ANNUAL MEETING 2021

JANUARY 27 - 29

VIRTUAL EXPERIENCE

PREVENT! RESOLUTION without DISPUTE

CPR INSTITUTE · 30 EAST 33RD STREET, 6TH FLOOR, NEW YORK, NY 10016
+1 212.949.6490 · INFO@CPRADR.ORG · WWW.CPRADR.ORG
Annual eMeeting 2021
SPONSORSHIP OPPORTUNITIES
JANUARY 27-29, 2021
Less Conflict. More Purpose.

The International Institute for Conflict Prevention and Resolution (CPR) is an independent nonprofit organization that, for over 40 years, has helped global businesses prevent and resolve commercial disputes effectively and efficiently. CPR Institute’s membership consists of top corporations and law firms, academic and government institutions, and leading mediators and arbitrators around the world.

CPR is unique as:

1. a thought leader, driving a global dispute prevention and resolution culture;
2. a developer of cutting-edge tools and resources, powered by the collective innovation of its membership; and
3. an ADR provider offering innovative, practical arbitration rules, mediation and other dispute resolution procedures, and neutrals worldwide.

For more information, please visit www.cpradr.org.

An important aspect of the CPR Institute is the process by which that full range of best practices and tools is developed — a process that marries intellect and innovation with practicality. Since 1977, CPR has been the only organization where in-house counsel, law firms and leading academic researchers collaborate and spearhead innovation in commercial conflict management. That pragmatic thought leadership has produced greater understanding of commercial parties’ needs and of approaches to dispute prevention and resolution that are tailored to those needs.

The Annual Meeting is an opportunity for CPR members and other corporate, law firm, neutrals and academic leaders from around the world to convene, share best practices and learn about the latest trends on the cutting-edge of dispute prevention and resolution.

We look forward to seeing you on January 27-29, 2021!

Allen Waxman
President & Chief Executive Officer

Ellen Wahl Parker
Senior Vice President, CPR Institute

Allen

Ellen
Prevent! Resolution Without Dispute

CPR is pleased to present the 2021 CPR Annual Meeting Sponsorship Program.

Since its inception, CPR’s Annual Meetings have played a key role in bringing together the world’s most innovative thinkers, futurists and experts to expand their ADR practices. We were looking forward to holding the meeting in Austin, Texas, January 28-30, at the newly constructed Marriott Downtown Austin. Due to the Covid-19 pandemic, ongoing concerns about travel, health and safety – and in the spirit of Prevention and with the best interests of our community in mind – we will instead be bringing Austin, Texas to you through an innovative and interactive virtual format with the same great content.

The Annual Meeting will kick off with an evening program on January 27, 2021 and then take place over the next two consecutive days, offering participants substantive programming and networking opportunities.

This exciting conference will feature panels on advanced Conflict Prevention techniques, skills and methodologies, as well as small-group workshops and discussions in which participants will have an opportunity to network and engage on these themes with the speakers and other participants.

To attract more attendees this year, we plan to make this event Free for our participants. Therefore, we need your help even more than ever to make this happen.

Meeting Participant Profile

- Approximately 200 (or more given the virtual option) registrants representing a sophisticated, executive-level community of leading legal and corporate practitioners and thought leaders, all of whom are dedicated to advancing ADR in their particular industries.
- These participants come from Fortune 1000 corporations and the leading international law firms, along with prominent academics and world-renowned arbitrators and mediators.

Sponsorship Benefits

- The Annual Meeting – with your sponsorship - is promoted on CPR’s website, CPR’s social media, the DataBook -CPR’s Weekly Newsletter (circulation more than 11,000 contacts), as well as targeted mailing emails to CPR’s contacts and Members.
- Develop and reinforce logo and name recognition of your organization in the meeting invitations (sent to a distribution list of over 15,000 professionals), programs, course book materials, and on screen throughout the event.
- Increased and repeated exposure of your firm/company to all invitees and attendees as a supporter and leading participant in the ADR community
- In addition, Conference Supporting Entities will promote the conference to contacts and members on their websites. Supporting Entities currently include TerraLex and International Association of Defense Council (IADC).
### Annual Meeting 2021 Sponsorship Levels and Benefits

