

ASIL 2020

Annual Meeting Sponsorship Prospectus

INCREASE YOUR IMPACT!



American Society
of International Law

The 114th Annual Meeting *The Promise of International Law*

April 1-4, 2020
Washington Hilton
Washington, DC





Leadership. Expertise. Connections.

It all happens at the ASIL Annual Meeting.

For four days each year, the leading authorities of international law gather in Washington, DC for ASIL's Annual Meeting. A tradition dating back over a century, it is a unique opportunity for publishers (print and online), law firms, academic institutions, corporations, nonprofits, and others to get in front of their target audiences and demonstrate their impact to the international law community.

ASIL Networking



With Sponsorship You Can . . .

- **Connect with Key Leaders**
- **Gain Exposure**
- **Highlight Products and Services**
- **Foster Goodwill**

OUR ATTENDEES

No other event brings together such a broad cross-section of international law experts.

Participants:

1,300+	40% Practitioners*
50+ Countries	34% Academics
50+ Academic Partners	25% Students
	1% Other

Interests:

Business	Policymaking
Government	Advocacy
Human Rights	Trade
Technology	Arbitration
Scholarship	

** Includes private practice, U.S. and foreign governments, international organizations, and non-governmental organizations (NGO's)*

OUR MEETING

The most important assembly of international law thinkers and leaders.

45+ Substantive Sessions	Gala Receptions
Keynote Addresses	Distinguished Honorees
Networking Receptions	Flexible Exhibitor Space
Luncheons	

MULTI-EVENT SPONSORSHIP OPPORTUNITY

“

Participation in the ASIL Annual Meeting and other events allows us to keep in touch with . . . colleagues and to stay abreast of current developments in international law.”

Arnold & Porter LLP
ASIL Platinum Law Firm Partner
Annual Meeting Sponsor

Highlighted Meeting Benefits*

PRESENCE

Heighten your visibility throughout the Annual Meeting and at additional high-profile ASIL activities.

- Display your products and services in the center of the action
- Place your signage at key locations throughout the conference
- Elevate your profile and showcase your expertise

RECOGNITION

Be acknowledged as a leader in the study and practice of international law.

- Host premier events for the who's who of international law
- Have your sponsored sessions acknowledged on program, app, signage and from the podium
- Demonstrate thought leadership by supporting panels on relevant subjects



* benefits vary based on sponsorship level



Highlighted Meeting Benefits*

NETWORKING

Mingle with everyone who's anyone in international law.

- Receive complimentary Annual Meeting and Midyear Meeting registration for those who matter most in your organization
- Participate in panels and events with luminaries in the field of international law

MESSAGING

Educate others about your organization's interests and expertise to increase brand recognition.

- Sponsor entire program tracks or specific sessions on topics relevant to your organization's focus and expertise
- Be acknowledged in Annual Meeting promos, on-site multi-media presentations and from podium speakers and moderators

** benefits vary based on sponsorship level*

Sponsorship Packages

We have designed all new, comprehensive sponsorship packages to maximize your benefits at our Annual Meeting and all year long.

For à la carte sponsorship opportunities, please see pp. 13-17 or contact Jack Karako, jkarako@asil.org, to customize your own package.

ANNUAL MEETING SPONSOR



Receive \$75,000+ value for

\$50,000
Current Partner
Early Bird Price

\$55,000
Early Bird Price

\$55,000
Current Partner
Regular Price

\$60,000
Regular Price

Establish your leadership with the premier sponsorship and branding opportunities ASIL offers.

Early bird pricing is valid until December 6, 2019.

