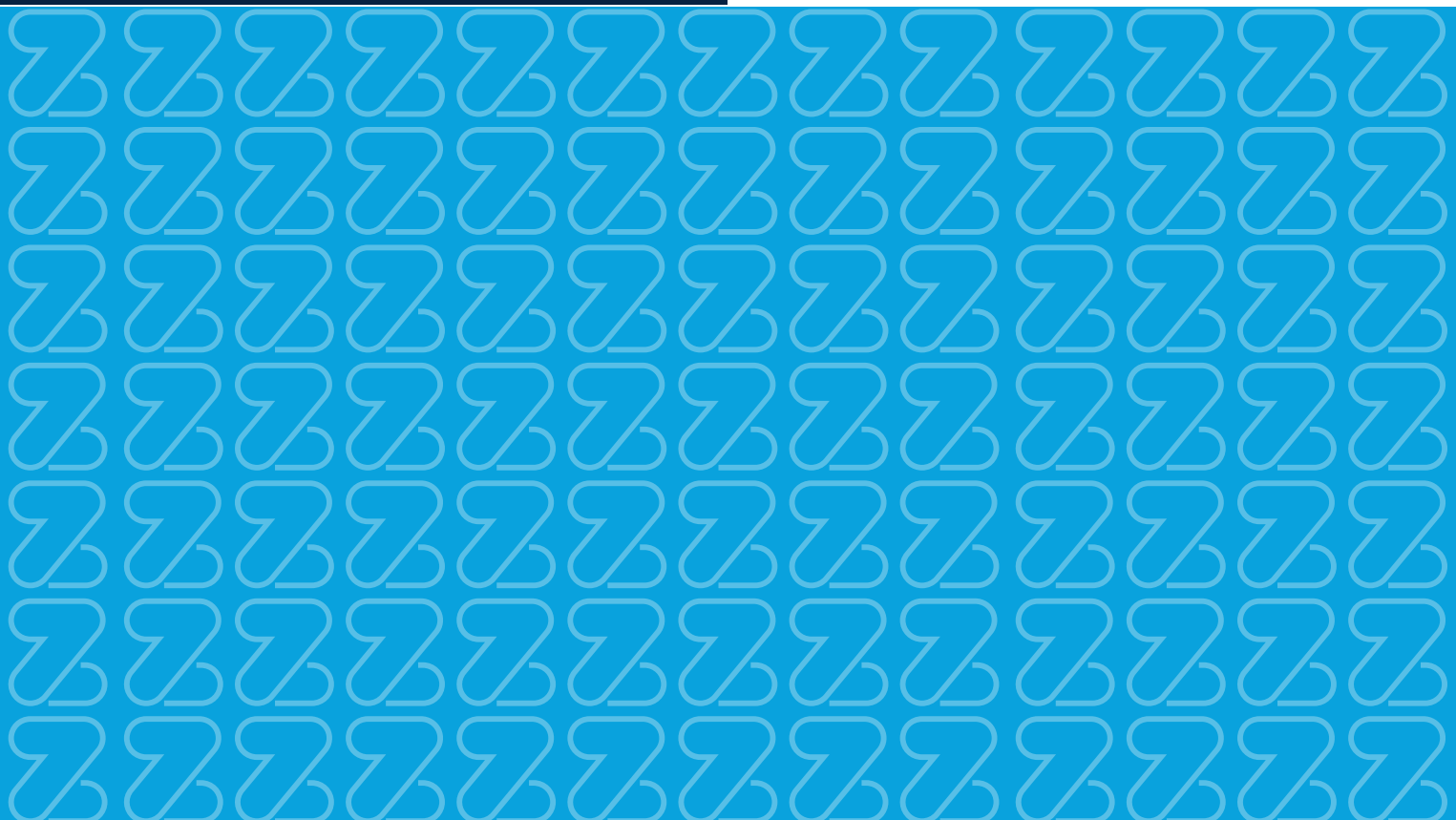


**24-28
August 2021**



**SPONSORSHIP
OPPORTUNITIES**

**INNOVATION:
EXPLORING
TOMORROW'S
LEGAL WORLD**



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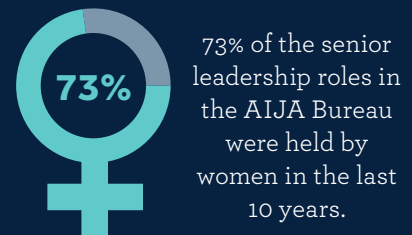
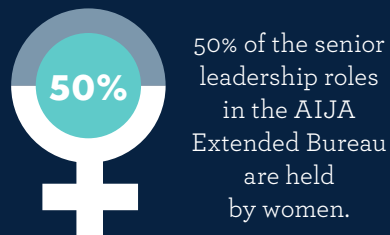
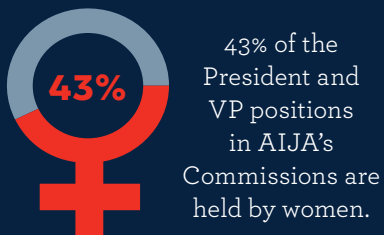


About AIJA

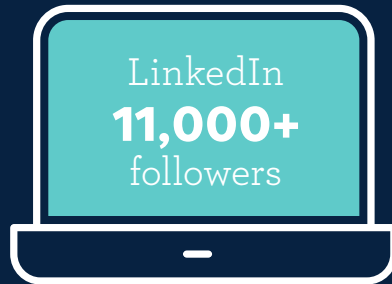
OUR MEMBERS



DIVERSITY AND INCLUSION ACROSS OUR MEMBERSHIP



OUR DIGITAL & SOCIAL MEDIA



Online influence

AIJA connects with more than 10,000 legal professionals and stakeholders in law firms, bar associations and companies around the world.

With our virtual events we reach 100+ live viewers, during sessions; and 6,000 email subscribers



Our technical Commissions



- Antitrust
- Banking, Finance and Capital Markets
- Commercial Fraud
- Corporate and M&A
- Environmental and Energy Law
- Healthcare and Life Sciences
- Immigration Law
- In-house Counsel
- Insolvency
