



**GLOBAL POUND
CONFERENCE SERIES**
GENEVA 2016

**SHAPING THE FUTURE OF DISPUTE RESOLUTION
& IMPROVING ACCESS TO JUSTICE**
SEPTEMBER 29, 2016

Founder Diamond Sponsors:



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**SINGAPORE
INTERNATIONAL
DISPUTE
RESOLUTION
ACADEMY**

SHAPING THE FUTURE OF DISPUTE RESOLUTION & IMPROVING ACCESS TO JUSTICE



SPONSORSHIP PACKAGES GENEVA, SEPT.29 2016

For further information about the GPC Series or for any organisations wishing to organise or support a GPC event as a Sponsor, please contact Stephanie Heurtier (Email: SHeurtier@kenes.com, Tel: +41 22 9080488 Ext 939) Tailored packages can be arranged to suit your objectives.

GlobalPoundConference.org



Global Pound Conference (GPC) Series

The Business Rationale for Sponsorship

The GPC Series is currently scheduled to take place in approximately 40 cities and 31 countries. It will involve thousands of key stakeholders involved in commercial dispute resolution around the world, including litigation, arbitration, conciliation, mediation and mixed modes of dispute resolution. The Series has the capacity to stimulate real, positive changes in how commercial disputes will be handled in the 21st century, enabling sponsors to show their leadership and engagement in improving access to justice and the resolution of commercial dispute resolution systems worldwide. This affects all types of disputants and stakeholders, including multinationals, small and medium-sized enterprises, entrepreneurs, law firms, court houses, arbitration and mediation centres, NGOs, governments and regulatory agencies around the world. The GPC Series is an effective branding opportunity both locally and globally to promote corporate governance, adoption of more appropriate dispute resolution systems, better risk management and corporate social responsibility issues, and for organisations seeking to develop data-driven “best practice” policies. Four of the main benefits that will accrue to GPC Sponsors are:

1. Enhanced public reputation in leadership

Sponsoring the GPC Series is essentially about leadership in promoting access to justice and providing greater informed choices to disputants involved in commercial disputes. Among the themes to be discussed during the GPC Series are corporate governance, legal and social responsibility issues (including the OECD Guidelines for Multinational Enterprises) and challenges facing access to justice in emerging markets and low- and middle-income countries. The GPC will give Sponsors a highly visible platform for positively influencing these issues in the eyes of both the public, users and key regulators in the different markets where each GPC event will be held.

2. Positive perceptions of customers, vendors, and other stakeholders

Supporting the GPC series as a global or local sponsor will convey a strong public message that sponsors have a strong sense of fiduciary responsibility (limiting expenditures of non-producing resources), and appropriate case management and dispute resolution process design strategies, which are pragmatic and case-specific. Sponsors through their visible support will also be able to communicate that effective cost reductions and better time management is wired into their ethos, and that they expect providers and advisors of ADR services to energetically devise strategies to end disputes on acceptable terms as quickly and cost-effectively as possible in all commercial disputes.

3. Cost Savings

Published data indicates that companies known to be “dispute-wise”¹ (i.e. known to be systemic and thoughtful in their approaches to dispute resolution) tend to have higher P/E ratios than those that only litigate to the end in each case. Recent studies by the World Bank have also demonstrated marked savings in the use of resources (particularly reduced time and costs) by using a broader range of dispute resolution processes, both locally and globally.² Sponsors will be able to leverage their GPC participation to compare and review best practices and to ensure that cutting-edge cost-saving processes are implemented in their own structures, thus enhancing their own know-how and value, while reducing legal spend.

4. Rule of Law development

As the GPC Series will also take place in a number of emerging markets and low and middle income countries, it will provide Sponsors with an opportunity to help shape vital changes in places where commercial operations may be currently challenged by an absence of adequate rule of law or dispute resolution mechanisms for commercial disputes. Access to justice is a key role for ADR in a global economy and flattening world, be it in sophisticated but expensive legal jurisdictions, or in countries with overly burdened judicial systems. The GPC will serve as a platform to explore and develop together with all concerned stakeholders how ADR can best be used to fulfil this role and how use of ADR can be encouraged for public benefit in the commercial arena.