2019 Annual Meeting Sponsors have the right of first refusal for same sponsored event or item for 2020 Annual Meeting, if confirmed by December 6, 2019

AT THE MEETING:

- Exclusive sponsorship of a Premier Reception, *valued at \$30,000*
– see page 13
- Your brand logo and name strategically placed on on-site signage for maximum visibility, *valued at \$3,000*
– see page 16 (general sponsor)
- Branded Deluxe Exhibitor Space, *valued at \$6,500*
– see page 16 (exhibitor)
- Ten (10) complimentary registrations, *valued at \$7,300*
- Full-page color ad, logo, and listing in the program book, *valued at \$2,500*
– see page 17 (program book)
- Sponsorship of one (1) of six program tracks, *valued at \$3,000*
– see page 17 (program track sponsor)
- Banner ad on conference app and logo linked to your website
- Your large logo on the conference tote bag, exclusive for Platinum Sponsor
- Total Value of Sponsorship: \$75,000

ADDITIONAL BENEFITS INCLUDED:

- Platinum (Leadership Circle)-level Law firm partnership *valued at \$20,000* or Platinum-level Publisher partnership *valued at \$23,000*
– for details contact partnerships@asil.org
- 2020 Midyear Meeting: banner ad and logo on registration page, listing on signage, program book, meeting app, one (1) table for material distribution, and four (4) complimentary registrations, *valued at \$1,200*
- Listing on ASIL website as Platinum Sponsor



ANNUAL MEETING SPONSOR



Receive \$50,000+ value for

\$25,000
Current Partner
Early Bird Price

\$35,000
Early Bird Price

\$35,000
Current Partner
Regular Price

\$40,000
Regular Price

Position your organization prominently throughout the Annual Meeting and at additional ASIL events.

Early bird pricing is valid until December 6, 2019.

2019 Annual Meeting Sponsors have the right of first refusal for same sponsored event or item for 2020 Annual Meeting, if confirmed by December 6, 2019

AT THE MEETING:

- Choice of one available featured sponsorship, *valued at \$15,000 or \$20,000* – see page 15 (featured)
- Your choice of one exclusive branding sponsor item, *valued at \$5,000* – see page 16 (general sponsor)
- Large exhibitor space, *valued at \$5,300* – see page 16 (exhibitor)
- Seven (7) complimentary registrations, *valued at \$5,110*
- Full-page color ad, logo, and listing in the program book, *valued at \$2,500* – see page 17 (program book)
- Sponsorship of one (1) of six program tracks, *valued at \$3,000* – see page 17 (program track sponsor)
- Banner ad on app and logo linked to your website
- Your logo on the conference tote bag
- **Total Value of Sponsorship: Over \$50,000**

ADDITIONAL BENEFITS INCLUDED:

- **Gold (President’s Circle)-level Law Firm partnership** *valued at \$15,000* or **Gold-level Publisher partnership** *valued at \$15,000* – for details contact partnerships@asil.org
- 2020 Midyear Meeting: logo and listing on registration page, listing on signage, program book, meeting app, and two (2) complimentary registrations, *valued at \$600*
- Listing on ASIL website as Gold Sponsor



For à la carte sponsorship or to customize your own package, please contact Jack Karako jkarako@asil.org.

ANNUAL MEETING SPONSOR



Receive \$25,000+ value for

\$12,500
Current Partner
Early Bird Price

\$15,000
Early Bird Price

\$15,000
Current Partner
Regular Price

\$20,000
Regular Price

Raise your profile with consistent visibility throughout the Annual Meeting and enjoy additional benefits.

Early bird pricing is valid until December 6, 2019.

2019 Annual Meeting Sponsors have the right of first refusal for same sponsored event or item for 2020 Annual Meeting, if confirmed by December 6, 2019

AT THE MEETING:

- Your brand logo and name strategically placed on on-site signage for maximum visibility *valued at \$3,000* – see page 16 (general sponsor)
- Medium Exhibitor Space *valued at \$4,300* – see page 16 (exhibitor)
- Sponsorship of one (1) of six program tracks, *valued at \$3,000*
- Five (5) complimentary registrations *valued at \$3,650*
- Complimentary full-page black & white ad and a listing in the program book, *valued at \$1,000* – see page 17 (program book)
- **Total Value of Sponsorship: Over \$25,000** – see page 17 (program book)