- Intellectual Property, Technology, Media, and Telecommunications
- International Arbitration
- International Business Law
- International Private Clients and Family Law
- Labour Law
- Litigation
- Real Estate
- Skills, Career, Innovation, Leadership and Learning (SCILL)
- Sports Law
- T.R.A.D.E. (Trade, Retail, Agency, Distribution, E-commerce)
- Tax Law
- Transport Law

OUR HYBRID CONGRESS

ONSITE



Onsite participants and speakers



LIVE BROADCAST

ONLINE



Online participants

ABOUT THE 59TH INTERNATIONAL YOUNG LAWYERS' CONGRESS - 2021

The Annual Congress means to connect, learn and share: it will feature a number of sessions organised by AIJA's 21 commissions; panellists will discuss hot topics across the whole range of legal practice areas with a focus on **INNOVATION**, the main theme of the Congress.

Innovation: Exploring tomorrow's legal world

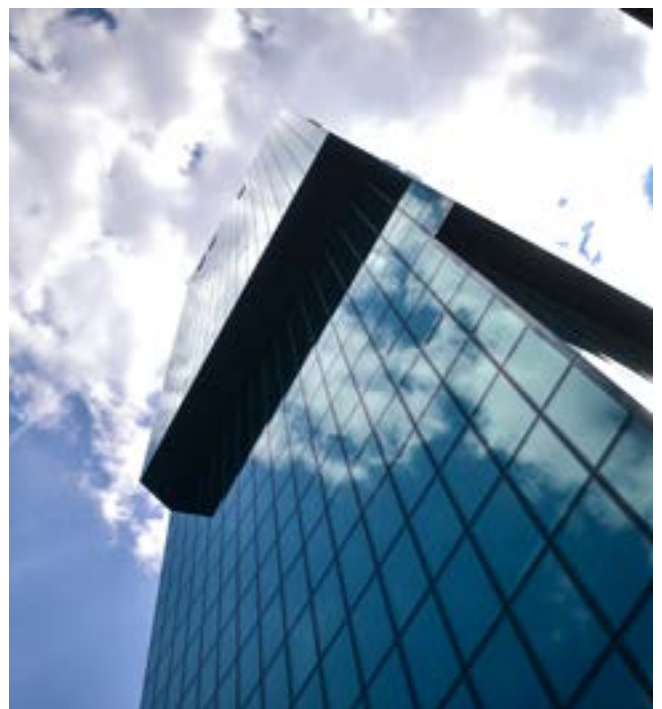
A hybrid event format; let's meet on-site and online!

