

PARTNERSHIP AND MEETING SPONSORSHIP PROSPECTUS



**20
22**

**ACC Xchange
April 6-8**

**Marriot Marquis
Chicago, IL**

ABOUT THE ACC XCHANGE MEETING

The Association of Corporate Counsel is excited to announce our 2022 ACC Xchange conference. Xchange is the second largest in-person program of ACC's educational offerings, attracting 400+ rising law department executives. The target market for this program is general counsel, deputy general counsel, legal operations leaders, and mid-career senior corporate counsel from a wide variety of industries with varying responsibilities.

The curriculum offers an advanced, practical, interactive education for in-house lawyers and legal operations professionals that aren't available at any other conference—in a uniquely progressive and innovative format.

It's the ideal place for you to gain valuable exposure to these important decision-makers in this lucrative market.

Join us in Chicago, Illinois from April 6-8 for the first in-person event of 2022 for General Counsel and take advantage of the opportunities to:

- Re-engage and cultivate your relationships with current and prospective clients by interacting in-person
- Build recognition of your company name, products, and services with legal executives looking to learn about solutions and services that enhance the management of their legal department
- Generate leads by showcasing your thought leadership and expertise within the industry

The last in-person ACC Xchange meeting was held in 2019. Attendees included:

55%

CLOs & DGCs

30%

Legal Ops Professionals

2022 ACC XCHANGE PARTNERSHIP LEVELS

PLATINUM - \$19,000

Platinum Level is competitive. A Call-for-Proposals is sent to former sponsors and interested parties in September 2021. Applicants may submit proposals online via our [Program Submission Form](#) by October 15, 2021. By submitting a proposal, you are agreeing to take an active role in organizing and presenting the program at the Xchange conference

- An opportunity to organize and present a CLE-approved workshop-style program to include up to three (3) speakers and additional facilitators, as needed (e.g., to include table exercises, decision-making scenarios, polling, etc.)
- Display area to include one (1) high boy table and two (2) high chairs. Sponsor may bring additional pop-up signs
- Four (4) sponsor full registrations bearing access to all educational, social, and meal functions
- One pre- and post-event promotional physical mailer to all conference attendees (emails are not included)
- Company logo with a link to sponsor site displayed on ACC website
- Four (4) complimentary attendee registrations for sponsors to provide to in-house, corporate legal ops clients and/or prospects (not for sponsor's employees)

SILVER - \$16,000

- An opportunity for sponsor to provide one (1) company representative to present a *Facilitated Roundtable or *Product Case Study (details below)
- Display area to include one (1) high boy table and two (2) high chairs. Sponsor may bring additional pop-up signs
- Three (3) Sponsor registrations bearing access to all educational, social, and meal functions
- One (1) promo post-meeting physical mailer to all conference attendees
- Company logo with a link to sponsor site displayed on ACC website
- Three (3) complimentary attendee registrations for sponsors to provide to in-house, corporate legal ops clients, and/or prospects (not for sponsor's employees)

BRONZE - \$11,500

Exhibit only partner.

- Two (2) sponsor registrations with access to all educational, social, and meal functions excluding "By Invitation Only" events
- Display area to include one (1) high boy table and two (2) high chairs. Sponsor may bring additional pop-up signs
- Company logo with a link to sponsor site displayed on ACC website
- Opportunity to distribute/display materials
- One (1) complimentary attendee registration for sponsors to provide to an in-house, corporate legal ops client and/or prospect (not for sponsor's employees)

***Additional speaking opportunities available at a cost of \$3,500**

Facilitated Roundtable Discussion:

- Share your expertise and engage attendees with discussions on your key topic.
- Your company will facilitate a 45-minute round-table conversation
- Attendees will pre-register for the discussion and you will receive a list of attendees that attend your discussion
- Your discussion topic will be placed on the schedule and recognition of your support will also be made on the X22 website

Product Demonstration:

- Features a single product/solution.
- Forty-five-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. 45 minutes include Q&A.
- Searchable on ACC.com for at least six (6) months following the event.

Ancillary Sponsorship Add-Ons

- Charging Stations
- Registration Sponsor
- Mobile App
- Tech Sponsor
- Keynote Sponsor (additional fees may apply)
- Conference Wellness/Massage Sponsor
- Discount on one (1) ACC co-branded thought leadership email or webinar.
Contact ACC for more details.

For more information on how to become a partner or meeting sponsor contact ACC:

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To submit a proposal visit: bit.ly/ACCX22CFP