

Annual Meeting 2024

March 6th-8th : The Westin Philadelphia

Freedom and Independence in ADR

SPONSORSHIP OPPORTUNITIES



Philadelphia

Annual Meeting 2024

March 6th-8th : Westin Philadelphia

Only Philadelphia can provide both timeless elegance and modern amenities. The CPR Annual Meeting 2024 will be held at the newly renovated **Westin Philadelphia**, a luxurious property in the heart of the city, just steps from Philadelphia's most iconic landmarks as well as world-class museums, theaters, and shopping. Attendees will enjoy contemporary guest rooms, a fully equipped fitness center, an indoor heated pool, a rooftop lounge with stunning views, and more.



2024 CPR Annual Meeting Sponsorship Program

Since their inception, CPR's Annual Meetings have played a key role in bringing together the world's most creative thinkers, futurists and experts for thought provoking discussion and insights into the latest global dispute prevention and resolution trends.

These participants represent the diverse thought leadership of top companies, law firms, lawyers, academics, and leading mediators and arbitrators around the world, more of whom now look forward each year to gather at this unique annual event exploring trends, best practices and the latest developments in dispute management.

A prime networking and promotional opportunity, CPR's Annual Meeting is a must-attend event for ADR practitioners as well as business leaders interested in preventing disputes entirely or resolving them early enough to avoid the cost, distraction and ruined relationships that full blown litigation brings.

The 2024 Annual Meeting will offer participants substantive programming, fascinating insights from guest speakers, and networking opportunities, all from the beautiful Westin Philadelphia, located near lovely Rittenhouse Square.

This conference offers you an unrivalled opportunity to maximize your firm's visibility to international business practitioners, legal experts and academics while supporting the cutting-edge thought leadership and innovation of the CPR Institute.

We look forward to having you with us in Philadelphia!



ALLEN WAXMAN
President & Chief
Executive Officer

Allen



HELENA TAVARES ERICKSON
Senior Vice President,
Corporate Secretary

Helena



BILL DODERO
Senior Vice President,
General Counsel
Bayer US

Bill



NANCY DOWLING
Vice President,
General Counsel
Danone North America

Nancy

Sponsorship Levels and Benefits

BENEFITS	\$25,000 GLOBAL ADR CHAMPION	\$15,000 PREMIER ADR PARTNER	\$7,500 SUPPORTING ADR PARTNER
One-year complimentary organizational membership in CPR Institute	•		
Option to provide a one-year guest membership to a company (client, strategic partner, supplier, customer, etc.)	•		
Platinum Sponsorship of both: 1. CPR Global Conference planned by CPR's European, Canadian and Brazilian Advisory Boards and Y-ADR 2. International Mediation Competition (IMC)	•		
Includes recognition as Scholarship Fund Contributor to IMC			
Host an exhibit table in a prominent location throughout the event.	•	•	
Nominate a Rising ADR Star Award recipient and present a short video honoring the recipient during the CPR Rising ADR Star segment of the Annual Awards presentation.	•	•	
<i>Subject to availability, Rising ADR Stars nominated by Global ADR Champion Level sponsors will be assigned a neutral as a mentor.</i>			
Opportunity to present short promotional video during pre-event waiting time, between panels, during post-event credits, and on event platform mobile app.	•	•	
Company or Firm may designate a representative to serve on the CPR Annual Meeting 2023 Steering Committee and recognition as such.	•	•	•
Recognition as Sponsor of level selected and Logo linked to sponsor's website on event website and on sponsor page of mobile app, in CPR's bi-weekly email newsletter <i>The DateBook</i> , and through social, digital and other communications.	•	•	•
On-site: Prominent signage in highly trafficked area; Verbal acknowledgement by the organizers and hosts each day; Logo on slides at the beginning of each day; Sponsors' attendees receive name tags identifying them as sponsors.	•	•	•

Sponsorship Levels and Benefits continued...

