



SPONSORSHIP PROSPECTUS

Welcome 3

Committee..... 4

The Commonwealth Law Conference 5

Attendee Profile and Conference Objectives..... 6

Major Sponsorship Opportunities..... 7

Sponsorship Opportunities 11

Exhibition Information 14

Additional Information For Sponsors and Exhibitors 16

Apply..... 17

Welcome letter

President's Message.

Dear Delegate,

The Commonwealth Lawyers Association is delighted to be partnering with the Law Association of Zambia for the 21st Commonwealth Law Conference.

The Conference entitled "The Rule of Law in Retreat? Challenges for the Modern Commonwealth" is both current and relevant to all those who seek to uphold the rule of law, not just in the Commonwealth. In our shrinking world where resources are stretched, we must be resilient and find new ways to work together to meet continuously changing priorities.

The programme promises to present topics which will interest lawyers, judiciary, academics, and law students from all over the Commonwealth including sessions on challenges to the profession including the growth of Artificial Intelligence and Technology, Environment, and Alternative Dispute Resolution. We have also included contemporary legal topics such as Freedom of Expression.

For sponsors this is a unique opportunity to connect with an international audience of senior lawyers and law firms who want to hear the latest news and see the latest products on the market.

Outside the conference sessions there will be time to take in the natural surroundings and enjoy the warm hospitality of our Zambian hosts, catch up with old friends for a coffee, or make new connections that will last long after the conference is over.

I strongly recommend that you register to attend the 21st Commonwealth Law Conference, set against the outstanding natural beauty of Victoria Falls it is a great place to enjoy with friends and family and I look forward to meeting you there!

R. SanthanaKrishnan
CLA President



Local Organising Committee

Chair: Laurie Watt - CLA Treasurer & Exco Chairman

CLA: R. Santhana Kirshnan – CLA President

LAZ: Eddie Mwitwa – President LAZ

Linda Kasonde – Immediate Past President LAZ

Edward Sakala – Executive Director LAZ

Kaufla Mwitche - LAZ Council Member

Paragon Conventions: Janine Koeries, Project Manager

The Commonwealth Law Conference

The CLC is one of the most prestigious events on the global legal calendar bringing together legal practitioners from all over the world to debate current issues in the profession, exchange views and experiences with colleagues. View the latest products and services available to legal professionals today.

The conference has a long and distinguished history and past conferences have been held in:

1955 London, UK
1960 Ottawa, Canada
1965 Sydney, Australia
1971 New Delhi, India
1977 Edinburgh, Scotland
1980 Lagos, Nigeria
1983 Hong Kong
1986 Ocho Rios, Jamaica
1990 Auckland, New Zealand
1993 Nicosia, Cyprus
1996 Vancouver, Canada
1999 Kuala Lumpur, Malaysia
2003 Melbourne, Australia
2005 London, United Kingdom
2007 Nairobi, Kenya
2009 Hong Kong SAR
2011 Hyderabad, India
2013 Cape Town, South Africa
2015 Glasgow, Scotland
2017 Melbourne, Australia

Attendee Profile and Conference Objectives

The Rule of Law in Retreat? Challenges for the Modern Commonwealth

Building on the success and knowledge gained from previous Commonwealth Law Conferences, the 21st Commonwealth Law Conference (CLC2019) will once again bring together lawyers from across the globe who shares common interests and challenges.

Developments in Corporate Law, Data Protection, and the rapid growth of the African market are questions which face the judiciary, lawyers, academics and students, in the legal profession today.

The unique blend of education and discussion offered by CLC2019 aims to benefit the profession by strengthening the links across the Commonwealth and the globe. **The Commonwealth Law Conference objectives** are to **promote of the rule of law**; encourage **improved professional standards**; create **lasting bonds between all members of the profession** through CLA membership and ensure that there is **on-going dialogue on topical issues** that impact on the people of the Commonwealth and beyond.

The CLC2019 is tailored to the interest of the following professionals:

- Judiciary
- Constitutional Lawyers
- Corporate Lawyers
- Commercial Lawyers
- Government Lawyers
- Legal Drafters
- Human Rights Lawyers
- Legal Professionals
- Practice and Chambers Managers
- Academics
- Law Students
- Those with an interest in the legal aspects of the Commonwealth
- Those who would gain by a broader understanding of current Commonwealth legal issues

Sponsors will get the opportunity to network with industry colleagues and key influencers in the legal fraternity.