The event will take place both in-person - and for the first time, with a virtual option through a custom-made online platform. With this first ever hybrid Congress, AIJA aims to create an even stronger sense of community across its membership by providing easy access to networking and high-quality content.

One congress, two experiences

Last year, with the all-virtual Congress, members enjoyed discovering the cutting-edge digital venue and used it with ease, particularly appreciating the refreshing space after months of webinars and online meetings. We are constantly looking for opportunities to leverage the wider outreach and inclusivity of the virtual world to the advantage of our members and partners. With this **first-ever hybrid Congress offered by a global legal organisation**, AIJA is excited to offer even more possibilities for our members to connect.

Our congress venue offers an outstanding technical infrastructure for professional recording and live streaming for those who cannot attend in-person due to personal or logistical reasons. For those who are joining us physically in Zurich, the programme will offer exclusive experiences and networking activities. Participants will be able to meet again and they will enjoy the culturally vibrant and charming city of Zurich.





.....
Sessions will be
streamed live in
a dynamic and
interactive style.
.....



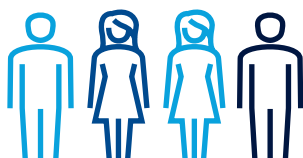
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Both the physical as
well as the online
audience come together
and participate in the
Congress experience
and content at the same
time, from different
locations.
.....



THE CONGRESS IN NUMBERS*

As a sponsor of the Annual Congress, you have the opportunity to develop quality business relationships online and onsite. All of the academic programme, coffee and lunch breaks, as well as the week-long exhibition, happen in one place every day. And the congress continues long after the academic sessions have ended. A variety of social events promise to bring the congress to the most exclusive and vibrant venues in Zurich while providing a platform for networking with participants. In parallel, you can enjoy online visibility and engagement on the dedicated virtual platform where the online programme of the congress is taking place.

**Based on data available from the 2019 & 2020 Congress*



**250+
ONSITE
PARTICIPANTS***

**Subject to local event capacity measures in place at the time of the Congress*



**400+
ONLINE
PARTICIPANTS**

61 COUNTRIES



10% of the participants come from Switzerland.

400+ LAW FIRMS



- **43%** mid-sized (10-75 employees)
- **27%** large (75+ employees)
- **30%** solo practitioners, in-house departments, small law firms



123 updates around the congress

300,000+ impressions

20,000+ social media engagements (clicks, likes, shares, comments)

39,000+ website unique page views

9,700+ website unique visitors



50+ hours of legal training and lectures

40+ hours of networking moments

80+ hours of individual coaching



WHAT SPONSORS SAY ABOUT US...

'AIJA is the most dynamic group of lawyers with their eyes on the future. This is who we want to support with our technology.'

'We sponsor because we realised how eager, smart, diverse and dynamic the members of AIJA are. They are exactly the clientele we are looking for.'

'Great moments with clients, opportunities to meet new people, and a wonderful organisation on site!'

Interested in learning more?

Sponsorship is an important part of the Annual Congress. The sponsorship is not just a one-off commitment as it will give sponsors a meaningful opportunity to develop close connections with AIJA and its members.

You will also enjoy online visibility from the time you commit to the sponsorship up to the Congress.

Our Sponsorship Team is available for any questions you may have

2021 Congress sponsorship team

Pascal Hubli

Pascal.Hubli@swlegal.ch

David Frølich

david.froelich@dk.ey.com



SPONSORSHIP PACKAGES

A balanced mix of visibility, exhibition and networking opportunities before, during and after the Congress.

We offer several sponsorship options, with the flexibility to select a set sponsorship package (see below) or discuss a customised package to best suit your needs.

