



The Law Society
of England and Wales

English Law Week 2017:

The Law - A noble profession or just business?

20 - 23 November 2017
in Moscow and St Petersburg, Russia

Sponsorship Opportunities

Partner organisations



Following on from three successful English Law Weeks in Moscow and Russian Law Weeks in London, the Law Society and the Bar Council of England and Wales in partnership with the Russian Federal Chamber of Lawyers, the Moscow Chamber of Advocates, the St Petersburg Chamber of Advocates, the Anglo-Russian Law Association, and the British Russian Law Association are organising the fourth English Law Week in Moscow and St Petersburg from 20 to 23 November.

English Law Week will bring together Russian and English and Welsh lawyers to promote legal links and business between the two countries. It is a fantastic opportunity for English and Welsh legal practitioners to meet with Russian counterparts to discuss current trends in legal services in Russia and England and Wales.

English Law Week in Moscow alternates year on year with its twin event Russian Law Week in London. English Law Week 2015 attracted over 150 English and Russian lawyers working in the UK and Russia for firms or in-house. It effectively showed how practitioners from both jurisdictions could work together to develop an annual programme that is both practical and useful for the sector.

Why sponsor English Law Week in Moscow and St Petersburg

English Law Week provides sponsors with access to legal practitioners and academics from Russia, the UK and other CIS region, who are looking to explore and understand the latest developments in English Law. This is an excellent opportunity to engage and network with UK, Russian and CIS practitioners. The event provides sponsors who are specifically targeting this market with unrivalled access to a sector who are looking to explore and understand the latest developments in products and services available to them.

As well as providing a key platform to network, the conference also offers any potential sponsors the following promotional tools which are used to promote the event:

- Advertising in the Law Society's International Divisions e-mail bulletins –received by 25,000 recipients;
- Advertising in the Bar-Council's fortnightly e-newsletter - received by 500 recipients, in Counsel magazine, a publication distributed to circa. 24,000;
- Advertising in the Law Society's CIS monthly e-newsletter –received by 700 recipients;
- Direct Mailings by the UK Embassy in Moscow to their detailed and highly accurate database. Sponsors will feature in conference promotions via dedicated e-flyers; and
- Website: any sponsors' logos will be featured on the Law Society and Bar Council ELW webpage with a link directing traffic through to the sponsor's website.

Sponsorship opportunities

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|------------------------------------|---|
| <p>Target audience</p> | <p>Conference in Moscow: 120 -150</p> <p>Conference in St Petersburg: 60 - 80</p> <p>Senior partners of law firms, in-house lawyers, government representatives, judges and legal academics from Russia and CIS; solicitors and barristers from England and Wales.</p> |
| <p>PR Coverage</p> | <p>This event will be widely publicised in the UK and Russia through websites and associated e-mail bulletins via the following organisations:</p> <ul style="list-style-type: none"> • Law Society of England & Wales • Bar Council of England & Wales • Russian Federal Chamber of Lawyers • Moscow Chamber of Advocates • St Petersburg Chamber of Advocates • Anglo-Russian Law Association and • British Russian Law Association |
| <p>Sponsorship packages</p> | <p>Principal sponsor (£10,000)</p> <ul style="list-style-type: none"> • Corporate logo on marketing materials • Descriptive text in final programme (150 words company message, logo and contact details) • Logo on event page on the Law Society and Bar Council website • Stage Set and PowerPoint presentation holding slide during the conference • Recognition in all press release circulated in connection with the conference • Opportunity to display the organisation's promotional literature at the conference • 2 free insert for delegate pack • 1 free promotional item inserted into delegate pack • 5 complimentary conference registrations • 2 complimentary tickets to the reception • Delegate list of all attendees detailing the name and firm • Logo on all session signage within the venue, and • Logo on all directional signage within the conference venue |

Reception sponsor (£7,000)

- Designated as primary sponsor - referred to as 'Reception Sponsor' in marketing material
- Welcome banners with sponsor's branding and information displayed
- Corporate logo on marketing materials
- Descriptive text in final programme (100 words company message, logo and contact details)
- Opportunity to display the organisation's promotional literature at the Reception
- Recognition in all press release circulated in connection with the conference
- 1 free insert for delegate pack
- 1 free promotional item inserted into delegate pack
- 3 complimentary conference registrations
- 3 complimentary tickets to the reception
- Logo on event page on the Law Society and Bar Council website
- Delegate list of all attendee's on the day detailing the name and firm
- Logo on reception signage
- Logo on all directional signage within the reception venue

Session sponsor (£5,000)

- Corporate logo on marketing materials
- Descriptive text in final programme (100 words company message, logo and contact details)
- Logo on event page on the Law Society and Bar Council website
- Opportunity to display the organisation's promotional literature at the conference
- Stage Set and PowerPoint presentation holding slide during the conference
- Recognition in all press release circulated in connection with the conference
- 1 free insert for delegate pack
- 1 free promotional item inserted into delegate pack
- 2 complimentary conference registrations, and
- Delegate list of all attendee's on the day detailing the name and firm
- Logo on all session signage within the venue,

Draft Programme outline

The conference will include high profile panel discussions chaired by well-known legal experts including judges, academics and lawyers focusing on the following topics:

- Updates on English law judgements involving Russia and CIS cases
- Tax and corporate restructuring (e.g tax implications for Russians relocating)
- Litigation/Court procedures
- International arbitration
- Competition law issues – Brexit and EU regulations
- Organisation of law as a business – current business models and trends
- regulation of the legal profession
- Asset management, debt recovery and bankruptcy

Further information

For further information, please contact David McKeever, Sponsorship and Exhibition Executive at David.McKeever@LawSociety.org.uk

| Conference Sponsor | Platinum | Reception | Session¹ |
|--|---|---|---|
| Cost | £10,000 | £7,000 | £5,000 |
| Corporate logo on marketing materials | • | • | • |
| Company banner/ pull up stand displayed at the Reception | | • | |
| Descriptive text in final programme | 150 words company message, logo and contact details | 100 words company message, logo and contact details | 100 words company message, logo and contact details |
| Logo on event page on the Law Society and Bar Council website | • | • | • |
| Stage set and PowerPoint presentation holding slide during the conference | • | | • |
| Recognition in all press release circulated in connection with the conference | • | • | • |
| Opportunity to display the organisation's promotional literature at the conference | • | | • |
| Opportunity to display the organisation's promotional literature at the reception | | • | |
| Marketing insert for delegate bags | 2 free inserts | 1 free insert | 1 free insert |
| One free promotional item inserted into delegate pack | • | • | • |
| Complimentary conference registrations | 5 | 3 | 2 |
| Complimentary tickets to the reception | 2 | 3 | |
| Delegate list of all attendees detailing the name and firm | • | • | • |
| Logo on all session signage within the conference venue | • | | • |
| Logo on all directional signage within the conference venue | • | | • |
| Logo on reception signage | | • | |
| Logo on all directional signage within the reception venue | | • | |

¹ A maximum of 6 non-conflicting partners will be signed as Session Sponsors.

VAT: Outside the scope of UK VAT