¹ https://www.adr.org/aaa/ShowPDF?doc=ADRSTG_004327

² *The Cost of Non ADR: Surveying and Showing the Actual Costs of Intra-Community Commercial Litigation*, ADR Center Survey Report, June 2010, p.49

SPONSORSHIP LEVELS	Platinum	Gold	Silver	Bronze	Corporate	Individual
LOCAL BENEFIT	Local Sponsor €20,000	Local Sponsor €15,000	Local Sponsor €10,000	Local Sponsor €5,000	Local Sponsor €2,000	Global Sponsor €1,500
Sponsor's logo on all letterheads and online/offline media including webinars and event manuals relating to the GPC Series.	✓					
Number of electronic mailings to all registered participants	✓ 2 mailings	✓ 1 mailing				
An online banner on the Local GPC's website and during the duration of the GPC Series	✓ (permanent)	✓ (for 3 months)				
Moderator or speaker slots, to be confirmed by the LOC	✓ (2 slots)	✓ (1 slot)				
Sponsor's logo on all online/offline media including webinars and event manuals relating to the Local event, but not necessarily all videos.	✓	✓	✓			
On-site visibility via an electronic networking platform.	✓	✓	✓	✓		
Name (in capital letters) to be added to the list of Corporate Local Sponsors	✓	✓	✓	✓		
Sponsor's logo on all GPC Local webpages	✓	✓	✓	✓		
Preferential registration at each LOC event for guests of that sponsor in case of over-registration	✓	✓	✓	✓	✓	✓
Number of free delegate spot to be used at the event	✓ 10	✓ 8	✓ 6	✓ 4	✓ 2	✓ 1
Name (in capital letters) to be added to a list of donors linked to all online media relating to GPC events, identifying the donor as an Individual Global Sponsor	✓	✓	✓	✓	✓	✓

Local Sponsors will be listed on all local website pages and may also be published on all local publications, depending on each Local Organising Committee ("**LOC**"). Local Gold, Platinum and Silver Sponsors may also be listed as Global Corporate Sponsors.

Local Sponsorship donations will finance the operations of local events and will be spent in accordance with the wishes of each LOC. A fee of €75 will be charged to each LOC for each participant attending a local event. Any profits remaining at the end of a local event or the GPC Series may be reinvested by the GPC's Central Organising Group ("**COG**") into other LOCs or to continue the GPC Series in the future. They may also be used to support the activities of IMI.

Additional Local Sponsoring Opportunities for LOCs

Below is a list of additional sponsorship opportunities that each LOC may choose to offer locally. These additional opportunities do not grant any additional sponsorship rights other than the rights defined below. LOCs may offer to link them to a Global or Local sponsorship category if the aggregate value of such sponsorships coincides with one of the Global or Local sponsorship categories identified in the table above. If a sponsor would like to become a Global or Local sponsor in addition to one of the specific opportunities identified above as well, an extra sponsorship fee may be charged by each LOC.

WELCOME RECEPTION / NETWORKING EVENT

Sponsor will have the opportunity to promote itself through a networking Welcome Reception on the eve of each meeting or the first evening following each event, to which all registered attendees are invited.

- Sponsor's logo on invitations and signs at the entrance to the Welcome Reception
- Opportunity to provide greeting items (e.g., folders, greeting packages) bearing sponsor's logo for use at the event
- Support will be acknowledged in the support section of the program, on the event's website and with signage during the event
- 5 free delegate spots may also be offered to such sponsors, subject to confirmation by the LOC



SPEAKERS' DINNER

This is an opportunity for sponsors to be associated with a prestigious dinner to be held for the invited conference speakers, moderators, organisers and other distinguished guests.

- Sponsors' names and logos will be printed on the function invitation and menu
- Sponsors' names and logos will appear on a sign placed at the entrance of the venue
- Five (5) complimentary invitations of guests to be added to the speakers' dinner by the sponsor
- Support will be acknowledged in the support section of the program, on the local event's website and with signage during the event
- 5 free delegate spots may also be offered to such sponsors, subject to confirmation by the LOC



COFFEE & TEA BREAKS

Coffee and tea will be served during breaks in the conference area.

- Opportunity to have a one-day display of company's logo at the catering point located within the conference area
- Opportunity to provide items bearing company logo for use during the supported break
- Sponsor will be acknowledged in the support section of the program, on the event website and with signage during the event
- 3 free delegate spots may also be offered to such sponsors, subject to confirmation by the LOC



CORPORATE SUITES / MEETING ROOMS

For larger events, LOCs may offer the opportunity of hiring a room at the venue that will be used as a Corporate Suite. The sponsoring company will be able to host and entertain its guests throughout the event. Sponsors will have the option to order catering at an additional cost.

- Opportunity to brand the corporate suite
- Acknowledgement on directional signage outside suite
- Support will be acknowledged in the support section of the program, on the event website and with signage during the event
- 5 free delegate spots may also be offered to such sponsors, subject to confirmation by the LOC



DEVICE CHARGING KIOSK

Onsite Charging Kiosks are easy and convenient mobile device charging stations positioned in prime locations at the conference and are available to all participants.

Charging kiosks include secure and exclusive fast-charging technology for devices (approx. 20 at a time), with the latest battery-charging standards that deploy integrated circuitry to ensure that phones and tablets are optimally and rapidly recharged. Kiosks are fully compatible with all mobile devices. Each charging docket is protected by secure lock boxes, so that delegates can leave their phones to charge during or between breaks.

