

ACC Networks

Sponsorship Prospectus



WHAT ARE ACC NETWORKS?

ACC networks are member groups organized around substantive legal practice areas or practice types. They provide valuable educational and networking opportunities, allowing members to exchange ideas and expertise.

WHAT IS ACC NETWORK SPONSORSHIP?

ACC offers law firms and legal service providers the opportunity to sponsor a network on an annual basis. Interaction with ACC global networks is an effective practice-specific marketing strategy. Sponsorship provides direct access to members in a selected practice area and guarantees participation at the ACC Annual Meeting without the competitive nature of general sponsorship. Network sponsors work closely with ACC members to produce legal resources, develop annual meeting programs, and develop and participate in monthly educational member calls. All of these activities provide the sponsor with numerous opportunities to showcase their subject matter expertise to the network members and ACC members at-large.

WHAT ARE THE REQUIREMENTS?

Network sponsors are required to develop written resources and virtual programming in support of their network. These resources include:

ACC QuickCounsels

ACC QuickCounsels provide concise legal summaries on important in-house topics with related links to additional resources and information.

ACC Top Tens

ACC Top Tens provide members with a quick reference of 10 succinct, substantive points on a variety of issues.

InfoPAKs

InfoPAKs provide practical in-depth information on a range of timely business and legal issues. Each is a comprehensive guide to a single topic specifically of interest to in-house counsel.

Webcasts

ACC webcasts offer an easy way for sponsoring organizations to help ACC members stay up-to-date on the latest legal topics relevant to in-house legal departments and earn CLE/CDP credit.

Legal Quick Hits

These 30-45 minutes calls allow sponsoring organizations to connect with ACC members on substantive topics in smaller, easily digestible virtual sessions. These are not CLE/CPD-eligible, but offer format flexibility.

Forms & Policies

These resources feature sample contract clauses, memoranda and policies which allow ACC members to tap into the vast knowledge pool of the in-house counsel community.

ACC Annual Meeting Blue-Level Sponsorship

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WHAT ARE THE BENEFITS?

- Opportunity to develop professional relationship directly with network leadership team
- Direct exposure of sponsor reps and firm speakers to ACC members through development of virtual educational programs (webcasts and monthly Legal Quick Hits)
- Long-term visibility from sponsor-developed and branded substantive written resources made available to all 40,000+ ACC members globally
- Three days of maximum firm visibility through participation at ACC's Annual Meeting
- Access to network business meeting at the Annual Meeting which are closed off to all other sponsors
- Each network sponsor is guaranteed Annual Meeting sponsorship and two panel positions on committee programs
- Opportunity to develop local events in collaboration with participating ACC chapters at no additional cost
- Opportunity to co-write *ACC Docket* articles alongside in-house members
- Network sponsors can host networking events at the ACC Annual Meeting and are allowed to manage registration directly
- Firm-produced content published on Network newsletters, webpages, and social media
- Sponsor-developed resources and virtual programming are branded and marketed to all 40,000+ ACC members globally through several monthly direct emails, the ACC website and its searchable resource library, the eGroups virtual networking platform, and other relevant marketing avenues

WHAT IS THE COST OF SPONSORSHIP?

- Large network sponsorship (>2000 members) is \$22,000* plus the cost of the Annual Meeting blue-level sponsorship (\$25,000).
- Small network sponsorship (<2000 members) is \$12,000* plus the cost of the Annual Meeting blue-level sponsorship (\$25,000).

**prices subject to change*

If you are interested in exploring this opportunity further, please contact:

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