



19TH ANNUAL
SuperConference
a CORPORATE COUNSEL Event

MAY 21 - 22, 2019 | SWISSOTEL, CHICAGO, IL

Extraordinary in-house. Extraordinary conference.

SuperConference is a two-day peer-to-peer conference that gathers GCs and senior in-house counsel to tackle the most pressing issues impacting their work. Centered on the in-house counsel perspective, sessions will tackle topics covering law department operations and efficiency and the evolving role of the GC as the business advisor. Topics will get more specific to industries like manufacturing, finance and healthcare as well as regulatory, compliance and strategic issues.

Inspiring keynotes, GC-focused panel discussions, and interactive roundtables offer legal department leaders valuable insights and new ideas to implement in their organizations. With in-house counsel represented on every panel, GCs walk away with actionable, real-world information and the tools they need to succeed in the evolving role of GC.

2019 Program Highlights

- New plenary sessions for 2019 will include a keynote from a government official on the legal implications of new regulations and a keynote panel on the GC's role in diversity and inclusion issues.
- Back by popular demand, GCs and Their Biggest Challenges will outline the issues GCs are losing sleep over, Specialized tracks on Law Department Operations and Business Partner Strategies will also return.

2019 Prospectus

Why SuperConference?

Reach an elite audience of experienced corporate counsel decision makers along with participating C-suite executives and senior law firm partners. Attendees come from across the country and represent Fortune 1,000 and multi-national organizations.

STATES REPRESENTED AT SUPERCONFERENCE 2018

Arizona
Arkansas
California
Connecticut
Florida
Georgia
Illinois
Indiana
Kansas
Kentucky
Maryland
Massachusetts
Michigan
Minnesota
Missouri
New York
Ohio
Pennsylvania
Texas
Utah
Washington
Washington, D.C.
Wisconsin
Wyoming

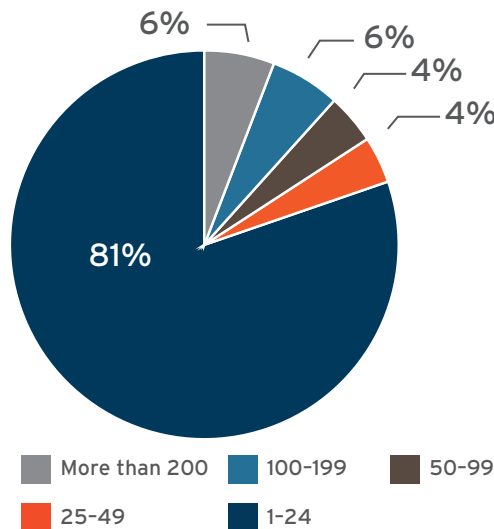
2018 REGISTRANT PRACTICE AREAS

Corporate Finance
Corporate Governance
Government Relations
Intellectual Property
International Law
Labor & Employment
Litigation

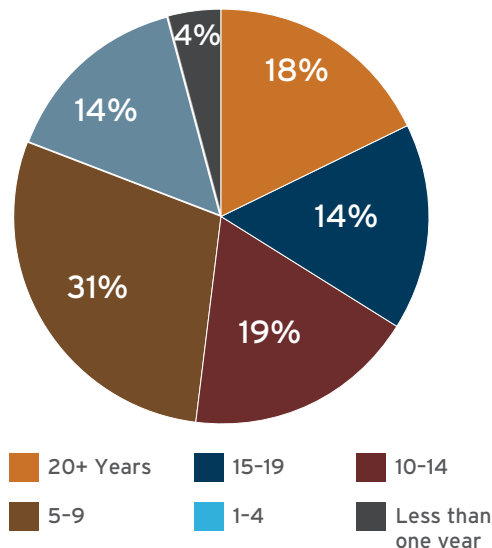
SMALL SAMPLE OF COMPANIES REPRESENTED AT SUPERCONFERENCE 2018

Abercrombie & Fitch	Jockey International
Accenture	KemPharm, Inc.
Allianz Global Corp. & Specialty NA	Kohl's
American Medical Association	Komatsu
Aon Corporation	Morton Salt, Inc.
Archer Daniels Midland	Motorola Solutions
ATP World Tour	Murphy Oil USA
Bank of America	Navistar
Boeing	Northwest Community Healthcare
Cancer Treatment Centers of America	OneTrust
Cars.com	PepsiCo
Caterpillar	Potbelly Sandwich Works
Compass Minerals Company	Rand McNally
Consumers Energy	Red Wing Shoe Co
Company	Rubicon Global
Dawn Foods	Sargento Foods
Discover Financial Services	Sears Holdings Corporation
Dyson	Siemens Corporation
Flexera Software	The Parking Spot
FreightCar America	Travelers
GE Healthcare	Universal Companies
Groupon	US Foods
H&R Block	VisionQuest
Hoteltonight.com	Walgreens
	Wayfair
	Wilton Brands

Attorneys in Company's Legal Department



Years as a Corporate In-house Attorney



What Are Attendees Saying?