BENEFITS	\$25,000 GLOBAL ADR CHAMPION	\$15,000 PREMIER ADR PARTNER	\$7,500 SUPPORTING ADR PARTNER
Advertisement in e-book given to all attendees	Full-Page, prominent placement	Full-Page, inside placement	Half-Page, inside placement
Sponsorship of programming, events and/or meals to be assigned in collaboration with CPR as agenda is set and sponsors enroll.	•	•	
Provide promotional “swag” items in Welcome Bag given to all attendees	•	•	•
Complimentary registrations for members of your organization and non-member legal in-house representatives	3 from your organization; 3 client in-house guests	2 from your organization; 2 client in-house guests	1 from your organization; 1 client in-house guests
Discounted Registration for additional attendees from sponsoring organization	20% discount for additional attendees	15% discount for additional attendees	10% discount for additional attendees

ADDITIONAL SPONSORSHIP LEVEL: ACADEMIC PARTNER \$1,500

Benefits include one complimentary ticket to the CPR Annual Meeting, along with promotion as an academic partner for the Annual Meeting. Additional individuals (students or professors) may attend at the appropriate membership rate (i.e., early bird or regular).

Sponsorship Levels and Benefits continued...

Global ADR Champion \$25,000

PRE-CONFERENCE BENEFITS

- One-year complimentary organizational membership in CPR Institute
- Option to provide a one-year guest membership to a company
- Platinum Sponsorship of CPR's Global Conference and International Mediation Competition (IMC), including recognition as IMC Scholarship Fund Contributor
- Company or Firm may designate a representative to serve as a Member of 2024 Annual Meeting Steering Committee
- Recognition on the meeting website with link to sponsor's website, and through digital and other Conference communications
- Additional recognition as Global ADR Champion sponsor in CPR press, social media and mailings leading up to meeting
- Complimentary meeting registrations: three for colleagues in sponsor organization, three for legal in-house client representatives plus discounted registration (20%) for additional attendees from sponsor organization

DURING CONFERENCE BENEFITS

- Nominate a Rising ADR Star Award recipient and present short video honoring recipient during Rising ADR Star segment
- *Rising ADR Stars nominated by Global ADR Champion Level sponsors will be assigned a neutral as a mentor (subject to availability).*
- Prominent full-page ad in meeting e-book distributed to all meeting attendees. (Ad dimensions: 8.5" x 11" with 1/8" bleed.)
- Opportunity to host and sponsor a panel, workshop, networking event, or meal, or provide a speaker on a panel, or facilitate one of the workshops (subject to availability and fit with program)
- Opportunity to present short promotional video during pre-meeting waiting time, between panels, during post- event credits and on event mobile app
- Prominent recognition throughout meeting including on-site signage, logo placement on presentation slides, verbal acknowledgement by organizers, and sponsor name tags
- Host an exhibit table in a prominent location throughout the event.
- Provide promotional "swag" items in Welcome Bag given to all attendees

POST-CONFERENCE BENEFITS

- Recognition in post-meeting press, in CPR emails and on CPR website
- Recognition as Sponsor of 2024 International Mediation Competition (IMC), including recognition as IMC Scholarship Fund Contributor, and 2024 CPR Global Conference.

Sponsorship Levels and Benefits continued...

Premier ADR Partner \$15,000

PRE-CONFERENCE BENEFITS

- Company or Firm may designate a representative to serve as a Member of 2024 Annual Meeting Steering Committee
- Recognition on the meeting website with link to sponsor's website, and through digital and other Conference communications
- Additional recognition as Premier ADR Partner in CPR press, social media and mailings leading up to meeting
- Complimentary meeting registrations: two for colleagues in sponsoring organization plus two for legal in-house client representatives
- Discounted Registration (15%) for additional attendees from sponsoring organization