ADDITIONAL BENEFITS INCLUDED:

- **Silver (Counselor)-level Law Firm partnership** *valued at \$10,000* or **Silver-level Publisher partnership** *valued at \$10,000* – for details contact partnerships@asil.org
- 2020 Midyear Meeting: listing on registration page, signage, program book, meeting app, and one (1) complimentary registrations, *valued at \$300*
- Listing on ASIL website as Silver Sponsor



ANNUAL MEETING SPONSOR



Receive \$15,000+ value for

\$9,000
Current Partner
Early Bird Price

\$10,000
Early Bird Price

\$10,000
Current Partner
Regular Price

\$15,000
Regular Price

Show your participation in, and commitment to, the field of international law.

Early bird pricing is valid until December 6, 2019.

2019 Annual Meeting Sponsors have the right of first refusal for same sponsored event or item for 2020 Annual Meeting, if confirmed by December 6, 2019

AT THE MEETING:

- On-site signage with logo and name listing, *valued at \$3,000*
– see page 16 (general sponsor)
- Standard Exhibitor Space, *valued at \$3,300* – see page 16 (exhibitor)
- Sponsorship of one (1) of any number of sessions, *valued at \$850*
- Up to twenty-five (25) complimentary student registrations, *valued at \$2,500*, OR four (4) complimentary regular conference registrations, *valued at \$2,920*
- Complimentary half-page black & white ad, *valued at \$750*
– see page 17 (program book)
- **Total Value of Sponsorship: Over \$15,000** – see page 17 (program book)



ADDITIONAL BENEFITS INCLUDED:

- **Bronze-level Law Firm partnership valued at \$5,000 or Bronze-level Publisher partnership valued at \$5,000**
– for details contact partnerships@asil.org
- 2020 Midyear Meeting: listing on registration page, signage, program book, meeting app, and one (1) complimentary registration, *valued at \$300*
- Listing on ASIL website as Bronze Sponsor



Additional Sponsorship Opportunities

Select from our à la carte listing of sponsorship opportunities to increase your visibility with a targeted audience.

PREMIER RECEPTION SPONSOR

Early bird pricing is valid until December 6, 2019.

2019 Annual Meeting Sponsors have the right of first refusal for same sponsored event or item for 2020 Annual Meeting, if confirmed by December 6, 2019

COURTYARD GALA RECEPTION

- Thursday, April 2, 2020

\$22,500

Current Partner
Early Bird Price

\$25,000

Early Bird Price

\$25,000

Current Partner
Regular Price

\$30,000

Regular Price

- Complimentary half-page black and white ad and a listing as Premier Reception Sponsor in the program book valued at \$750 – see page 17 (program book)
- Twenty (20) complimentary reception tickets for non-registered conference guests at discretion of the Sponsor
- Your logo or name on the conference tote bag
- Listing in the program book
- Signage outside of reception
- Logo linked to meeting app

FRIDAY NIGHT RECEPTION

- Friday, April 3, 2020

\$22,500

Current Partner
Early Bird Price

\$25,000

Early Bird Price

\$25,000

Current Partner
Regular Price

\$30,000

Regular Price

- Complimentary half-page black and white ad and a listing as Premier Reception Sponsor in the program book valued at \$750 – see page 17 (program book)
- Twenty (20) complimentary reception tickets for non-registered conference guests at discretion of the Sponsor
- Your logo or name on the conference tote bag
- Listing in the program book
- Signage outside of reception
- Logo linked to meeting app



FEATURED EVENT SPONSOR *(continues on page 15)*

Featured Event Dates are subject to change

Early bird pricing is valid until December 6, 2019.

2019 Annual Meeting Sponsors have the right of first refusal for same sponsored event or item for 2020 Annual Meeting, if confirmed by December 6, 2019

GROTIUS RECEPTION

- Wednesday, April 1, 2020

\$12,500 Current Partner Early Bird Price	\$15,000 Early Bird Price	\$15,000 Current Partner Regular Price	\$20,000 Regular Price
--	-------------------------------------	---	----------------------------------

Co-sponsored with Washington College of Law, The American University for 25 years. Free admission to the general public. Largest audience of the Annual Meeting.