As a sponsor you gain significant visibility and demonstrate your support for the Commonwealth Law Association in achieving the objectives listed above. From private practice lawyers and in-house counsel to government officials and academics from all over the Commonwealth and the world, you will have the chance to engage face to face with peers through the Welcome Reception, exhibition and a Gala dinner.

Please complete and submit the Sponsorship Application Form when you are ready to commit to a sponsorship opportunity. We have many great options available, but we can also customize a package for you based on your goals and budget for the event.

Major Sponsorship Opportunities

Kindly note that all sponsorship opportunities are offered in **US Dollars** (\$ US)

PLATINUM SPONSOR – \$ US 60,000

The Platinum sponsorship is exclusive and is the highest visibility opportunity that offers maximum brand exposure before and during the conference. The Platinum Package can be enhanced with customized options to fit the needs of the sponsor.

Only 1 Platinum Sponsor will be appointed.

Benefits include:

Sponsor Logo

- The right to place the sponsor logo (following supplied guidelines) on relevant Conference material, approved in advance by Secretariat
- Sponsor logo with hyperlink on Conference Website
- Sponsor logo on Final Program
- Sponsor logo in prominent position on the Sponsor's Board on site

Exhibition Space

- Exhibition space in a prime location in the Conference Exhibition area – approx. 18 sqm (largest allocation of exhibition space)
- 6 Exhibitor badges

Advertisement & Branding

- Full page advertisement in prime position in the Final Program
- Sponsoring company banners may be displayed in the registration area
- Five promotional flyers (up to 8 pages) in the delegate pack

Registration

- 4 full Complimentary Passes to attend Conference sessions, Welcome Reception and Gala Dinner

Acknowledgement

- 200 word acknowledgement (company profile to be supplied by sponsoring organisation) in the Final Program.
- Recognition as the principle sponsor

GOLD SPONSOR – \$ US 40,000 (2x Sold ; 1x available)

Gold sponsorship provides high visibility to increase brand exposure before and during the conference.

Only 3 Gold Sponsors will be appointed

Benefits include:

Sponsor Logo

- Logo in the Final Program
- Logo and link on Conference Website
- Sponsor logo on Sponsor's Board on site

Exhibition Space

- 12 sqm exhibition space in a prime location in the Conference Exhibition area
- 4 Exhibitor badges

Advertisement

- Full page advertisement in a prime position in the Final Program
- Two promotional flyers (up to 8 pages) in the delegate pack

Registration

- 2 Complimentary Passes to attend Conference sessions and Welcome Reception

Acknowledgment

- 100 word acknowledgement in the Final Program

SILVER SPONSOR – \$ US 25,000

Only 2 Silver Sponsors will be appointed.

Benefits include:

Sponsor Logo

- Logo in the Final Program
- Logo and link on Conference Website
- Sponsor logo on Sponsor's Board on site

Exhibition Space

- 9 sqm exhibition space in the Conference Exhibition area
- 3 Exhibitor badges

Advertisement

- 1 Promotional flyer (up to 8 pages) in the delegate pack
- Full page advertisement in the Final Program

Registration

- 2 Complimentary passes to attend Conference sessions
- Sponsor logo on Sponsor's Board on site

Acknowledgment

- 100 word acknowledgement in the Final Program

BRONZE SPONSOR – \$ US 15,000

Only 5 Bronze Sponsors will be appointed.

Benefits include:

Sponsor Logo

- Sponsor logo on Sponsor's Board on site
- Logo in the Final Program
- Logo and link on Conference Website

Exhibition Space

- 6 sqm exhibition space in Conference Exhibition area
- 2 Exhibitor badges

Registration

- 1 Complimentary pass to attend Conference and welcome reception

Acknowledgment

- 100 word acknowledgement in the Final Program.

Special Requests

We are aware that pre-designed sponsorship tiers and benefits may not suit your current marketing aims. We are therefore willing to discuss any special requirements to suit your objectives. Please feel free to contact our Sponsorship & Exhibition Manager to discuss your needs.

Acknowledgements

Please note that all Sponsors and Exhibitors will be acknowledged in the Final Program; on acknowledgement boards at the Conference; and on the Conference website.

Please forward your company logo (in eps 300dpi format) color version to:

LBaatjies@paragong.com

Exclusive Sponsorship Opportunities

When our delegates are not in session or visiting the Exhibition area, social functions are an integral part of the conference. When you sponsor one of these exclusive occasions you have the opportunity to showcase your brand and enjoy additional benefits. These opportunities are only open to companies already registered for the conference.

