



THOMSON REUTERS™

Thomson Reuters Institute



## SPONSORSHIP PROSPECTUS



**DINNER**  
**October 27, 2021**  
TBD NYC

**CONFERENCE**  
**October 27-29, 2021**  
New York Marriott Downtown  
85 West Street  
New York, NY 10006



The Thomson Reuters Institute is proud to present the 20th Annual Law Firm COO & CFO Forum this coming October at the New York Marriott Downtown. The premier national summit for law firm officers and their peers, the COO & CFO Forum continues its tradition of legal industry thought leadership and unmatched professional networking with prominent law firm executives and our community of partners.

Enjoy our Forum and Opening Night Dinner (limited to 4 partners) for a wholly immersive experience that takes advantage of this unique event and the City of New York. Plan to attend as we celebrate 20 years of industry-leading thought leadership for the AmLaw 200 and international peers.

## THE PARTNER EXPERIENCE:

### Dinner (four available) at TBD NYC

Join us for the 20th Annual Law Firm COO & CFO Forum and connect with delegates in a festive, casual and intimate setting.

### The Forum

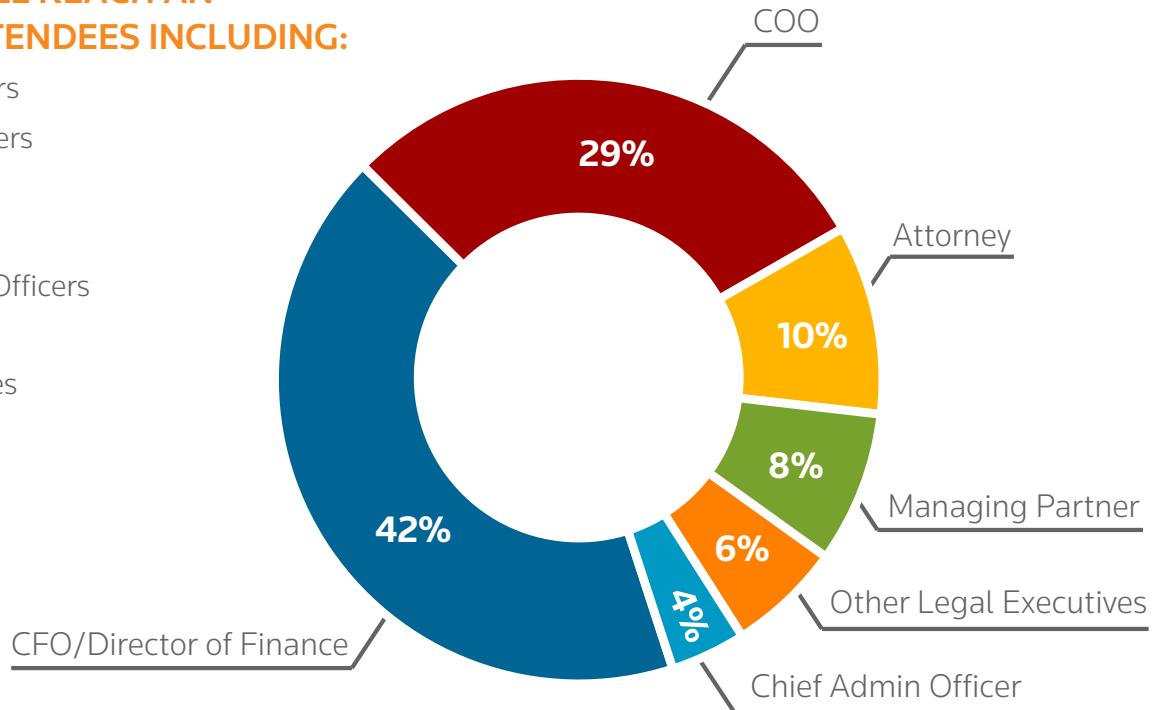
The conference offers large-scale visibility and exposure over three days and provides opportunities to further the relationships you've established with our attendees.

### For More Information Please Contact

[trisales@thomsonreuters.com](mailto:trisales@thomsonreuters.com)

## YOUR MESSAGE WILL REACH AN ESTIMATED 150 ATTENDEES INCLUDING:

- Chief Financial Officers
- Chief Operating Officers
- Managing Partners
- Executive Directors
- Chief Administrative Officers
- Law Firm Partners
- Other Legal Executives



# SPONSORSHIP LEVELS

## PLATINUM \$20,000

### Event Site Exposure

- 1 counter ( Length 36" x Depth 24" x Height 41") in the best available space
- 1 premier event (Lunch, Reception, Sponsored 15-Sec Ad, Sponsor Introduction of Panel (see page 4 description)

### Event Passes

- 4 complimentary sponsor registrations
- 4 complimentary client registrations for use with unregistered law firm clients