- Complimentary half-page black and white ad and a listing as Featured Reception Sponsor in the program book valued at \$750 – see page 16 (program book)
- Listing in the program book
- Signage outside of reception
- Logo linked to meeting app

WOMEN IN INTERNATIONAL LAW LUNCHEON

- Thursday, April 2, 2020

\$10,000 Current Partner Early Bird Price	\$12,500 Early Bird Price	\$12,500 Current Partner Regular Price	\$15,000 Regular Price
--	-------------------------------------	---	----------------------------------

- Complimentary half-page black and white ad and a listing as Featured Reception Sponsor in the program book valued at \$750 – see page 16 (program book)
- Eight (8) complimentary luncheon tickets valued at \$680
- Listing in the program book
- Signage outside of luncheon
- Logo linked to meeting app

L RECEPTION (Reserved)

- Thursday, April 2, 2020

\$10,000 Current Partner Early Bird Price	\$12,500 Early Bird Price	\$12,500 Current Partner Regular Price	\$15,000 Regular Price
--	-------------------------------------	---	----------------------------------

- Complimentary half-page black and white ad and a listing as Featured Reception Sponsor in the program book valued at \$750 – see page 16 (program book)
- Twenty-five (25) complimentary reception tickets for non-registered conference guests at discretion of the Sponsor
- Listing in the program book
- Signage outside of reception
- Logo linked to meeting app

MANLEY O. HUDSON AWARD LUNCHEON (Reserved)

- Friday, April 3, 2020

\$10,000 Current Partner Early Bird Price	\$12,500 Early Bird Price	\$12,500 Current Partner Regular Price	\$15,000 Regular Price
--	-------------------------------------	---	----------------------------------

- Complimentary half-page black and white ad and a listing as Featured Reception Sponsor in the program book valued at \$750 – see page 16 (program book)
- Eight (8) complimentary luncheon tickets valued at \$800
- Listing in the program book
- Signage outside of luncheon
- Logo linked to meeting app



FEATURED EVENT SPONSOR *(continues from page 14)*

Early bird pricing is valid until December 6, 2019.

2019 Annual Meeting Sponsors have the right of first refusal for same sponsored event or item for 2020 Annual Meeting, if confirmed by December 6, 2019

CLOSING PLENARY & LUNCHEON RECEPTION (Reserved) – Saturday, April 4, 2020

\$12,500 Current Partner Early Bird Price	\$15,000 Early Bird Price	\$15,000 Current Partner Regular Price	\$20,000 Regular Price
--	-------------------------------------	---	----------------------------------

- Four (4) complimentary regular conference registrations valued at \$2,920
- Complimentary half-page black and white ad and a listing as Featured Reception Sponsor in the program book valued at \$750 - see page 17 (program book)
- Listing in the program book
- Signage outside of reception
- Logo linked to meeting app

PATRON & MAJOR DONOR RECEPTION

– Thursday, April 2, 2020

\$10,000 Current Partner Early Bird Price	\$12,500 Early Bird Price	\$12,500 Current Partner Regular Price	\$15,000 Regular Price
--	-------------------------------------	---	----------------------------------

- Ten (10) complimentary reception tickets for non-registered conference guests at discretion of the Sponsor
- Complimentary half-page black and white ad and a listing as Featured Reception Sponsor in the program book valued at \$750 - see page 17 (program book)
- Listing in the program book
- Signage outside of reception
- Logo linked to meeting app

COLLEAGUE SOCIETY BREAKFAST & INTEREST GROUP CO-CHAIRS BREAKFAST

– Thursday, April 2, 2020 & Saturday, April 4, 2020

\$10,000 Current Partner Early Bird Price	\$12,500 Early Bird Price	\$12,500 Current Partner Regular Price	\$15,000 Regular Price
--	-------------------------------------	---	----------------------------------

- Four (4) complimentary regular conference registrations valued at \$2,920
- Complimentary half-page black and white ad and a listing as Featured Reception Sponsor in the program book valued at \$750 - see page 17 (program book)
- Listing in the program book
- Signage outside the breakfast room
- Logo linked to meeting app



Early bird pricing is valid until December 6, 2019.