Sponsorship of Device Charging Kiosks includes:

- Running the sponsor's logo or video on an optional screen placed on top of each kiosk
- Acknowledgement in the event program, on the local event's website, and on signage during the event
- Opportunity to brand each Charging Kiosk with sponsor's name and logo
- 1 free delegate spot may also be offered to such sponsors, subject to confirmation by the LOC

**To ensure sole support/exclusivity of the charging kiosks, a minimum of 3 stations must be rented at a time.*



E-BOOK

An electronic book (e-Book) is a book-length publication in digital form, consisting of text, images, or both, readable on computers or other electronic devices that contains all contents relating to each local event provided by the LOC or the COG. With e-Books, participants can use an intuitive search button, have the ability to bookmark sessions, events and other information, share information with colleagues and if desired, even print the program.

- Sponsor's logo on Conference website (in separated section)
- Sponsor acknowledgement on the cover of the e-Book:
"Supported by: sponsor name/logo" (product logo not permitted)
- Support will be acknowledged in the Sponsors section of the program, on the event website, and on signage during the event
- 2 free delegate spots may also be offered to such sponsors, subject to confirmation by the LOC



CONGRESS LANYARDS

An opportunity to have the sponsor's name and/or logo on all lanyards.

- Support will be acknowledged in the support section of the program, on the event website and with signage during the event
- 1 free delegate spot may also be offered to such sponsors, subject to confirmation by the LOC

CONGRESS BAGS

Sponsors may provide participant congress bags and/or funds for bags. Bags will be branded with the event branding and logo.

- Sponsor will be recognised on the bag with "Supported by..." and the sponsor's name and/or logo
- Support will be acknowledged in the Sponsors section of the program, on the event website and with signage during the event
- 2 free delegate spots may also be offered to such sponsors, subject to confirmation by the LOC

If provided by a company, the bags will have to be approved by the Congress organiser. It is the company's responsibility to pay the relevant tax, shipping and any other extraneous charges.



INTERNET AREA

There may be a Cyber Center equipped with workstations where attendees may check e-mails.

- Opportunity to display company logo on screen saver
- Opportunity to distribute mouse pads from the Cyber Center
- Opportunity to set company home page as the default home page
- Support will be acknowledged in the support section of the program, on the event website and with signage during the event
- 2 free delegate spots may also be offered to such sponsors, subject to confirmation by the LOC



LAPTOP LOUNGE

There may be a laptop lounge where attendees may check e-mails using their own laptops.

- Opportunity to design your own laptop lounge
- Opportunity to place your own carpet
- Opportunity to place signage in the lounge area
- Support will be acknowledged in the support section of the program, on the event website and with signage during the event
- 2 free delegate spots may also be offered to such sponsors, subject to confirmation by the LOC



More advertisement opportunities available at the GPC Series:

- Congress Registration desk
- Mini program
- Promotional mailshot
- Promotional Mailshot for Satellite Symposia and Meet the Expert Session
- Digital LCD Reader boards in rotation / exclusive

For further information about the GPC Series or for any organisations wishing to support the GPC Series as a Sponsor or Partner, or wishing to set up a local LOC. Tailored packages can be arranged to suit your objectives. Please feel free to contact Jeremy Lack (GPC Coordinator: jlack@lawtech.ch; Tel: +41 79 247 1519), Melissa Cloud (GPC Director of Funds Acquisition: sponsorship@gpcseries.com; Tel: +1 504 289 8444) or the coordinator of your LOC Stephanie Heurtier Email: SHeurtier@kenes.com, Tel: +41 22 9080488 Ext 939 .



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Sponsorship Payment Arrangements

The COG will determine the course of payments and draw-downs depending on the cash flow needs of the Series in order to operate the number of local events approved by it and possibly as seed capital to trigger local organizing committee events or assist in retaining key venues. Sponsors needing to accrue their payments to 2017 for annual budgeting purposes will be able to do so. Leading international academic institutions providing high level expertise to the COG (e.g., data analysis services) may be classified as Global Sponsors by allocating academic personnel and students to help analyze the data or any other assistance that may help to achieve the stated goals of this project.