PLATINUM - 10,000 EUR / 11,000 CHF*

Onsite event

- Two (2) individual complimentary registrations for the Congress including the academic and social programmes;
- Sponsorship of one of the key events of the Congress: welcome reception OR opening ceremony OR day out OR gala dinner (subject to availability), including:
 - Recognition in all marketing materials for the sponsored function produced after confirmation of the sponsorship
 - Company logo to feature on signage dedicated to the sponsored function and displayed in the venue, and
 - Live public recognition as platinum sponsor by our AIJA President at the opening ceremony AND gala dinner
- Promotional item to be included in conference bag (possibly sustainable and related to the innovation theme).

Online platform

- Four (4) individual complimentary registrations to the congress online platform providing access to all livestreamed sessions, interactive chats with all connected participants and online social events
- One (1) promotional brochure and one (1) video to be included in the virtual delegate bag

General visibility

- Acknowledgement in all printed and digital marketing materials for the Congress
- Sponsor recognition on the Congress website (zurich.aija.org) by displaying your company logo and a click-through link to your corporate website on the Sponsors page
- Sponsor recognition within the congress mobile app, inclusive of an individual listing of the company logo and a link to your corporate website
- Sponsor recognition on the AIJA online platform by displaying your company logo and a click-through link to your corporate website on the Sponsors board
- Company logo to feature on Congress signage displayed throughout the Congress venue, including boards and screens

Social media

- AIJA social media postings recognising support of the sponsor to the event: 1 before / 1 during / 1 after the congress

*excl. 21% VAT if applicable (Swiss VAT registered firms exempted)

GOLD - 5,000 EUR / 5,500 CHF*

Onsite event

- One (1) individual complimentary registration for the Congress including the academic and social programmes
- Exhibition space OR sponsorship of a session OR sponsorship of the first-timers' lunch OR sponsorship of the coffee breaks on one day (subject to availability)
- Sponsor logo and acknowledgement to feature on signage dedicated to the sponsored function and displayed in the venue
- Recognition as gold sponsor from our AIJA President at the opening ceremony AND gala dinner
- Promotional item to be included in conference bag (possibly sustainable and related to the innovation theme)

Online platform

- Two (2) individual complimentary registrations to the congress online platform providing access to all livestreamed sessions, interactive chats with all connected participants and online social events
- One (1) promotional brochure to be included in the virtual delegate bag

General visibility

- Acknowledgement in all printed and digital marketing materials for the Congress
- Sponsor recognition on the Congress website (zurich.aija.org) by displaying your company logo and a click-through link to your corporate website on the Sponsors page
- Sponsor recognition within the congress mobile app, inclusive of an individual listing of the company logo and a link to your corporate website
- Sponsor recognition on the AIJA online platform by displaying your company logo and a click-through link to your corporate website on the Sponsors board
- Company logo to feature on Congress signage displayed throughout the Congress venue, including boards and screens

Social media

- AIJA social media postings recognising support of the sponsor to the event: 1 before / 1 after the congress



*excl. 21% VAT if applicable (Swiss VAT registered firms exempted)

SILVER - 2,500 EUR / 2,800 CHF*

Onsite event

- One (1) complimentary registration for the welcome reception
- One (1) complimentary registration for the opening ceremony OR gala dinner

Online platform

- One (1) individual complimentary registration to the congress online platform providing access to all livestreamed sessions, interactive chats with all connected participants and online social events
- One (1) promotion brochure to be included in the virtual delegate bag

General visibility

- Acknowledgement in all printed and digital marketing materials for the Congress
- Sponsor recognition on the Congress website (zurich.aija.org) by displaying your company logo and a click-through link to your corporate website on the Sponsors page
- Sponsor recognition within the congress mobile app, inclusive of an individual listing of the company logo and a link to your corporate website
- Sponsor recognition on the AIJA virtual platform by displaying your company logo and a click-through link to your corporate website on the Sponsors board
- Company logo to feature on Congress signage displayed throughout the Congress venue, including boards and screens

Social media

- AIJA social media posting recognising support of the sponsor to the event: 1 before the Congress