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>Global ADR Champion</th>
<th>Premier ADR Partner</th>
<th>Supporting ADR Partner</th>
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<tr>
<td>One-year complimentary organizational membership in CPR Institute</td>
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<td>Includes promotion as Global sponsor for upcoming CPR Canada, Brazil and European Conferences</td>
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<td>Recognition/Logo on the Conference web page with link to sponsor’s website or short promotional video</td>
<td>✔</td>
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<td>Nominate a <em>Rising ADR Star Award</em> recipient and present short video honoring recipient and present award during the Conference</td>
<td>✔</td>
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<td>Opportunity to present short video during pre-event waiting time or post-event credits</td>
<td>✔</td>
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<td>Company or Firm to name a representative to serve on the CPR Annual Meeting 2021 Advisory Committee</td>
<td>✔</td>
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<tr>
<td>Opportunity to host a panel, workshop, or networking opportunity</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Special thanks by the organizers at the beginning of each day</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Recognition/Logo on the Conference web page, social media, direct mailings, as well as on program agenda and in course ebook sent to all participants</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Logo on sponsor acknowledgement slide at beginning of each day</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Advertisement in Conference e-book</td>
<td>Full Page, Prominent placement</td>
<td>Full page, Prominent placement</td>
<td>Full Page, Inside Placement</td>
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<tr>
<td>Recognition/Logo on the Conference web page with link to sponsor’s website or short promotional video</td>
<td>✔</td>
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*Applies to recognition for the upcoming Brazil, Canada and Europe conferences.*
Sponsorship Levels and Benefits

GLOBAL ADR CHAMPION ($20,000)

Pre-Conference Benefits

» Prominent full-page ad and front cover recognition in course book distributed to all meeting attendees (ad dimensions: 8.5” x 11” with 1/8” bleed
» One-year complimentary organizational membership in CPR Institute
» Includes promotion as Global ADR Champion Sponsor for upcoming CPR Canada, Brazil and European Conferences
» Company or Firm gets to designate a representative to serve as a Member of 2021 Annual Meeting Advisory Committee
» Recognition on the Conference web page with link to sponsor’s website or short promotional video
» Additional recognition as Global sponsor in CPR press, social media and mailings leading up to event (as well as the upcoming Canada, Europe and Brazil conferences)
» Front cover recognition as Title Sponsor in all pre-conference marketing materials
» Exploring opportunities to provide promotional items in conference bag in advance of meeting, as feasible

During Conference Benefits:

» Nominate a Rising ADR Star Award recipient and present short video honoring recipient and present award during the Conference
» Prominent recognition throughout meeting (Special thanks by organizer at the beginning of each day, logo on sponsor acknowledgement slide at beginning of each day, logo on sponsor acknowledgement slide at beginning of all panel and workshop webinars)
» Prominent full-page ad and front cover recognition in course ebook distributed to all meeting attendees
» Opportunity to host a panel or workshop, or networking opportunity
» Opportunity to present short video during pre-event waiting time or post-event credits

Post-Conference Benefits

» Recognition in post event press and on CPR website
» Recognition and 2 Full Admissions at Brazil, Europe and Canada Conferences
PREMIER ADR PARTNER ($12,500)

Pre-Conference Benefits

» Company or Firm gets to designate a representative to serve as a Member of 2021 Annual Meeting Advisory Committee
» Recognition on the Conference web page with link to sponsor’s website or short promotional video
» Additional recognition as Premier ADR Partner Sponsor in CPR press, social media and mailings leading up to event
» Front cover recognition as Title Sponsor in all pre-conference marketing materials
» Exploring opportunities to provide promotional items in conference bag in advance of meeting, as feasible

During Conference Benefits

» Nominate a Rising ADR Star Award recipient and present short video honoring recipient and present award during the Conference
» Prominent recognition throughout meeting (Special thanks by organizer at the beginning of each day, logo on sponsor acknowledgement slide at beginning of each day, logo on sponsor acknowledgement slide at beginning of all panel and workshop webinars)
» Prominent full-page ad and front cover recognition in course ebook distributed to all meeting attendees
» Opportunity to host a panel or workshop, or networking opportunity
» Opportunity to present short video during pre-event waiting time or post-event credits

Post-Conference Benefits

» Recognition in post event press and on CPR website
SUPPORTING ADR PARTNER ($7,500)

Pre-Conference Benefits

» Member of 2021 Annual Meeting Advisory Committee
» Recognition as Gold Sponsor on the conference website and CPR press, social media and mailings leading up to event
» Exploring opportunities to provide promotional items in conference bag in advance of meeting, as feasible