Global & Local Partners

Global Partners are leading international or regional organizations who wish to support the GPC Series, but may not be in a position to do so financially. Local Partners are national or local stakeholder organizations involved in ADR who wish to actively support the GPC Series. Global and Local Partners are expected to assist the GOC and LOCs in finding appropriate speakers and participants in accordance with the attendance ratios required, and assisting in ensuring that users and key leaders who use and pay for ADR services are invited to speak and/or attend. Global and Local Partners will be expected to send targeted mailings to their members to attend local events and to encourage participation and support by other local and regional stakeholders, whether in person or online. Global Partners will be recognized by the COG and listed on the GPC Series' website, in mailings, and in the programs of all local events, as well as on all final reports. Local Partners will be recognized by LOCs and will be identified in local publications and materials, as approved by the LOC. A non-exhaustive list of Global Sponsors and Partners currently includes:

Founder Diamond Sponsors to the GPC Series



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Founder Gold Sponsors to the GPC Series



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Beijing Arbitration Commission
北京国际仲裁中心
Beijing International Arbitration Center



Founder Bronze Sponsors to the GPC Series



INTERNATIONAL CENTRE
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Global Silver Sponsor to the GPC Series



中国国际经济贸易仲裁委员会
CHINA INTERNATIONAL ECONOMIC AND
TRADE ARBITRATION COMMISSION



Global Partners

1. ACB Foundation Conflict Management Research Centre
2. ADR Institute of Canada (ADRIC)
3. American Arbitration Association/ International Centre for Dispute Resolution (AAA/ICDR)
4. American Bar Association, Section of Dispute Resolution (ABA)
5. ArbitralWomen
6. Association of International Business Lawyers (AIBL)
7. Association of Mediation Assessors, Trainers and Instructors (AMATI)
8. Beijing Arbitration Commission/ Beijing International Arbitration Centre (BAC/BIAC)
9. Centre for Effective Dispute Resolution (CEDR)
10. Centro Internacional De Mediacion
11. Chartered Institute of Arbitrators (CIArb)
12. China International Economic and Trade Arbitration Commission (CIETAC)
13. Commercial Dispute Resolution (CDR)
14. Commercial Mediation Group UK
15. Corporate Counsel International Arbitration Group (CCIAG)
16. DIS Deutsche Institution für Schiedsgerichtsbarkeit e.V. (German Institution of Arbitration)
17. EUCON Europäisches Institut für Conflict Management e.V.
18. Geneva Chamber of Commerce, Industry and Services (CCIG)
19. Indian Institute of Arbitration & Mediation (IIAM)
20. Institution Quraysh
21. International Bar Association (IBA)
22. International Chamber of Commerce (ICC)
23. International Dispute Resolution Group (IDR)
24. Institute for Dispute Resolution at New Jersey City University (IDR/NJCU)
25. International Institute for Conflict Prevention and Resolution (CPR Institute)
26. Lawtech.ch
27. Lufthansa
28. National Academy of Construction in the United States
29. Neuroawareness.com
30. Pakistan Mediators' Association (PMA)
31. Resolution Institute (LEADR & IAMA)
32. Round Table Mediation und Konfliktmanagement der deutschen Wirtschaft (RTMKM)
33. Standing Conference of Mediation Advocates (SCMA)
34. Straus Institute for Dispute Resolution, Pepperdine University School of Law
35. Singapore Airlines
36. Singapore International Arbitration Centre (SIAC)
37. Singapore International Mediation Centre (SIMC)
38. Singapore International Mediation Institute (SIMI)
39. Singapore Mediation Centre (SMC)
40. Singapore: The Law Society of Singapore
41. Singapore: Ministry of Law
42. Singapore: State Courts
43. Singapore Corporate Counsel Association (SCCA)
44. Swiss Arbitration Association (ASA)
45. Swiss Chambers' Arbitration Institution (SCAI)
46. Swiss Chamber of Commercial Mediation (SKWM/CSMC/SCCM)
47. Union Internationale des Avocats (UIA)
48. Vereniging Zakelijke Mediation (ZAM)
49. Vlerick Business School
50. World Intellectual Property Organization (WIPO)
51. Voxia

ABOUT THE GLOBAL POUND CONFERENCE SERIES

The **Global Pound Conference (GPC) Series 2016-17** will facilitate the development of 21st century commercial and civil dispute resolution tools, at domestic, regional and international levels.

Launched in Singapore and finishing in London, the GPC Series will convene all stakeholders in dispute resolution - commercial parties, chambers of commerce, lawyers, academics, judges, arbitrators, mediators, policy makers, government officials, and others - at conferences around the world. These conferences will provoke debate on existing tools and techniques, stimulate new ideas and generate actionable data on what corporate and individual dispute resolution users actually need and want, both locally and globally.

Be part of the Global Pound Conference Series and help shape the future of dispute resolution.

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BRONZE:



INTERNATIONAL CENTRE
FOR DISPUTE RESOLUTION®

*Founder Sponsors: Herbert Smith Freehills, Singapore International Dispute Resolution Academy, PwC, JAMS, AkzoNobel, BAC/BIAC, Shell and ICDR

Conference Organizer:

Kenes Group
Rue François-Vernonnex 7
1207 Geneva, SWITZERLAND
Tel: +41 22 908 0488
Email: info@GlobalPoundConference.org

Corporate Events Planner

Stephanie Heurtier
Email: sheurtier@kenes.com

Corporate Senior Account Manager

Eric Ben-Harrous
Email: eharrous@kenes.com

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