GALA DINNER SPONSOR – \$ US 35,000

Exclusive profile at the Gala Dinner

Benefit includes:

Sponsor Logo

- Logo in the Final Program
- Logo and link on Conference Website

Conference Logo

- The right to use the Conference logo (following supplied guidelines) on relevant Conference materials approved in writing in advance by secretariat

Branding

- Sponsor's logo on dinner tickets
- Significant branding at dinner venue
- Option to provide suitable promotional souvenirs at the Gala Dinner

Registration

- 2 Complimentary Passes to attend Conference and Welcome Reception
- Table of 10 at the Gala Dinner

Exhibition Space

- 6 sqm exhibition space in Conference Exhibition area

Advertisement

- 1 Promotional flyer (up to 8 pages) in the delegate pack
- Full page advertisement in the Final Program

Acknowledgement

- 100 word acknowledgement on inside front cover of menu at dinner
- Verbal acknowledgement at the event.

WELCOME RECEPTION SPONSOR – \$ US 15,000

The Welcome Reception is where all delegates meet to renew old friendships and foster new ones. The Welcome Reception sponsor will benefit from an opportunity to feature their brand and make a lasting impression on the delegates.

Benefit includes:

Welcome Reception

- Significant branding at the Welcome Reception
- Logo on menus and/or Welcome Reception tickets
- Option to provide suitable promotional souvenirs at the Welcome Reception

Advertisement

- Full page advertisement in the Final Program

Registration

- 1 Complimentary pass to attend Conference
- 4 Complimentary passes to Welcome Reception

Exhibition

- 6 sqm exhibition stand space in the conference exhibition area
- 2 Exhibitor passes

Sponsor Logo

- Logo in the Final Program
- Logo and link on Conference Website

Coffee Break Sponsorship - \$ US 5,000

Coffee will be served in the centrally located Exhibition Area during morning and afternoon breaks throughout the Congress

- Coffee station will be branded with the logo of the sponsor

Conference Bag Sponsorship– \$ US 8,000

Benefits include:

- The bag will bear the sponsor and Conference logo
- Sponsor logo and link on Conference Website
- Acknowledgement on sponsor's board on-site
- Acknowledgement in the sponsor's list in the Final Program

Mini Program Sponsor – \$ US 5,000

Benefits include:

- Mini Program back cover advertisement
- Branding / logo in the Final Program
- Sponsor logo and link on Conference website

WiFi Zone – \$ US 7,000

Benefits include:

- Opportunity to display banners within the hotspot areas
- Opportunity to provide branded Wi-Fi vouchers for delegates
- Opportunity to provide branded inserts into delegate bags (e.g. USB sticks)
- Logo and link in the Final Program
- Logo and link on the Conference Website

Lanyards – \$ US 6,500 (Sold)

Benefits include:

- The lanyard will bear the Sponsor and Conference logo and will be approved by the Secretariat
- Logo and link on Conference Website
- Acknowledgement on sponsor's board on-site
- Acknowledgement as sponsor in the Final Program

Notepads and Pens – \$ US 3,500

The Organizers source and provide the notepads and pens, the items being subject to design approval by the sponsoring company.

Advertisements - Final Program – \$ US 2,000

Full page color advertisement in the final Conference program.
Position will be allocated by the Secretariat.

Promotional Material – \$ US 1,500

Inserts such as leaflets and brochures, in participants' Conference bags. Materials must be provided by the Sponsor and must be approved by the Secretariat (1x double-sided A4 page max).

Exhibition Information

The Exhibition runs as an integral part of the Conference and provides an important platform for delegates to view products and services available to the profession, and engage with exhibitors about new developments and offerings.

The Exhibition area is also a meeting point for lunches, refreshment breaks and networking. Space will be limited and allocated on a first come first serve basis with priority being given to sponsors.

DATES

The Conference will be held from *April 8th - 12th*.

Opening Hours of Exhibition

April 8th – 14:30 – 21:30

April 9th- 11th – *to be confirmed*

April 12th – *to be confirmed*

*Please note that the final exhibition set up, opening and dismantling schedule will be updated in the technical manual. *The minimum Exhibition space is 6 sqm.

