

ACC ONLINE EDUCATION

SPONSORSHIP PROSPECTUS

- ▶ *PRODUCTS*
- ▶ *BENEFITS & PROMOTION*
- ▶ *FEES & PACKAGES*

ACC ONLINE EDUCATION

BACKGROUND

Through the [ACC Online Education portal](#), we are pleased to offer sponsors a cost-effective opportunity to showcase their talent & expertise for our audience of 45,000+ in-house counsel in more than 80 countries.

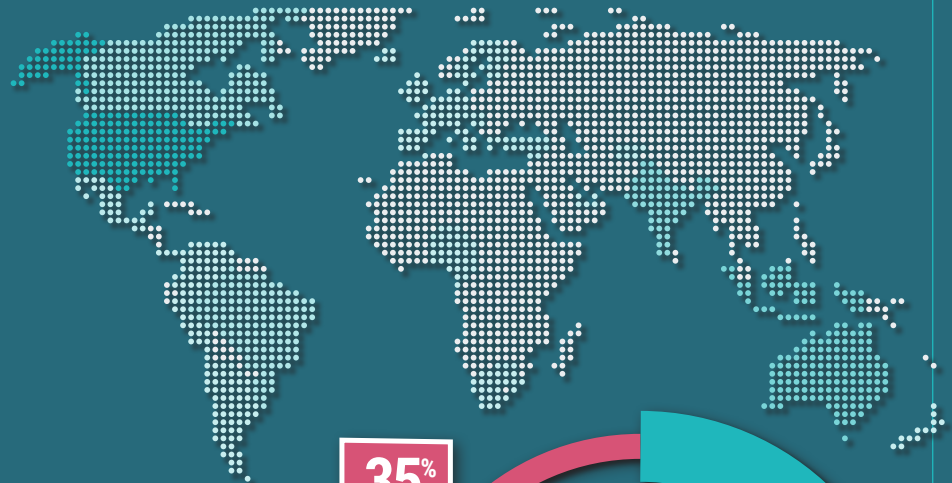
WHY BECOME A SPONSOR?

As the voice of the in-house bar, our members trust us to understand their needs & deliver relevant, timely, and high-quality virtual programming.

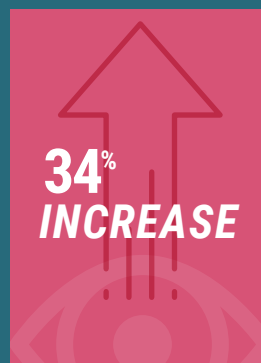
Partnering with ACC enables you to deliver your unique thought leadership directly to in-house leaders. This partnership is an opportunity to add true value to the profession & help counsel successfully navigate the pressing challenges they face on a daily basis.

An ACC Online Education collaboration will amplify both your profile & visibility, setting you apart from the promotional chaos.

IN A SINGLE YEAR*, ACC ONLINE EDUCATION REACHED THOUSANDS OF IN-HOUSE COUNSEL IN ONE FOURTH OF THE WORLD'S COUNTRIES!



ATTENDANCE GROWTH



35%

20,311

TOTAL REGISTRATIONS

ON DEMAND

LIVE

65%

AVERAGE SATISFACTION (4.43/5)



**Data represents July 2019-June 2020*

**EDUCATING, DEVELOPING & CONNECTING
IN-HOUSE LEGAL PROFESSIONALS WORLDWIDE.**

ACC ONLINE EDUCATION PRODUCTS

UNLESS OTHERWISE STATED, ALL CONTENT BELOW WILL BE SEARCHABLE IN THE ACC ONLINE EDUCATION CATALOG & AVAILABLE FOR ON-DEMAND VIEWING FOR AT LEAST ONE YEAR AFTER THE EVENT.

ACC WEBCASTS*

Signature ACC webinar offering: 60-minute substantive audio/visual presentation relevant to in-house counsel or legal operations professionals.

- ▶ Feature up to two (2) speakers from your organization alongside at least one in-house counsel/legal ops speaker.
- ▶ Live & On Demand options available.
- ▶ CLE/CPD credit offered, if eligible.

A great opportunity for showcasing your thought leadership, bolstered by ACC credibility, to in-house counsel & legal operations professionals around the globe.

"ACC Webcasts are a wonderful way to connect our attorneys with ACC members and provide them with the information, resources, tools & guidance they need to navigate the rapidly evolving employment law landscape."

– Mariana Loose, CMO, Jackson Lewis P.C.

PRODUCT DEMONSTRATIONS & CASE STUDIES*

Thirty-minute virtual demonstration & a specific exploration alongside an in-house counsel or legal operations professional client about how your product helped them address a challenge.

30 minutes include Q&A.

- ▶ Features a single product/solution.
- ▶ Searchable on ACC.com for at least six (6) months following the event.
- ▶ Live and/or On Demand options available.

A perfect option for generating hot leads & delivering your sales pitch directly to in-house counsel & legal operations professionals who are expressly interested in your solution.

VIRTUAL ROUNDTABLES (VRT)*

Forty-five to 60-minutes comprised of substantive presentation (15-20 minutes) followed by facilitated live video discussion among attendees.

Limited availability each month.