DURING CONFERENCE BENEFITS

- Nominate a Rising ADR Star Award recipient and present short video honoring recipient during Rising ADR Star segment
- Full-page ad inside meeting e-book distributed to all meeting attendees. (Ad dimensions: 8.5" x 11" with 1/8" bleed.)
- Opportunity to host and sponsor a panel, workshop, networking event, or meal, or provide a speaker on a panel, or facilitate one of the workshops (subject to availability and fit with program)
- Opportunity to present short promotional video during pre-meeting waiting time, between panels, during post- event credits and on event mobile app
- Prominent recognition throughout meeting including on-site signage, logo placement on presentation slides, verbal acknowledgement by organizers, and sponsor name tags
- Host an exhibit table in a prominent location throughout the event.
- Provide promotional "swag" items in Welcome Bag given to all attendees

POST-CONFERENCE BENEFITS

- Recognition in post-meeting press, in CPR emails and on CPR website

Sponsorship Levels and Benefits continued...

Supporting ADR Partner \$7,500

PRE-CONFERENCE BENEFITS

- Company or Firm may designate a representative to serve as a Member of 2024 Annual Meeting Steering Committee
- Recognition on the meeting website with link to sponsor's website, and through digital and other Conference communications
- Additional recognition as Supporting ADR Partner in CPR press, social media and mailings leading up to meeting
- Complimentary meeting registrations: one for colleague in sponsoring organization plus one for legal in-house client representatives
- Discounted Registration (10%) for additional attendees from sponsoring organization

DURING CONFERENCE BENEFITS

- Half-page ad inside meeting e-book distributed to all meeting attendees. (Ad dimensions: 8.5" x 5.5" with 1/8" bleed.)
- Prominent recognition throughout meeting including on-site signage, logo placement on presentation slides, verbal acknowledgement by organizers, and sponsor name tags
- Provide promotional "swag" items in Welcome Bag given to all attendees

POST-CONFERENCE BENEFITS

- Recognition in post-meeting press, in CPR emails and on CPR website

Academic Partner \$1,500

BENEFITS

- One complimentary meeting registration
- Promotion as Academic Partner in CPR social media, emails, website and on-site signage
- Additional individuals may attend at the membership rate

Past Keynote Speakers

**DOMINIC
MACKLON**
(2023)



Dominic Macklon is Executive Vice President, Strategy, Sustainability & Technology at ConocoPhillips. In this capacity he oversees the teams responsible for corporate planning and development, global technical functions, information technology, sustainable development and low carbon technology. He has held positions in the United States, Australia, Norway and Canada. He is a contemporary thought-leader, working on the frontlines of some of the most significant issues facing our society.

**HOSSEIN
NOWBAR**
(2022)



Hossein Nowbar is General Counsel and Corporate Secretary at Microsoft and is uniquely qualified to discuss issues on technology and dispute management. He and his team have focused on how to use technology to automate processes that do not need human touch, freeing professionals to use their time and skills for innovation and to create efficiencies. Nowbar and his legal team were awarded the 2021 American Lawyer Industry Award for “Best Use of Technology.”

**DANA
BASH**
(2021)



Dana Bash is CNN’s chief political correspondent based in Washington, D.C., where she covers campaigns and Congress. She regularly serves as moderator for CNN’s political town halls and debates and anchored special coverage of 2020 Election Night in America. She is the co-host of State of the Union, and moderated CNN’s first debate of the 2020 election cycle. Bash is the winner of the National Press Foundation’s 2019 Sol Taishoff Award for Excellence in Broadcast Journalism.

**DANIEL
SHAPIRO**
(2020)



Daniel Shapiro is the founder and director of the Harvard International Negotiation Program. Shapiro teaches a highly evaluated course on negotiation at Harvard College; instructs psychology interns at Harvard Medical School/McLean Hospital; and leads executive education sessions at the Program on Negotiation at Harvard Law School, Harvard Kennedy School, and Harvard Medical School/McLean Hospital. Shapiro specializes in practice-based research-building theory and testing it in real-world contexts.

