



# ACC CORPORATE COUNSEL UNIVERSITY®

JUNE 24-26, 2020 • DENVER, CO



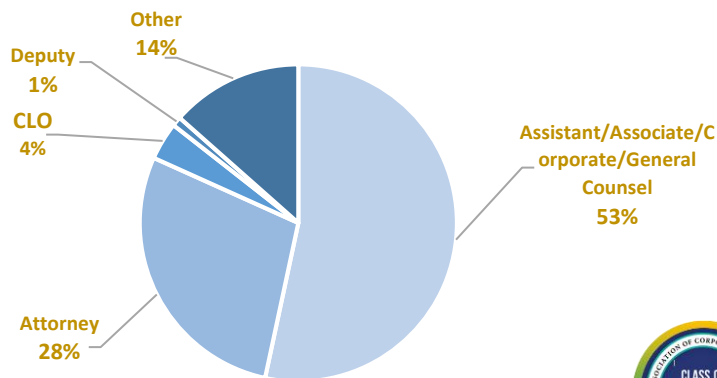
## ABOUT THE PROGRAM

ACC Corporate Counsel University® (CCU) is 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 18<sup>th</sup> year, CCU is one of ACC's most popular small programs and consistently sells out.

## ATTENDEE DEMOGRAPHICS

CCU by design is a small annual conference, averaging between 250 – 300 attendees. Attendees, while experienced lawyers, are new to the in-house corporate legal department practice looking to sharpen their fundamental practice skills.

2019 ACC Corporate Counsel University  
Attendee Demographics by Job TITLE



## 2020 Corporate Counsel University Curriculum

### Wednesday, June 24, 2020

5:30 pm – 7:00 pm

- Welcome to In-house Reception

### Thursday, June 25, 2020

8:00 am – 7:00 pm

- **100: Opening Breakfast: Building Your In-house Career – What's Different In-house?**
- 200: Key Employment Issues Part I: Keeping the Business Going
- 300: Key Employment Issues Part II: When Trouble Arises
- 301: Introduction to Corporate Litigation
- 400: Protecting Your Client's IP
- 401: Data Privacy, Challenges to Information Security, and Data Transfers
- \* • 500: Outside Counsel Management
- \* • 501: Managing Risk and Compliance

### Friday, June 26, 2020

8:00 am – 5:00 pm

- \* • **600: Contract Drafting and Negotiation**
- 700: Goal Setting in a Value- and Values-Driven World
- 701: Accounting and Financial Statements Analysis 101 for In-house Counsel
- \* • 800: Developing General Counsel Skills
- 801: Corporate Finance for In-house Counsel
- \* • 900: In-house Ethics 101: What You Need to Know in Your In-house Role

\*Available for sponsorship | Plenary sessions bolded





# SPONSORSHIP TIERS

## Platinum Level - Plenary Session

US\$14,500

- An opportunity to present a 2-hour interactive, educational plenary-style program;
- Three (3) sponsor full registrations with access to all educational, social, and meal functions;
- Display area and 6' table for promotional materials;
- One 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;
- Company logo signage to be displayed at session;
- Right rail or leaderboard ad for three months to include 75,000 impressions per month.

## Silver Level - Panel Session

US\$12,500

- An opportunity to present a 90-minute, interactive, educational program;
- Two (2) sponsor full registrations with access to all educational, social and meal functions;
- Display area and 6' table for promotional materials;
- One 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;
- Company logo signage to be displayed at session;
- Right rail or leaderboard ad for three months to include 60,000 impressions per month.

## Bronze Level - Exhibit Only

US\$10,500

- One (1) sponsor full registration with access to all educational, social, and meal functions and one (1) exhibit-only registration to exhibit hall functions only;
- Company logo with link to sponsor site displayed on ACC CCU website;
- Display area for promotional materials to include a table and two (2) chairs
- Right rail or leaderboard ad for three months to include 75,000 impressions per month.

## Ancillary Sponsorship

- Charging Station - \$7,500
- Chair Massage Sponsor - \$7,500
- Conference Bag Sponsor - \$5,000
- Corporate Social Responsibility, CSR Intuitive - Clean the World \$1,500