During Conference Benefits

» Prominent recognition throughout meeting (thanks by organizer at beginning of each day, Logo on sponsor acknowledgement slide at beginning of each day, Logo on sponsor acknowledgement slide at beginning of all panel and workshop webinars)
» Full-page ad inside course e-book distributed to all meeting attendees
» Recognition/logo on program agenda
» Opportunity to host a panel, workshop, or networking opportunity

Post-Conference Benefits

» Recognition in post event press release and on CPR website
Past Keynote Speakers

**DANIEL SHAPIRO (2020)** 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 A. BERMANN (2019)** 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)** 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.

**GOVERNOR HOWARD DEAN (2016)** Former DNC Chairman, presidential candidate, six term Governor and a physician, Governor Dean currently works as an independent policy consultant focusing on the areas of health care, early childhood development, alternative energy and the expansion of grassroots politics around the world. He serves as an MSNBC contributor and founded Democracy for America, a progressive online organization with one million members nationwide.

**SENATOR GEORGE J. MITCHELL (2015)** After serving as a U.S. Attorney and U.S. District Court Judge, Senator Mitchell entered the U.S. Senate in 1980. From 1989 to 1995, he held the position of Senate majority leader. For five years afterward, he chaired peace negotiations in Northern Ireland, resulting in The Good Friday Agreement, a historic accord ending decades of conflict, for which he received numerous awards and honors, including the Presidential Medal of Freedom, the highest civilian honor in the U.S.

**JUSTICE SANDRA DAY O’CONNOR (2014, 2006)** The first woman to sit on the United States Supreme Court, Justice Sandra Day O’Connor’s entire career has been marked by distinction and trailblazing accomplishment. President Reagan nominated her as an Associate Justice of the Supreme Court, and she took her seat September 25, 1981. Justice O’Connor retired from the Supreme Court in January 31, 2006.
Past Meeting Highlights

2020

» Keynote address by Daniel Shapiro, Founder & Director, Harvard International Negotiation Program, Associate Professor of Psychology, Harvard International Negotiation Program, Harvard Medical School / McLean Hospital

» Sessions include: General Counsel Roundtable; A Tool Box for Managing Litigation Interests and Risk; Unconscious Emotional Decision Making; Innovative Conflict Resolution Techniques; Transparency in Commercial Arbitration; The ADR Proceeding of the Future; Mediation and Arbitration – Harmony or Dissonance in a Changing World; Future of Mass Individual Arbitrations; Ethics Program: Mediator’s Dilemma – Avoiding or Embracing Evaluative Mediations; Implicit Bias – Why Mindbugs Get in the Way of our Commitment to Diversity

» The CPR Diversity Award, Honoring Ambassador David Huebner, for Outstanding Contribution to Diversity in ADR; the James Henry Award, Honoring Deborah Masucci, for excellence in the field, and for being a trailblazing advocate for the use of ADR both in and out of the legal world

2019

» Keynote address by George A. Bermann, Jean Monnet Professor of EU Law, Walter Gellhorn Professor of Law, and Director for International Commercial and Investment Arbitration (CICIA) at Columbia Law School | CPR Neutral

» The Inspiring Innovation Award Dinner, Honoring Mastercard and James Masterson, Assistant General Counsel, Litigation, for their innovative ADR thinking and excellence in execution

» Sessions include: General Counsel Roundtable, Psychology of Decision Making, ADR in Government Contracting, Cybersecurity and Data Privacy, and Brunch with GCs

» Launch of the India Supplement to the Corporate Counsel Drafting Manual and CPR Female Neutrals Guide

2018

» Keynote address by Andrew Young, Chairman of Andrew J. Young Foundation, former U.S. Ambassador to the United Nations, and former Mayor of Atlanta, Georgia.

» The Inspiring Innovation Award Dinner, Honoring ExxonMobil and Eugene Silva, Counsel, International Disputes Group, for their innovative ADR thinking and excellence in execution.

» Sessions included live mediation session about The Confederate Monuments Debate, mediated by Hon. Layn Phillips; Panel on ADR IN THE WAKE OF THE #MeToo MOVEMENT; Panel on REGULATORY UPHEAVAL: NAFTA, BREXIT & RENEGOTIATIONS

» Launch of the CPR Mediation Guide.