**GEORGE
BERMANN**
(2019)



George Bermann is the Jean Monnet Professor of EU Law, Walter Gellhorn Professor of Law, and the director for the Center for International Commercial and Investment Arbitration (CICIA) at Columbia Law School. A Columbia Law School faculty member since 1975, Bermann teaches courses in transnational dispute resolution (international arbitration and litigation), European Union law, administrative law, and WTO law.

**ANDREW
YOUNG**
(2018)



Andrew Young has earned worldwide recognition as a pioneer in and champion of civil and human rights. Ambassador Young’s lifelong dedication to service is illustrated by his extensive leadership experience of over sixty-five years, serving as a member of Congress, African American U.S. Ambassador to the United Nations, Mayor of Atlanta, and ordained minister, among other positions. Andrew Young is the chair of the Andrew J. Young Foundation.

Past Meeting Highlights

- 2023 (In Person)** **Keynote Address by Dominic Macklon**, Executive Vice President of ConocoPhillips
Sessions included: Blame the Victim: Responding to a Cybersecurity Incident; The Next Frontiers in Energy; Corporate Counsel Roundtable: Managing Risk in the Evolving Landscape of ESG; Arbitrators' Panel: Getting to the Right Decision; Mixed Mode Dispute Resolution Processes: Ethical Considerations; Expected Disputes of 2023 and How to Prevent Them; Hot Topics and Trends in ADR (Appropriate Dispute Resolution); Bias Busters: Implicit Bias and Selection of Neutrals.
Release of CPR's *Mitigating Risk in Life Sciences Transactions* manual and corresponding panel discussion.
Special evening events included live New Orleans Jazz performance during outdoor reception, dinner banquet with Awards ceremony, and Rising Stars in ADR presentation.
- 2022 (All Virtual)** **Keynote Address by Hossein Nowbar**, General Counsel of Microsoft Corporation
Sessions included: Corporate Counsel Roundtable; Creating Leverage: How Tech Companies Can Use Investment Treaties To Mitigate Regulatory Risk; Why Do I.T. Outsourcing Projects Fail: How To Keep Them Going With Dispute Resolution Boards And Standing Neutrals; ODR And Technology In Dispute Management – Futuristic Approach; Cybersecurity Risks (Panel Discussion and Breakout Sections); Advances In Healthcare Technology – Cure Or Cause?; Ethics In The Evolving World Of Remote, Hybrid, And In-Person ADR; Hot Topics/Initiatives In ADR; and Risk Of Implicit Bias In Artificial Intelligence/Predictive Analytics
Special Evening Networking and Discussion program in conjunction with the Institute for Inclusion in the Legal Profession: "From Imagery to Reality: The Birth Of A Nation to #BLM and Implications for DEI Efforts In Dispute Management"
Coffees with the Co-Chairs and Board Member Craig Glidden, General Counsel of General Motors
- 2021 (All Virtual)** **Keynote address by Dana Bash**, American journalist, news anchor and chief political correspondent for CNN; with special guest appearance by and interview of General Jim Mattis, former US Secretary of Defense
Sessions included: Managing Extraordinary Risk: Creative Approaches to Bet the Company" Crises; Expanding the Definition of ADR: The Case for Conflict Prevention and Risk Management; Great Idea – How do we do it? (Live Simulation); Ethical Challenges in Arbitration; Sneak Peek at Upcoming Dispute Prevention Training; Best Practices for Addressing and Resolving Workplace Disputes; Hot Topics in ADR; and Time to Move the Needle – tracking selection of diverse neutrals
Launch of CPR's Dispute Prevention Pledge for Business Relationships
First annual Rising Stars in ADR presentation and Award ceremony