“ I appreciated the candor of their advice. It provided 'real' perspective using hypotheticals to elaborate or further explain their points. Excellent way to prove the point.”

“ Great panels on interesting topics.”

96%

Of 2018 attendees were satisfied with SuperConference

“ Content, topics and speakers were all first rate.”



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor | Two Days \$35,000 | One Day \$22,000

The Presenting Sponsor is the premier thought-leader at SuperConference. The Presenting Sponsor delivers opening comments introducing the keynote, moderates a relevant track session, and has the broadest exposure and integration at SuperConference. Sponsors can select Day 1, Day 2, or opt to sponsor both event days. Sponsors taking the 2-day package will get benefits on both days of the event.

- Opening comments
 - Ability to seat drop material prior to keynotes(s)
 - One floor standing corporate banner in rear of keynote room
 - Sponsor logo on podium signage
- Moderate one track session per day (One per day if sponsoring two days)
- Place in-house panelist on one session
- Tabletop exhibit space*
- Unique 30% off promo code to extend to clients and prospects
- Sponsor logo recognition and event signage
 - Includes registration signage
- 50 - 75 word corporate listing with logo in the event onsite guide
- Eight (8) complimentary staff passes
- Ten (10) complimentary passes for clients and prospects
- Post-conference attendee direct mailing list**

Day One Opening Keynote | \$18,000

Only available if there is no Presenting Sponsor

Your senior leader introduces the keynote, provides opening remarks, and moderates your own track session.

- Opening remarks (3 - 5 minutes)
- Introduce keynote speaker
- Ability to seat drop literature prior to keynote
- Moderate one track session
- Place in-house panelist on one session
- Logo on podium signage
- Logo on welcome and registration signage
- Tabletop exhibit space*
- Eight (8) complimentary staff passes
- Ten (10) complimentary conference passes for clients or prospects
- Unique 30% off promo code to extend to clients and prospects
- Opportunity to display one floor-standing corporate banner in rear of keynote room
- 50-75 word corporate listing with logo on the corporate sponsor page of the event onsite guide
- Post-conference attendee direct mailing list**

Track Sponsor | \$18,000

Your senior leader introduces the track and moderates one session. Your firm places one in-house panelist on each track session.

- Opening track comments (3 - 5 minutes)
- Ability to seat drop literature prior to track opening
- Moderate one track session
- Place in-house panelist on each session
- Logo on podium signage
- Logo on welcome and registration signage
- Tabletop exhibit space*
- Eight (8) complimentary staff passes
- Ten (10) complimentary conference passes for clients or prospects
- Unique 30% off promo code to extend to clients and prospects
- Opportunity to display one floor-standing corporate banner in rear of track room
- 50-75 word corporate listing with logo on the corporate sponsor page of the event onsite guide
- Post-conference attendee direct mailing list**

SPONSORSHIP OPPORTUNITIES

Day One Up-At-Night Sponsor | \$18,000

Partner with ALM Intelligence and demonstrate a deep understanding of the challenges facing GCs. The GC Up-At-Night project tracks the evolution of attitudes and practices, identifies emerging trends, and hones in on the issues causing GC's sleepless nights.

- Place one senior level executive on the panel
- Logo on welcome and registration signage
- Tabletop exhibit space*
- Eight (8) complimentary staff passes
- Ten (10) complimentary conference passes for clients or prospects
- Unique 30% off promo code to extend to clients and prospects
- Opportunity to display one floor-standing corporate banner in rear of track room
- 50-75 word corporate listing with logo on the corporate sponsor page of the event onsite guide
- Post-conference attendee direct mailing list**

Day Two Plenary #1 | \$15,000

Only available if there is no Presenting Sponsor

Your senior leader introduces the day two keynote, provides opening remarks, and moderates your own track session.

