The Thomson Reuters Legal Executive Institute is proud to present the 19th 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 full advantage of this unique event and the City of New York. Plan to attend both portions of the program as we celebrate 19 years of thought leadership and professional development.

THE PARTNER EXPERIENCE:

Dinner (four available) at American Cut Tribeca NYC
Join us for the 19th Annual Law Firm COO & CFO Forum and connect with delegates in a festive, casual and intimate setting at Iron Chef Marc Forgione's award-winning Tribeca steakhouse, hailed as one of the "Top 5 Steakhouses in America."

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

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

For More Information
Please Contact
leisales@thomsonreuters.com
800-308-1700
## 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) or sponsor branded item)

**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 on-site 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.
- Event app sponsor exposure includes:
  - Sponsor contact information (name, phone, email)
  - Downloadable sponsor whitepaper (up to 5 pages), lead list provided
  - 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 or sponsor branded item)

**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 on-site 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.
- Event app sponsor exposure includes:
  - Sponsor contact information (name, phone, email)
  - Downloadable sponsor whitepaper (up to 3 pages), lead list provided
  - 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), Continental Breakfast (either day), Networking Break (either day) or sponsor branded item)

**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 on-site 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.
- Event app sponsor exposure includes:
  - Sponsor contact information (name, phone, email)
  - Downloadable sponsor whitepaper (up to 2 pages), lead list provided

### 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 on-site 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.
- 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
Sponsored Introduction

Description
An event partner is invited to deliver a 90-second introduction to a panel discussion.

What's Involved?
An example of a successful introduction is as follows:

- 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
- Introducing the moderator by name, title and company

Additional Requirements & Clarifications
- Remarks must be submitted in writing and approved by Conference Producer (or management) no later than one week prior to the program
- Although the partner is introducing the panel, he or she is not officially sponsoring the panel
- The name of the partner will be listed in the app after the session description
- Conference Producer can provide sponsor/partner with talking point to help define remarks

Sponsor Videos

Description
An event partner is invited to produce a 15-second video to be played during a sponsored break

What's Involved?
- Sponsor is solely responsible for all production costs
- Videos should have little to no voiceover/dialogue and emphasize visuals, branding or written language
- Sponsor will submit video to his or her Thomson Reuters representative for internal review and approval by Conference Producer and Management
- The video will be queued up to play at the beginning of a break at a volume that does not prove disruptive in the general session
- Space permitting, the video could also be played on a continuous loop on a monitor near the F&B

NOTE: **Thomson Reuters reserves the right to control video volume at all times or discontinue playing video if deemed disruptive**

Sponsored Activity

Description
An event partner is invited to host a game or activity during a programmatic break.

What's Involved?
- Branded activity such as a bean bag toss, putting green or glow golf
- Activity to have a sponsored prize (e.g. spa certificate, gift card)
- 30-minute exposure for sponsor
- Advertisement/promotion through Push Notification and signage

NOTE: **Activity should not overlap with anything planned for later that day (such as during the reception)**
Customizable Branding Opportunities Include:

- Room Drop: Hotel-coordinated effort to deliver branded materials and/or gifts to attendees' rooms. Price is market rate, request quote from your Thomson Reuters Representative

- Branded Room Keys: Estimated 80 reserved rooms at the property (under the Forum's dedicated room block) based on previous events - $2000

- Branded Lanyards: Attendee Name Badges for both days of the Forum - $5000

- Dedicated Forum Coffee Sponsor: Branded coffee sleeves - $1000

- Branded Napkins (Receptions either Wednesday or Thursday, breaks) - $750

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

- Branded Notebooks: $200

- Branded options: including hand sanitizer stations, masks, floor decals - request quote from TR Representative

- Branded Portable Phone Chargers: $2500

* Note: all above based on availability

Available as add-ons to your sponsorship package. Additional opportunities may also be available upon request. These are highly-coveted options due to their on-site visibility. Please reach out for more details.