BRONZE - 1,000 EUR / 1,100 CHF*

General visibility

- Acknowledgement in all printed and digital marketing materials for the Congress
- Sponsor recognition on the Congress website (zurich.aija.org) by displaying your company logo and a click-through link to your corporate website on the Sponsors page
- Sponsor recognition within the congress mobile app, inclusive of an individual listing of the company logo and a link to your corporate website
- Sponsor recognition on the AIJA online platform by displaying your company logo and a click-through link to your corporate website on the Sponsors board
- Company logo to feature on Congress signage displayed throughout the Congress venue, including boards and screens

*excl. 21% VAT if applicable (Swiss VAT registered firms exempted)

SPONSORSHIP APPLICATION FORM

I WOULD LIKE TO BOOK THE FOLLOWING SPONSORSHIP ITEM*:



Platinum (€10,000 / 11,000 CHF) ☐

Gold (€5,000 / 5,500 CHF) ☐

Silver (€2,500 / 2,800 CHF) ☐

Bronze (€1,000 / 1,100 CHF) ☐

*excl. 21% VAT if applicable (Swiss VAT registered firms exempted)

MY DETAILS ARE:

Name of Company

Contact Name

Address

City

Post Code

Country

Phone

Fax

E-Mail

PO reference (if applicable)

VAT number

**I HAVE READ AND I AGREE TO THE TERMS AND CONDITIONS
AS SET FORTH IN THIS DOCUMENT.**

Date

Name of Sponsor

Print Name

Title

Signature

HOW TO SPONSOR

Applications for sponsorship can be made in writing by sending the Sponsorship Application Form duly completed and signed to AIJA (office@aija.org).

Terms of Payment

Full amount to be paid within 15 days upon receipt of request for payment from AIJA and at the latest 7 days prior to the Congress.

Payment

By wire transfer. Wire transfer fees, currency conversion charges and any other bank charges are the responsibility of the sponsor and should be paid at source in addition to the sponsorship fees. AIJA will raise a request for payment with full bank details.

Cancellation Policy

Cancellations must be made in writing to office@aija.org. The organisers shall retain:

- > 10% of the agreed package amount if the cancellation is made more than 5 months before the Congress;
- > 50% of the agreed package amount if the cancellation is made more than 3 months before the Congress;
- > 100% of the agreed package amount if the cancellation is made less than 3 months before the Congress.

TERMS AND CONDITIONS

The following terms and conditions (the “Terms and Conditions”) have been established by AIJA, the International Association of Young Lawyers ASBL (“AIJA ASBL”) within the framework of the AIJA 2021 International Young Lawyers' Congress organised by AIJA ASBL (the ‘Event’). The provisions of ‘How to Sponsor’ (Section 4 above) are hereby incorporated by reference as though fully stated herein.

Sponsor Registration, Payment and Cancellation Policy

Sponsors must complete the Sponsorship Application Form (see Enclosed), proceed to the payment of the selected package and agree to these Terms and Conditions to have their registration for sponsorship processed. Sponsorships will not be secured for applications submitted without settlement of the due amount and a signed copy of the Sponsorship Application Form.

Sponsor Listing in Event Materials

If included within the applicable Sponsorship packages, Event promotional and delegate material will include the sponsor’s promotional materials and references to the sponsor, which may include the sponsor’s name, logo, company description or company advertisement. The information and artwork for such materials will be taken from the sponsor’s registration form and marketing-related artwork provided by the sponsor to AIJA in accordance with the schedule provided to the sponsor. If such information and artwork is not provided by the sponsor in accordance with the schedule specified, the sponsor’s name and promotional materials may not be included in the related Event promotional and delegate materials to the extent described under Sponsorship or at all. The failure of any sponsor to meet specific deadlines shall not result in the return of any sponsorship fees already paid

or relieve the obligation to complete the payment of any remaining sponsorship fees.

Sponsor Badges

Sponsor badges will be distributed onsite during registration. Badges may be produced only in the name of representatives of the sponsor as shown on the sponsor registration form. All representatives of the sponsor must register and wear the official sponsor badge during all entitled activities. The deadline for receipt of all badge information is 1 July. Sponsors not registered by that date will incur a charge of EUR 30.00 per badge.