### Marketing

- 75-word company description and logo on event program page with link to your company's website
- Logo placement in all event marketing and onsite collateral
- Email invite and discount code as an offer to your non-registered clients
- Registration lists including pre- (firms and titles) and post- (all contact information except email) conference lists for your use. Opt-In registrants only.
- Event app sponsor exposure includes:
  - Sponsor contact information (name, phone, email)
  - Downloadable sponsor whitepaper (up to 5 pages)
  - 2 push notifications within 5 days of the event

## GOLD \$15,000

### Event Site Exposure

- 1 counter ( Length 36" x Depth 24" x Height 41")
- 1 premier exposure (Sponsored 15-Sec Ad, Sponsor Introduction of Panel (see page 4 description), Pre- or Post-Event Email, Device Charging Station, WiFi, Event App

### Event Passes

- 3 complimentary sponsor registrations
- 3 complimentary client registrations for use with unregistered law firm clients

### Marketing

- 50-word company description and logo on event program page with link to your company's website
- Logo placement in all event marketing and onsite collateral
- Email invite and discount code as an offer to your non-registered clients
- Registration lists including pre- (firms and titles) and post- (all contact information except email) conference lists for your use. Opt-In Registrants only.
- Event app sponsor exposure includes:
  - Sponsor contact information (name, phone, email)
  - Downloadable sponsor whitepaper (up to 3 pages)
  - 1 push notification within 5 days of the event

## SILVER \$10,000

### Event Site Exposure

- 1 counter ( Length 36" x Depth 24" x Height 41")
- 1 event (Sponsor Introduction of Panel (see page 4 description)), Breakfast (either day), Networking Break (either day)

### Event Passes

- 2 complimentary sponsor registrations
- 2 complimentary client registrations for use with unregistered law firm clients

### Marketing

- 25-word company description and logo on event program page with link to your company's website
- Logo placement in all event marketing and onsite collateral.
- Email invite and discount code as an offer to your non-registered clients
- Registration lists including pre- (firms and titles) and post- (all contact information except email) conference lists for your use. Opt-In Registrants only.
- Event app sponsor exposure includes:
  - Sponsor contact information (name, phone, email)
  - Downloadable sponsor whitepaper (up to 2 pages)

## EXHIBITOR \$6,000

### Event Site Exposure

- Highboy cocktail table exhibit in the event space

### Event Passes

- 1 complimentary sponsor registration
- 1 complimentary client registration for use with unregistered law firm clients

### Marketing

- 25-word company description and logo on event program page with link to your company's website
- Logo placement in all event marketing and onsite collateral.
- Email invite and discount code as an offer to your non-registered clients
- Registration lists including pre- (firms and titles) and post- (all contact information except email) conference lists. Opt-In Registrants only.
- Event app sponsor exposure includes:
  - Sponsor contact information (name, phone, email)

## DINNER \$9,000

(total of 4 available)

- Logo on all dinner event marketing
- Opportunity to invite two unregistered law firm clients
- 2 sponsor dinner passes

# 20th Annual Law Firm COO & CFO Forum

## Customizable Branding Opportunities

**Sponsored Introduction** - Deliver a 90-second introduction to a panel discussion (submit verbiage two weeks prior to event) **\$1500**

- A brief overview of one's organization
- Why the organization has elected to support the Forum
- Additional color commentary (e.g. statistics, reference to recent headlines) around why a topic is important and relevant
- Introducing the moderator by name, title and company
- Sponsor is not officially sponsoring the panel

**Sponsor Ads** - Produce a 15-second video to be played during Forum (ie., a sponsored break or on the official event app) **\$1500**

- Sponsor is responsible for all costs associated with video production
- Submit one month prior to event for approval
- Videos should have little to no voiceover/dialogue and emphasize visuals, branding or written language; TR reserves right to control volume or discontinue if disruptive to the event program
- Space permitting, the video could also be played on a continuous loop on a monitor near the F&B

**Room Drop**-Hotel will deliver branded materials and/or gifts to attendees' rooms. Price is market rate, request quote from your TR rep. **\$2000**

**Event App Banner Ad** - On navigation menu (other logos will rotate continuously) **\$1500**

**Branded coffee sleeves** - **\$1000**

**Branded Key Card/Sleeve** - Forum's dedicated room block **\$2000**

**Branded Napkins**- Receptions or breaks. Sponsor is responsible for production and shipping costs by 10/18 **\$750**

**Branded Dinner Shuttle Sponsor**- includes branded push notifications to attendees prior to departure **\$4000**

**Official Notebook Sponsor** - To be placed on tables during general session for attendees. Sponsor responsible for production and shipping costs. **\$2000**

**Sponsored Floor Decals** - **\$1500/per day**

**Branded Lanyards** - Attendee name badges for all three days **\$5000** (**SOLD**)

**Partner Talks** - Present 15-minute segment on approved theme. This TED-talk style format requires approval from Thomson Reuters. Ask sponsor rep for speaking opportunity, detail and availability. **\$5000**

Custom opportunities are available as add-ons to your sponsorship package - additional options may also be available upon request. Due to onsite visibility, please reach out if you have interest in reserving any of the above options with your event sponsorship package. All are based on availability.