



Society of
International
Economic
Law

AMERICAN UNIVERSITY
WASHINGTON
COLLEGE OF LAW

SIEL BIENNIAL CONFERENCE

Washington, D.C., United States of America

July 12 - 14, 2018

SPONSORSHIP & EXHIBITOR
OPPORTUNITIES

Hosted by
American University Washington College of Law
4300 Nebraska Avenue, NW, Washington, D.C., USA

SPONSORSHIP PACKAGES

SIEL expects attendance of 350 members and others at the July 2018 Biennial Conference – including scholars, US and foreign government officials, diplomats, practitioners, business community representatives and students.

Platinum Sponsorship *(single sponsor)* *for the Conference Dinner* **\$7,000**

The sole SIEL platinum sponsor will have the major branding for the main conference dinner that features a keynote address.

Key sponsorship offers for this evening include:

- Your corporate “roll-up” with branding/logo by the entrance to the venue for the day and outside the dinner event.
- Your logo on menu cards and in the specific “sponsor” section of the program.
- A short (5 minutes) speaking opportunity at the dinner.
- The single platinum sponsor will also receive the following sponsor benefits for the duration of the conference:
 - Corporate leaflet (provided by you) included in the welcome package to all attendees
 - Acknowledgement on the SIEL and Washington College of Law websites with a link to your organization
 - An exhibitor’s table for the duration of the conference
 - 6 free registrations for members of your organization to attend

Gold Sponsorship *for the Robert Hudec Lecture and Reception* **\$5,000**

A SIEL Gold Sponsor will sponsor the Robert Hudec Lecture, as well as the reception afterwards. The 2018 Robert Hudec Lecture will be given by Joel P. Trachtman, Professor of International Law at The Fletcher School of Law and Diplomacy.

Based on previous years, we expect around 250 attendees at this event.

Key items for this sponsorship package include:

- Your corporate “roll-up” with branding/logo by entrance to the venue for the relevant day and outside the event.
- Your logo in the conference program.
- A short (5 minutes) speaking opportunity at the relevant event.
- Each gold sponsor will also receive the following sponsor benefits for the duration of the conference:
 - Corporate leaflet (provided by you) included in the welcome package to all attendees
 - Acknowledgement of sponsorship on the SIEL and Washington College of Law websites with a link to your organization
 - An exhibitor’s table

Gold Sponsorship

for the Closing Lecture and Reception

\$5,000

A second Gold Sponsor will sponsor the closing keynote address as well as the reception afterwards.

This event is the official closing of the SIEL conference.

Based on previous years, we expect around 250 attendees at this event.

Key items for this sponsorship package include:

- Your corporate "roll-up" with branding/logo by entrance to the venue for the relevant day and outside the event.
- Your logo in the conference program.
- A short (5 minutes) speaking opportunity at the relevant event.
- Each gold sponsor will also receive the following sponsor benefits for the duration of the conference:
 - Corporate leaflet (provided by you) included in the welcome package to all attendees
 - Acknowledgement of sponsorship on the SIEL and Washington College of Law websites with a link to your organization
 - An exhibitor's table

Silver Sponsorship

(up to five sponsors)

\$4,000

The SIEL Silver Sponsors will have the opportunity to showcase their organizations to the expected 350 attendees. Silver sponsors will receive the following sponsor benefits for the duration of the conference:

- Your organization's logo on a selection of our speakers' gifts
- Your logo in the conference program
- Acknowledgement of sponsorship on the SIEL and Washington College of Law websites with a link to your organization
- Named acknowledgement in the conference closing speech
- An exhibitor's table
- 2 free registrations for members of your organization to attend the conference

Bronze Sponsorship

(up to 5 sponsors) for a Coffee Break

\$2,000 per break

Sponsorship of one of the coffee breaks (morning or afternoon) for 350 participants, as well as the gratitude of the participants for providing them with caffeine and a food item! Bronze sponsors will receive:

- Corporate signage (banner or roll-up) at the coffee table for the sponsored break or the breakfast
- Your logo in the conference program
- Acknowledgement of sponsorship on the SIEL and Washington College of Law websites with a link to your organization
- 1 free registration for a member of your organization to attend the conference

Sponsor a Development Scholarship

\$1,500 - \$2,500

As a global organization, SIEL encourages participation from all parts of the world. Sponsoring a conference participant from a developing or least-developed country helps SIEL to continue this mission and can have a life-changing effect for the sponsored participant. In appreciation for its contribution toward a selected participant's travel and accommodation costs for the conference, each sponsor will receive:

- Your logo in the conference program
- Acknowledgement of sponsorship on the SIEL and Washington College of Law websites with a link to your organization
- 1 free registration for a member of your organization to attend the conference

Conference Bags

\$1,500

Sponsored by American University Washington College of Law

Conference participants will receive a Conference bag upon registration at the event.