- Opening remarks (3 - 5 minutes)
- Introduce day two keynote speaker
- Ability to seat drop literature prior to keynote
- Moderate one track session
- Place in-house panelist on one session
- Logo on podium signage
- Logo on welcome and registration signage
- Tabletop exhibit space*
- Eight (8) complimentary staff passes
- Ten (10) complimentary conference passes for clients or prospects
- Unique 30% off promo code to extend to clients and prospects
- Opportunity to display one floor-standing corporate banner in rear of keynote room
- 50-75 word corporate listing with logo on the corporate sponsor page of the event onsite guide
- Post-conference attendee direct mailing list**

Day Two Plenary #2 | \$14,000

Only available if there is no Presenting Sponsor

Your senior leader introduces the day two keynote, provides opening remarks, and moderates your own track session.

- Opening remarks (3 - 5 minutes)
- Introduce day two plenary speaker
- Ability to seat drop literature prior to plenary
- Moderate one roundtable (topic and content approved by ALM Conference Programming Department)
- Logo on podium signage
- Logo on welcome and registration signage
- Tabletop exhibit space*
- Eight (8) complimentary staff passes
- Ten (10) complimentary conference passes for clients or prospects
- Unique 30% off promo code to extend to clients and prospects
- Opportunity to display one floor-standing corporate banner in rear of keynote room
- 50-75 word corporate listing with logo on the corporate sponsor page of the event onsite guide
- Post-conference attendee direct mailing list**

SPONSORSHIP OPPORTUNITIES

Gold Sponsor | \$12,000

Integrate your experts into the SuperConference educational program. Select one of your thought-leaders to moderate a panel session. Work with the Conference Producer to select a topic that highlights your company's expertise. In addition to the moderator, Gold Sponsors may also place an in-house counsel expert on the panel with the approval of the Conference Producer.

- Moderate one track session
- Tabletop exhibit space*
- Unique 30% off promo code to extend to clients and prospects
- Sponsor logo recognition and event signage
- Sponsor logo on sponsor page of event onsite guide
- Six (6) complimentary staff passes
- Eight (8) complimentary passes for clients and prospects
- Post-conference attendee direct mailing list**

Roundtable Moderator Sponsorship | \$5,000

Own a 60-minute roundtable discussion around an exclusive topic. Create an opportunity for targeted networking and intimate discussion with between 10 and 20 event attendees. Discussion topic will be mutually agreed upon with the Conference Producer. This opportunity is an open forum discussion among participants, no a/v will be provided.

- Sponsor logo on sponsor page of event onsite guide
- Two (2) complimentary staff passes
- Five (5) complimentary passes for clients and prospects
- Post-conference attendee direct mailing list**
- Unique 30% off promo code to extend to clients and prospects
- Recognition on event signage
- Logo on sponsor page of event onsite guide

Business Development Sponsorship | \$3,500

Cement relationships by hosting clients and prospects at SuperConference. Build exposure through logo placement and the ability to reach attendees after the event.

- Sponsor logo on sponsor page of event onsite guide
- One (1) complimentary staff passes
- Five (5) complimentary passes for clients and prospects
- Post-conference attendee direct mailing list**
- Recognition on event signage

* 6-foot draped table and two chairs. Entire exhibit must be on tabletop. No floor standing exhibits permitted.

** Postal addresses only for a one-time mailing. This list will not include anyone who has requested to be opted-out of third party mailings.

GC UP-AT-NIGHT SURVEY PARTNER | \$55,000 PER INDUSTRY

DISCOUNT APPLIED FOR MULTIPLE INDUSTRIES.

Leading firms partner with ALM Intelligence on 12 industry surveys to showcase deep industry knowledge and tackle the ‘how well do you know my industry’ question asked by legal service buyers. The GC Up-At-Night project is a long-term research project, designed to collaborate with leading law firms to identify and analyze the issues of utmost concern to GCs by industry.