Past Organization Attendees

33 Bedford Row Chambers	Faegre Drinker	Morgan Lewis
Abbott Laboratories	Fasken	Nestlé
AEGIS Insurance Services	Fitch Law Partners LLP	Palo Alto Networks
Akzo Nobel	FloresRueda Abogados	Parker Poe
American Express Company	Fluor Corporation	Pfizer Inc.
American University Washington College of Law Center on International Commercial Arbitration	Foley Hoag LLP	Philip Morris International
Amgen Inc.	Fox Rothschild, LLP	Pillsbury Winthrop
Apple, Inc.	France Telecom-Orange	PwC
Arizona State University College of Law	Freshfields Bruckhaus Deringer	Quinn Emanuel Urquhart & Sullivan
Arnold & Porter Kaye Scholer LLP	FTI Consulting	Relativity
Association of Corporate Counsel	General Dynamics Corporation	Rimon Law
Assurant	General Electric	Roivant Sciences Inc.
AstraZeneca LP	General Motors	Royal Dutch Shell
Baker Botts L.L.P.	General Motors do Brasil Ltda.	Saul Ewing LLP
Baker Donelson Bearman Caldwell & Berkowitz, PC	George Washington University School of Law	Schnader Harrison Segal & Lewis LLP
Baker Hostetler LLP	GlaxoSmithKline	Shook, Hardy & Bacon LLP
BASF Corporation	Google	Southern Company
Bayer US	Graydon, Head & Ritchey LLP	Stradley Ronon Stevens & Young, LLP
Borden Ladner Gervais LLP	Guaranteed Rate, Inc.	Stroock & Stroock & Lavan LLP
Calhoun Bhella & Sechrest LLP	Harvard Law School	Sullivan & Cromwell LLP
Cardozo Law School	Haynes Boone	Swiss Re Services Limited
Chevron	Holland & Knight LLP	Tenneco
Chevron Phillips Chemical Company	Howard University School of Law	The Ohio State University Moritz College of Law
Chubb	Husch Blackwell LLP	Thomas Jefferson School of Law
Coca-Cola Enterprises	Immediation	Thomson Reuters
ConocoPhillips	JAMS	Three Crowns LLP
Consilio	Jenner & Block LLP	Toro Company
Cooley LLP	King & Spalding	Touro Law Center
Covington & Burling LLP	Kirkland & Ellis LLP	University of Florida, Levin College of Law
Danaher Corporation	KPMG	University of Tennessee
Danone North America	Kroll	UNT Dallas College of Law
Debevoise & Plimpton LLP	Kuchler Polk Weiner, LLC	Visa Inc.
Dechert LLP	Lalive	Wachtell, Lipton, Rosen & Katz
Deloitte	Loyola University New Orleans, College of Law	Walgreen Co.
DLA Piper	LyondellBasell	Wardynski & Partners
Dow Canada	Majmudar & Partners	Wärtsilä Corporation
Eisai Inc.	MAMG Advogados	Washington & Lee School of Law
Ernst & Young LLP	Marquette University Law School	Weil, Gotshal & Manges LLP
Eversheds Sutherland	MasterCard Worldwide	Wells Fargo
Eversource Energy	Mauriel Kapouytian Woods LLP	White & Case LLP
Exxon Mobil Corporation	Microsoft	Williams & Connolly LLP
	Milbank LLP	Wilson Sonsini Goodrich & Rosati

Sponsorship Form

COMPANY/FIRM NAME:.....
EXACTLY AS YOU WOULD HAVE IT REPRINTED

Contact Name:.....

Street Address:.....

Marketing Contact Name:.....

Email:..... Phone:.....

WE ARE INTERESTED IN THE FOLLOWING SPONSORSHIP LEVEL:

- Global ADR Champion : \$25,000
- Supporting ADR Partner : \$7,500
- Premier ADR Partner : \$15,000
- Academic : \$1,250

PAYMENT

- Visa
- MasterCard
- American Express
- Check
- Wire Transfer

Card Number:.....

Expiration Date:..... Sec Code:.....

Billing Address:.....
IF DIFFERENT THAN ABOVE

By submitting this application, you confirm that you have carefully reviewed and fully understand the terms of the 2024 CPR Annual Meeting Sponsorship Program as outlined in the 2024 Sponsorship Package.

Please e-mail your response to Helena Tavares Erickson, herickson@cpradr.org.

An invoice will be generated for your convenience.

Signature:..... Date:.....

Print Name:.....