- ▶ Pair one thought leader from your organization alongside one in-house counsel or legal operations professional to both instruct & facilitate an engaging discussion.
- ▶ Content requires advance approval to verify substance & the ability to cultivate group conversation.

Format not appropriate for sales pitches

A strong choice for thought leaders who want to truly engage with an audience & can cultivate & facilitate a dynamic group discussion. When done correctly, VRTs are a member favorite!

TIP: Focused on engagement, this format works best with limited numbers. If your goal is to generate a significant number of leads, we recommend exploring other offerings.

NEW! MICROMODULES

Maxing out at 15 minutes, these highly consumable content pieces deliver short bursts of content for learners to study at their convenience.

- ▶ Viewable on ACC.com by both current & prospective ACC members, MicroModules provide maximum exposure to in-house counsel & legal ops professionals.
- ▶ Extra short MicroModules (1-3 minutes) make for ultra-viewable social media-friendly content.

MicroModules are great for reaching busy professionals with limited time, and the perfect vehicle to cross-promote your other sponsored ACC Webcasts & Legal Resources.

BENEFITS

ACC ONLINE EDUCATION

LEADS

- ▶ Live program leads (*name, title, company, & email address*) from counsel who opt-in to learn more from you
- ▶ Summary (*title & company*) of all registrants

DEMONSTRATE THOUGHT LEADERSHIP

- ▶ Showcase up to two (2) prominent thought leaders from your organization per session through speaking slots.
- ▶ Additional on-demand views for at least one year after the event through the searchable ACC Online Education catalog

BRANDING

- ▶ Branding on slide deck, additional materials and your program landing page, which includes company name, logo & service description

BUILD RELATIONSHIPS WITH IN-HOUSE COUNSEL CLIENTS

- ▶ Opportunity to showcase star clients or build a relationship with a potential client through in-house counsel speaking slots
- ▶ Complimentary access code for up to ten (10) non-ACC member clients per program, plus a 50% discount on CLE/CPD credit for those non-member client attendees

IN-HOUSE COUNSEL INTERACTION

- ▶ Branded follow-up opportunity within seven (7) days of the program
 - Create new items, like an FAQ sheet or top 10 takeaways
 - Distribute pre-existing & relevant content, like white papers
- ▶ Audience polling opportunities pre-, in- & post-session

ACC PROMOTES PROGRAMS THROUGH THE FOLLOWING CHANNELS.*

- ▶ Inclusion in regularly scheduled monthly promotion for upcoming programs sent to 35,000+ ACC members around the globe
- ▶ Targeted posts in relevant ACC Practice Area Network Forums and/or announcements on monthly Network calls, at ACC's discretion
- ▶ For non-US-focused programs, inclusion in regionally targeted emails
- ▶ ACC.com homepage banner ad (*25,000 impressions*)
- ▶ Post(s) on ACC social media channels, at ACC's discretion (*LinkedIn, Twitter*)

PROMOTION

- ▶ Cross-promotion with related offerings, where appropriate, at ACC discretion
- ▶ Additional standalone email(s) may be sent for especially important & timely topics, at ACC's sole discretion

OPTIONAL PROMOTIONAL ADD-ONS

- ▶ Dedicated co-branded email opportunity sent to up to 35,000 members
 - Limited number available per month
 - **FEE:** US\$5,000 (*US\$7,000 value*)

RATES VALID THROUGH DECEMBER 31, 2020

A LA CARTE SPONSORSHIPS

PRODUCT	SPONSORSHIP FEE	PRODUCT	SPONSORSHIP FEE
LIVE Webcasts <i>(Limited Availability)</i>	US\$5,000	Product Demonstrations & Case Studies	US\$3,500
On Demand Webcasts	US\$4,000	MicroModules	US\$1,500
Virtual Roundtables <i>(Limited Availability)</i>	US\$4,000	Dedicated Co-Branded Email Add-On <i>(Limited Availability)</i>	US\$5,000

PACKAGES

AMPLIFY & DIVERSIFY YOUR SPONSORSHIP AT A DISCOUNTED RATE, MAXIMIZING EXPOSURE THROUGH CROSS-PROMOTIONAL OPPORTUNITIES.

LEGAL SERVICE PROVIDER SOLUTIONS BUNDLE*

- ▶ 1 On Demand Webcast
- ▶ 1 Product Demonstration
- ▶ 1 MicroModule
- ▶ **BUNDLE: US\$7,500**
(US\$9,000 value)

ONLINE EDUCATION BUNDLE*

- ▶ **3-pack + 3 MicroModules: US\$12,000**
(US\$16,500 value)
- ▶ **4-pack + 4 MicroModules: US\$14,400**
(US\$22,000 value)
- ▶ **5-pack + 5 MicroModules: US\$17,000**
(US\$27,500 value)

MICROMODULES BUNDLE

- ▶ **5-pack: US\$6,000**
(US\$7,500 value)
- ▶ **10-pack: US\$11,250**
(US\$15,000 value)

*Upgrade to a **LIVE** Webcast for US\$1,000 per program, subject to availability.

EXPAND YOUR THOUGHT LEADERSHIP REACH NOW!

CONTACT US

Ready to partner with ACC or have questions about a package?

REACH OUT TO US AT webcast@acc.com

WANT TO GET CREATIVE?

Send us your idea for a collaboration — we want to innovate with you!