RAW SPACE RENTAL

Price: \$ US 500 per sqm (min 6 sqm)

Includes:

- 1 standard electric socket (plug-point) 220 volt
- 2x Exhibitors' badges per 6 sqm
- 100-word company / product profile in the Final Program
- Cleaning of public areas and gangways
- Refreshments during coffee breaks for two exhibitors
- 1x table - measuring 80cm width x 180cm length.

Please note that Raw Space rental does not include any furniture or stand cleaning. All these services and others will be available to order in the Technical Manual.

Booth Decorations

Exhibitors are reminded to not extend their booths into the thoroughfare or other areas which were not ordered and paid for by the Exhibitor. The booth maximum height will be updated as soon as possible.

Allocation of Exhibition Space

Space allocation will be made on a "first-come, first-served basis". A completed application form accompanied by advance payment should be mailed / faxed to ensure reservation of a desired location.

Upon receipt of the application form with payment, space will be confirmed and an invoice for the balance due will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received. Advance payment will be refunded if space is fully booked or space offered is not acceptable to exhibitors.

Exhibitor Registration

All Exhibitors are required to be registered and will receive a badge displaying the Exhibiting company name. Two Exhibitor badges will be given for the first 6 sqm booked, and one badge for every additional 6 sqm. Any additional Exhibitors will be charged an Exhibitor registration fee. An Exhibitor registration form will be included in the Exhibitor's Technical Manual.

Technical/Exhibitor Manual

A Technical Manual outlining all technical aspects of exhibiting will be circulated 3 months before the Conference. It will include the following:

Technical details about the venue; final exhibition details and information; contractor details; services available to exhibitors and order forms.

Additional Information for Sponsors and Exhibitors

To commit to a sponsorship opportunity, please complete the attached booking form and email it to:

Leanne Baatjies

Industry Liaison Manager

Tel: +27 (0) 87 470 0365

E-mail: LBaatjies@paragong.com

The company details as they appear on the completed form will be used to advertise.

A 50% deposit should accompany the signed contract, paid into the conference bank account.

Alternatively, an invoice for the deposit can be requested on the booking form. Once the completed form has been received, a confirmation of sponsorship or exhibition will be sent to the Sponsor / Exhibitor.

Terms of Payment

First 50% due with signed application form

Second 50% due by March 8th 2019

The total amount should be received before the opening date of the conference

Payment Methods

Option 1: Payment by credit card

Option 2: Payment by Bank Transfer

Please note that bank charges are the responsibility of the customer.

Cancellation Policy

Cancellations will be accepted in writing only. Cancellation notice received by March 8th 2019 will be entitled to 50% reimbursement of the total payment on condition that the allocated space will be rented to another exhibitor.

No reimbursement will be possible after March 8th 2019.

Terms and Conditions

The terms and conditions of sponsorship and exhibiting are included in this Prospectus.

Please note that the signing of the Sponsorship & Exhibition form indicates acceptance of these terms and conditions.

Sponsorship Application Form

Please send the completed applications for sponsorship and exhibition space to:

Leanne Baatjies

Industry Liaison Manager

Tel: +27 (0) 87 470 0365

E-mail: LBaatjies@paragong.com

We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

* Please enter Company Name as you wish it to appear on all acknowledgments.

*Company Name	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Website	
Please email Company description (max 100 words)	

I would like to book the following Sponsorship Items

Item / Description	Price
Total Amount (Please Complete)	

I would like to book a **Raw Space Exhibition** Stand for \$ US..... (Minimum exhibition space 6 sqm)

Choices	Stand No	Square Meters	Total Price
1st			\$
2nd			\$
3rd			\$

Name of the company: _____

This is a provisional booking. Please hold for 14 days.
Payment has been made by credit card / bank transfer, please forward me final confirmation and invoice.

Please send me a pro-forma/tax invoice for the total amount due in USD.

Method of Payment

Credit Card

Credit card no.: _____

Expiry Date: _____ Type of Card and CVV: _____

Card Holder: _____

Bank Transfer: Details will be available on the invoice.

Paragon Conventions SA
Ref: CLC 2019
Currency: USD
Account: 240-459284.93X
IBAN: CH60 0024 0240 4592 8493X
BIC: UBSWCHZH80A
Bank charges are the responsibility of the customer

Terms of Payment

First 50% due with signed application form.
Second 50% due by March 8th 2019.
The total amount should be received before the opening date of the conference.

Date.....

Signature and company stamp.....