

Alternative

The In House Technology

SUMMIT 2016

7th & 8th February 2017

Oxford Belfry Hotel, Oxfordshire

THE OXFORD BELFRY



Summit overview

The Alternative In-House Technology Summit is the UK's first event focused exclusively on how technology and innovation in the legal department can increase business output, drive efficiency and manage risk.

The Summit will bring together General Counsel and Heads of Legal who are passionate about technology and its potential to improve the legal team's contribution to the business. The Summit will provide GCs with the tools they need to work with IT, finance and procurement to put forward the business case for innovation and to secure investment in new technology.

The event will facilitate this engagement and tackle head on the internal culture challenges faced by In-House departments and create the meeting place with the tech solution providers.

www.alternativeinhousetech.com

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Event Summary

The Summit will facilitate engagement by creating a meeting place for GCs and technology solution providers.

The Summit will discuss the following -

Demonstrate how GCs can make the business case for technology

Benchmark in-house teams to uncover what others are doing, spending and achieving (and compare by size of team, level of spend, volume of work and industry sector)

Highlight how to use technology to manage risk (and the risks of not having a technology strategy)

Showcase technology solutions for data protection, corporate registers, spend management and more

Help in-house leaders to evaluate what technology is out there and how to use it

Shed light on emerging new roles in in-house and the ideal make-up of the legal team

Provide case studies on high-performing in-house legal teams and how their GCs have secured budget for innovation

Advise GCs on how to make the CFO and the CTO your best friend

Demystify AI, big data, block chain and emerging technologies and their impact on the legal department

The Summit agenda will be written by GCs, for GCs. All content will be provided by GCs and Heads of Legal sharing what's worked, and what hasn't, through case studies and hosted discussions.

Sponsorship Promotional opportunities

Headline Sponsorship Package - Cost £15,000

This package offers the highest level of brand visibility available at the event.

The sponsor will be promoted pre event as the Headline Sponsor on all marketing and media activity.

Your listing as the Headline Sponsor will ensure that all the in house legal teams in the UK are aware that you are putting your name forward as the partner of choice.

Below are listed the key elements to the sponsorship package:

Pre-event profile

Website

The website will clearly promote you as the Headline Sponsor with reciprocal link to your site.

Included on the website will be a business profile of 100 words to promote your services.

Brochure PDF

During the marketing roll out the event brochure will be mailed to all the delegates – as the Headline Sponsor you will have clear listing as the Headline Sponsor with high profile logo visibility.

This brochure will be mailed twice during the campaign to over 1000 in house legal departments.

Social Media

The Headline Sponsor will be mentioned in online campaigns through the event Twitter feeds and through media partnership editorial.

On-site event profile

No 1 brand position

Your logo will be highlighted on the conference stage set in prime position.

Welcome Address

At the start of the event you can present from the main stage a welcome address to all the delegates.

Roundtable

During the first afternoon of the Summit we will host a series of roundtable discussions covering a multitude of key IT topics.

The sponsor will have the opportunity to invite a client to run a roundtable on a relevant subject that offers an informative case study profiling both the suppliers' expertise but also offering a relevant review of an effective investment made by the client that can act as a reference point for the other in house teams in attendance.

Meeting area/Exhibition space

The sponsor will have a creative licence to use the space either as a selling aid (to bring along a pop up exhibition stand) or to use the space as a branding/ meeting area with table and chairs for the sales team to use to offer product demos over coffee.

Space size 3m x 2m.

3 delegate passes

The package includes 3 delegate passes; each delegate will be offered complimentary overnight accommodation and hotel meals for the duration of the event.

Each delegate pass includes full access to all sessions at the event.

Sponsorship Promotional opportunities

Co- Sponsorship costs - £9,000

The Co-sponsors will have the second brand positioning on all marketing activities pre-event and onsite during the Summit.

This package includes:

Host a client-lad roundtable discussion.

The sponsor will have the opportunity to invite a client to run a roundtable on a relevant subject that offers an informative case study profiling both the suppliers' expertise.

Your logo will feature within the following marketing platforms:

- Logo highlighted the conference stage set in No 2 prime position
- Logo and link to your homepage on the conference website
- Logo on all marketing materials produced in pre-event activities, including Summit brochure PDF and website banners
- Logo profiled inside the delegate handbook distributed at the event
- Exhibition stand in the main exhibition area size - 3m x 2m
- 2 complimentary delegate passes - each delegate will be offered complimentary overnight accommodation and hotel meals for the duration of the event

Evening Dinner sponsor - £6,500

All the delegates will stay overnight at the hotel, therefore we will host an evening dinner.

We will brand the evening dinner with the sponsor's logo.

The sponsor can speak at the Dinner to all the GCs attending.

Your logo will feature within the following marketing platforms:

- Logo and link to your homepage on the conference website
- Logo on all marketing materials produced in pre-event activities, including Summit brochure PDF and website banners
- 2 complimentary delegate passes Including Hotel accommodation and all meals for 2 staff members

Roundtable sponsor - £5,500

- During the Summit we will host a series of roundtable discussions covering a multitude of key legal IT topics
- The sponsor will have the opportunity to invite a client to run a roundtable on a relevant subject that offers an informative case study profiling both the supplier's expertise but also offering a relevant review of an effective investment made by the client
- In addition your logo will be listed on the Summit documentation and logo used on the event brochure promoting you as a sponsor
- This package includes 2 delegate passes including overnight accommodation cost

Exhibition stand - £4,500

- Company logo profiled as a sponsor
- 2 delegate passes to the event including accommodation costs
- The event will feature an evening dinner which you are invited to
- Company logo profiled on website
- Exhibition space 3m x 2m