Conference Bag Items

\$500 for one item in all Conference bags

Gain visibility for your organization by sponsoring one or more items in the Conference bag. Placement of ONE item in all conference bags can be made for \$500. These items, imprinted with the sponsor's logo, will be provided directly by the sponsor to the host, American University Washington College of Law (AUWCL), for placement. Proposals from potential sponsors on items for inclusion in the Conference bags should be sent in advance to AUWCL.

These items may include:

- Information flyers
- Notepads
- Bookmarks
- Pens
- Water bottle
- USB Drive
- Other items as proposed

EXHIBITOR PACKAGES

SIEL expects attendance of 350 members and others at the July 2018 Biennial Conference – including scholars, US and foreign government officials, diplomats, practitioners, business community representatives and students.

Premium Exhibitor Package \$1,000

Designed for publishers and others who would like to communicate their products or service to the field's leading practitioners, academics and policy-makers, the premium exhibitor package offers:

- A display table in a premium location for the duration of the conference
- Guaranteed access to a power supply
- Use of a room during a lunch break for your own book launch, product information session, or similar.
- 1 free registration for a member of your organization to attend the conference

Standard Exhibitor Package \$550

The standard exhibitor package offers you an outstanding opportunity to connect with our delegates for the duration of the conference. It includes:

- A display table for the duration of the conference
- 1 free registration for a member of your organization to attend the conference

For more information about sponsorship and exhibitors

Jennifer Dabson, Director

Office of Continuing Legal Education
American University Washington College of Law
4300 Nebraska Avenue, NW
Washington, DC 20016

jdabson@wcl.american.edu
(202) 274-4077

SPONSOR & EXHIBITOR REGISTRATION FORM

Name: _____

Company: _____

Address: _____

Tel.: _____ Fax: _____ Email: _____

On site contact (if different from above) _____

SPONSORSHIP:

Level: _____ Amount to pay: _____

EXHIBITOR:

Level: _____ Amount to pay: _____

Please confirm if you will be making sales on site. If so, you are responsible for reporting and payment of applicable taxes and you must utilize your own cellular credit card point of sale device if you wish to accept credit card payments. The University Wi-Fi does not permit non-AU devices to operate and make credit card sales _____

*Payment can be by credit card, check or wire transfer -
please contact Jennifer Dabson at jdabson@wcl.american.edu for full details*

THANK YOU FOR YOUR GENEROUS SUPPORT
AND FOR ASSISTING IN MAKING THE 2018 SIEL CONFERENCE
AN OUTSTANDING SUCCESS

Please send the completed registration form and submit to:

Office of Special Events and Continuing Legal Education
American University Washington College of Law
4300 Nebraska Avenue, NW
Washington, D.C. 20016

IMPORTANT NOTES

- All sponsors and exhibitors shall relate to the activities of the Conference and shall not detract from the general character of the Conference. Accordingly, the Steering Committee for the 2018 SIEL Conference reserves the right to reject a sponsor/exhibitor application, which it feels at its sole discretion, is not appropriate for the Conference.
- **Application Deadline:** The deadline for submissions shall be April 12, 2018.
- **Standard Exhibitor Area:** Each exhibitor area (table) shall consist of a table approximately 6ft x2.5ft. Tables are provided on a first come/first served basis.
- **Shipment of Boxes to the Conference:** Boxes to be sent to Jennifer Dabson, American University Washington College of Law, 4300 Nebraska Avenue, NW, Washington, D.C. (marked for the attention of Jennifer Dabson, 2018 SIEL Conference, and with the sponsor/exhibitor name on the boxes).
- **Display Setup/Dismantling:** All exhibitors shall complete their table display setup by 10 am on Thursday, July 12, 2018.
- **Prohibited Posting:** No decoration, poster, sign or similar items shall be posted on, tacked on, nailed, screwed or otherwise attached to a column, wall, floor or any other part of the building or furniture. You may bring your own stand-alone sign or hang banners on the table.
- **Staffing of Exhibit:** Exhibitors are responsible for staffing their exhibits.
- **Audio-Visual and Power or Telephones:** Please indicate if you need to be close to a power outlet.
- **Hold Harmless.**

• Sponsors and exhibitors shall hereby protect, save and hold the Washington College of Law, their respective employees, agents, contractors, and sub contractors harmless from any and all claims for loss, costs, liability, expense or any other claim arising from, out of and/or by reason of the sponsor's/exhibitor's occupancy and use of the exhibition premises or exhibition table of any part thereof during the course of the Conference. Nothing of value should be left at your exhibit area while the exhibit table is unattended. Washington College of Law and the Conference are not responsible for the loss or any damage incurred.

SIGNED: _____