Advertising, Product Demonstrations and Sample / Souvenir Distribution

The sponsor is not permitted to engage in product demonstrations, materials distribution or promotional activity during the Event nor any (e-)mailings to Event participants, unless written permission has been provided by AIJA ASBL.

Endorsement

The sponsor is not permitted to claim that its goods or services have been endorsed by AIJA ASBL, unless AIJA ASBL has specifically and in writing provided such an endorsement. The sponsor may not use AIJA ASBL’s logo, name or brand, nor any sub-logos, which can be seen as related hereto, in advertising, with the exception of informational references such as ‘[Sponsor name] is proud to sponsor the AIJA 2021 International Young Lawyers’ Congress’. Unless otherwise expressly agreed elsewhere by AIJA ASBL, the sponsor will not identify itself as a partner of AIJA ASBL or the Event, or as a Co-sponsor of the Event.

Indemnity and Release of Liability

The sponsor agrees to indemnify and hold harmless AIJA ASBL, their respective officers, directors, employees, agents and members as well as the Event Hotel, Event registrants, accompanying persons and other guests and invitees attending the Event, against (i) any and all liability to any person or persons for or by reason of any condition of or defect in any apparatus, equipment, fixtures or other items furnished by the sponsor in connection with the Event, (ii) any and all claims or copyright, trademark or patent infringement, unfair competition, personal injury and/or product liability pertaining to the sponsor's goods and /or services displayed or otherwise promoted at the Event, (iii) loss of or damage to persons or property caused directly or indirectly by the sponsor or any of its representatives, and governmental charges, taxes or fines and solicitor's fees arising out of or caused by the sponsorship provided hereby, the sponsor's installation, removal, maintenance, occupancy or use of any apparatus, equipment, fixtures or other items used by the sponsor at the Event.

Termination and Force Majeure

AIJA may terminate a sponsorship at any time and for any reason in its sole discretion by returning any sponsorship fees paid by such sponsor for the same.

If the event is cancelled by AIJA, the sponsor will be offered to take part in the virtual version of the same event. In that case, parties agree on the level of sponsorship and adjust the package accordingly and part of or all the amount paid for the sponsorship will be used for the virtual alternative, if applicable. The remaining amount can be either carried forward to another AIJA event within the calendar year or refunded. In case the sponsor does not wish to take part in the virtual version of the same event, the amount paid for the sponsorship of the cancelled event can be carried forward to another AIJA event within the calendar year or refunded.

In the event of fire, strike, civil commotion, act of terrorism, act of God, or other force majeure making it impossible or impractical for the Event to be held, AIJA ASBL shall be excused from performance of its contract with the sponsor. AIJA ASBL may terminate a sponsorship at any time and for any reason at its sole discretion by returning any sponsorship fees paid by such sponsor for the same.

Miscellaneous

These Terms and Conditions shall be governed by the laws of Belgium, without regard to any application of the same that would result in the laws of any other jurisdiction applying, and both AIJA ASBL and the sponsor hereby submit to the exclusive jurisdiction of the courts of Brussels. In the event of any inconsistency between these Terms and Conditions and the sponsor's registration or any other communication or correspondence with the sponsor concerning the Event, these Terms and Conditions shall prevail. These Terms and Conditions may be modified only in writing by AIJA ASBL. If any court of competent jurisdiction holds that one or more provisions of these Terms and Conditions is invalid, unenforceable, or void, then that ruling will not affect any other provisions of these Terms and Conditions, and all other provisions will remain in full force and effect. The sponsor represents and warrants that it has the requisite authority to accept these Terms and Conditions and to perform the duties hereunder, that the individual signing below has all requisite authority and approvals to do so and to bind its organisation, and that it has done and will do all things necessary so that these Terms and Conditions will be valid, binding and legally enforceable upon its organisation.

Enclosed: Sponsorship Application Form. Sponsorship is only final upon full payment, AIJA's receipt of the sponsor's written acceptance of the Terms and Conditions and confirmation of acceptance by AIJA, in all cases subject to the Terms and Conditions.

Signature:

.....

Print Name:

.....

Title:

.....

On behalf of:

.....

Date:

.....

Learn. Network. Share



AIJAASSOCIATION



AIJA

#aijazurich
zurich.aija.org

