



# ACC CORPORATE COUNSEL UNIVERSITY®

June 14-16, 2017 • The Loews New Orleans • New Orleans, LA

**2017 ACC Corporate Counsel University® (CCU)  
14 - 16 June 2017, Loews Hotel,  
New Orleans, LA - [ccu.acc.com](http://ccu.acc.com)**

## ABOUT THE PROGRAM

ACC Corporate Counsel University® (CCU) was developed exclusively for lawyers who are new to in-house or who want to sharpen their basic in-house practice skills on topics ranging from negotiation and contracts to finance and ethics. In its 15<sup>th</sup> year, CCU is one of ACC's most popular small programs and consistently sells out.

## GENERAL SPONSOR INFORMATION

Sponsors will have the opportunity to showcase their legal subject matter expertise and information services and technology solutions during this intimate two-day conference. CCU provides ample opportunity to connect one-on-one with ACC members.

## ATTENDEE DEMOGRAPHICS

CCU is designed as a small annual conference, averaging between 200 - 250 attendees. While these are experienced lawyers, they are new to the in-house corporate legal practice setting.

## SAMPLE MEMBER ATTENDEE COMPANIES REPRESENTED

Amazon	Seattle Seahawks
FedEx Ground	Shake Shack
GoDaddy	Smithfield Foods
Honda North America	St. Jude Children's Research Hospital
Hyundai Motor America	Uline
LegalShield	Virgin Islands Port Authority
Matheson	Wal-Mart Stores

## SPONSORSHIP TIERS

### Platinum Level

US\$14,500

- An opportunity to present a two- (2) hour educational plenary-style program
- Three (3) sponsor full registrations with access to all educational, social and meal functions
- Table for materials display
- One (1) post-event promotional (physical) mailer to all conference attendees (emails are not included)
- Company logo with link to sponsor site displayed on ACC CCU website

### Silver Level

US\$12,500

- An opportunity to present a 90-minute educational program
- Two (2) sponsor full registrations with access to all educational, social and meal functions
- Table for materials display
- One (1) post-event promotional (physical) mailer to all conference attendees (emails are not included)
- Company logo with link to sponsor site displayed on ACC CCU website

### Bronze Level

US\$10,500

*Please choose one opportunity to be included in sponsorship package:*

1. Charging Station
  2. Networking Breakfast & Breaks Package
  3. Networking Lunch
  4. Networking Reception
- » One (1) sponsor full registration with access to all educational, social, and meal functions and two (2) exhibit only registrations to exhibit hall functions only
  - » Company logo with link to sponsor site displayed on ACC CCU website
  - » Table for materials display
  - » Reception/lunch sponsorships each include three- (3) minute introductory remarks and promotional signage
  - » Charging Station/Networking packages include promotional signage

For more information, contact Michelle Collins,  
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## 2017 Corporate Counsel University<sup>®</sup> Curriculum

### Thursday, June 15

**100 - Contract Drafting & Negotiation**\*♦

**200 - Goal Setting in a Value- and Values-Driven World**♦

201 - Publicly Traded Company Challenges

300 - Introduction to Corporate Litigation

301 - Managing Risk and Compliance

400 - *Protecting Your Client's IP*\*

401 - Data Privacy, Information Security and Data Transfers

### Friday, June 16

500 - Key Employment Issues Part I: Keeping the Business Going

501 - Outside Counsel Management

600 - Key Employment Issues Part II: When Trouble Arises

601 - *Accounting and Financial Statements Analysis 101 for In-house Counsel*\*

700 - Developing General Counsel Skills

701 - *Corporate Finance for In-house Counsel*\*

**800 - In-house Ethics 101: What You Need to Know in Your In-house Role**♦

\* Not available for sponsorship.

♦ Plenary sessions are highlighted in bold.

## SPONSORSHIP DEADLINE

15 February 2017