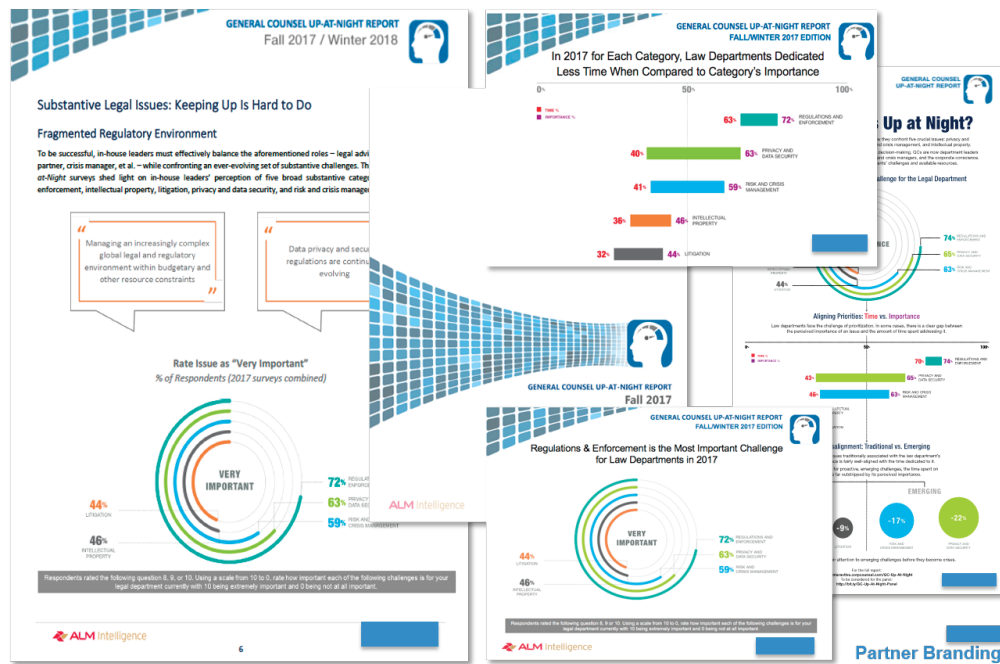
Leading law firms partner with GC Up-At-Night to generate demand, build and position their thought leaders and brand, and become a collaborative partner with an established study.

The multi-month program includes questionnaire development, data analysis, written report and graphics, and study exposure.

Program Overview:

- **Custom Industry Specific Survey:** Maximum of 20 questions, including no more than two open ended questions.
- **Data Analysis:** ALM Intelligence executes data collection and analysis.
- **GC Interviews:** We will consider specific requests.
- **Report Authored by ALM Legal Intelligence Sr. Analysts in Collaboration with Partner Firm:** Strategically position firm and attorneys by contributing to report content.
- **Report and Findings Will be Shared with ALM Media:** Reports typically exceed 10 pages, including graphics.
- **Co-branded Graphics and Report:** Advance firm’s thought leadership and market positioning. Most reports feature 5+ different graphics, and can be assembled as an infographic for marketing use.
- **Third-party credibility of ALM Intelligence team.**
- **Custom Landing Page for Report Download & Lead Capture:** All leads from landing page will be provided to partner firm.

Contact your sales rep for available practice areas.



A LA CARTE OPPORTUNITIES

COCKTAIL RECEPTION | EXCLUSIVE \$12,000

Reward attendees with cocktail reception at the end of the day. Sponsor branding will appear on signage at the reception, where you may provide literature or giveaways. Price includes food and beverage costs.

LANYARDS & BADGES | EXCLUSIVE \$7,500

Put your logo in the hands, and around the necks, of every attendee by supplying event lanyards and badges. Production of sponsored item is not included in the sponsorship price.

USB DRIVE/ONSITE MATERIALS | EXCLUSIVE \$7,500

ALM will produce a branded USB drive with the sponsor's logo loaded with SuperConference event materials. Sponsor can provide 50 MBs with any promotional or educational copy to be included.

BREAKFAST | \$5,000 PER BREAKFAST

The Breakfast Sponsor receives branded signage at the sponsored breakfast and may provide literature or giveaways during the breakfast. Price includes food and beverage cost.

BREAK | \$3,000 PER BREAK

The Break Sponsor receives branded signage at the sponsored break and may provide literature or giveaways during the break. Price includes food and beverage cost.

**PROGRAM
GUIDE
ADVERTISING**

- Full Page | \$1,800

- Half page | \$950





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ALM events deliver contacts, content and community throughout the year. Please join us at:

General Counsel Conference & Hedge,
September, Marriott Marquis, New York, NY

Women, Influence & Power in Law,
October 16 - 18, 2019, Washington Marriott Wardman Park, Washington, D.C.

For more information, please contact:

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