EXCLUSIVE BRANDING SPONSOR		\$3,750 Current Partner Early Bird Price	\$4,000 Early Bird Price	\$4,750 Current Partner Regular Price	\$5,000 Regular Price
CHOICES:	Refreshment Station Package Your Name and Logo Three available, One for each day, April 2-4	Technology Package Your Name and Logo Only one available throughout conference, April 1-4	Exhibit Area Branding Your Name and Logo Only one available throughout conference, April 1-4	Tote Bag Your Name and Logo Only one available throughout conference, April 1-4	

GENERAL SPONSOR		Includes 3 complimentary admissions to the Annual Meeting		\$2,275 Current Partner Early Bird Price	\$2,500 Early Bird Price	\$2,750 Current Partner Regular Price	\$3,000 Regular Price
CHOICES:	Special Signage – Column Wraps	Special Signage – Escalator Median		Special Signage – Wall Above Elevator Doors			
	Per column, 12 available	2 Available		7 Available			

ANNUAL MEETING EXHIBITOR				
CHOICES:	Deluxe Exhibitor Space	Large Exhibitor Space	Medium Exhibitor Space	Standard Exhibitor Space
	10 x 32 area Four 6' tables	10 x 24 area Three 6' tables	10 x 16 area Two 6' tables	10 x 8 area One 6' table
Current Partner Early Bird:	\$5,000	\$4,500	\$3,500	\$2,500
Current Partner Regular Price:	\$6,000	\$4,500	\$4,000	\$3,000
Early Bird Price:	\$5,750	\$4,750	\$3,750	\$2,750
Regular Price:	\$6,500	\$5,300	\$4,300	\$3,300
	Includes 5 complimentary admissions	Includes 4 complimentary admissions	Includes 3 complimentary admissions	Includes 2 complimentary admissions



Contact Jack Karako jkarako@asil.org if you have any questions.

Early bird pricing is valid until December 6, 2019.

PROGRAM TRACK SPONSOR		
	At least six (6) sessions per track	
TYPE:	Three-Track Sponsor	Single-Track Sponsor
	Any 3 tracks	Any one of the tracks
Current Partner Early Bird:	\$4,500	\$2,250
Current Partner Regular Price:	\$5,500	\$2,750
Early Bird Price:	\$5,000	\$2,500
Regular Price:	\$6,000	\$3,000

SESSION SPONSOR	
TYPE:	Session Sponsor
	At least six (6) sessions per track
Current Partner Regular Price:	\$750
Current Partner Early Bird:	\$700
Early Bird Price:	\$750
Regular Price:	\$850

ANNUAL MEETING PROGRAM BOOK ADS

TYPE:	Full-Page Color	Half-Page Color	Full-Page B&W	Half-Page B&W
Specs:	7.75" W x 10" H	7.75" W x 5" H	7.75" W x 10" H	7.75" W x 5" H
PRICING:	\$2,500 Includes 2 complimentary conference admissions, valued at \$1,460	\$2,000 Includes 1 complimentary conference admission, valued at \$730	\$1,000	\$750

AD SPECIFICATIONS:

- Full Page Specs: 7.75" W x 10" H
- Half Page Specs: 7.75" W x 5" H
- All art must have 1/4" bleeds all around where appropriate
- All art must be 300 dpi or greater in resolution at size
- Gray scale for B&W
- CMYK for color art (not RGB)
- Type of file: PDF



Ads must be received by ASIL no later than February 25, 2020.

Thank You

For orders and information
please contact:

Jack Karako

Director of Development

202-939-6003

jkarako@asil.org



American Society
of International Law