2017

» Keynote addresses by David Seaton, CEO of Fluor Corporation, and Jan Paulsson, former president of the LCIA and ICCA

» CPR honored ConocoPhillips and Laura Robertson, the company’s Deputy General Counsel for Litigation, Arbitration and Claims, with the CPR Inspiring Innovation Award

» Sessions Included: The Rise of the Legal COO; Panel on a new approach to reshaping client relationships and client billing in order to provide better outcomes; Court-Ordered Mediation in Practice – The Florida Model; Preventative Lawyering: Lessons Learned from the Construction Industry; How preventative strategies can be deployed in a variety of new contexts to nip disputes in the bud and to enable parties to focus on enabling business solutions
Annual Meeting 2021 Sponsorship Form

Company/Firm Name: ________________________________________________________________

EXACTLY AS YOU WOULD HAVE IT REPRINTED

Company/Firm Contact Name: _________________________________________________________

Street Address: ___________________________________________________________________

Marketing Contact Name: ____________________________________________________________

E-mail: ___________________________ Phone: __________________________________________

WE ARE INTERESTED IN THE FOLLOWING SPONSORSHIP LEVEL:

☐ Global ADR Champion ($20,000)  ☐ Premier ADR Partner ($12,500)  ☐ Premier ADR Partner ($7,500)

PAYMENT

☐ Visa  ☐ American Express  ☐ MasterCard  ☐ Check

Card #: ___________________________ Exp Date: _________ Sec Code: _________

Billing Address: ________________________________________________________________

By submitting this application, you confirm that you have carefully reviewed and fully understand the terms of the 2020 CPR Annual Meeting Sponsorship Program as outlined in the 2020 Sponsorship Package. Please e-mail your response to Ellen Parker, eparker@cpradr.org or fax to the CPR Institute at 212-949-8859. An invoice will be generated for your convenience.

Signature: ________________________________

Name Printed: ___________________________ Date: _______________

IF DIFFERENT THAN ABOVE
Past Organization Attendees

CPR brings together the world’s most innovative thinkers, futurists and ADR trailblazers. Below is a selection of organizations that have sent representatives to recent CPR meetings:

<table>
<thead>
<tr>
<th>Abbott Laboratories</th>
<th>eBay</th>
<th>Modria</th>
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<tr>
<td>Abbvie Inc.</td>
<td>Emerson Electric</td>
<td>Monsanto Company</td>
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<td>AEGIS Insurance Services</td>
<td>ExxonMobil Corporation</td>
<td>Morgan Stanley</td>
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<td>AIG</td>
<td>Eversource Energy</td>
<td>Nestlé</td>
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<td>Alstom Power, Inc.</td>
<td>Fidelity Investments</td>
<td>Newell Rubbermaid Inc.</td>
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<td>American Express Company</td>
<td>Fluor Corporation</td>
<td>Novartis International AG</td>
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<td>American Management Association</td>
<td>FMC Technologies, Inc.</td>
<td>Orange S.A.</td>
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<td>Amgen Inc.</td>
<td>Fox Entertainment Group</td>
<td>OPIC</td>
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<td>Apple, Inc.</td>
<td>France Telecom-Orange</td>
<td>Pacifica Human Communications</td>
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<td>AstraZeneca LP</td>
<td>GE Capital, Americas</td>
<td>Peabody Energy</td>
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<td>AT&amp;T</td>
<td>General Dynamics</td>
<td>Pfizer Inc.</td>
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<td>AzkoNobel</td>
<td>General Electric Company</td>
<td>PricewaterhouseCoopers LLP</td>
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<td>Bayer US LLP</td>
<td>General Motors</td>
<td>Qualcomm</td>
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<td>Bechtel Group</td>
<td>Georgia-Pacific Corporation</td>
<td>Rent-a-Center</td>
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<td>Becton Dickenson</td>
<td>GlaxoSmithKline</td>
<td>Roivant Sciences</td>
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<td>Blackbaud</td>
<td>Google</td>
<td>Royal Dutch Shell</td>
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<td>BP America Inc.</td>
<td>Hewlett-Packard Company</td>
<td>Southern Co.</td>
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<td>Chevron Corporation</td>
<td>HID Corporation</td>
<td>SRI International</td>
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<td>CIGNA Corporation</td>
<td>Hill International</td>
<td>St. Jude Medical Inc.</td>
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<td>Coca-Cola Enterprises</td>
<td>IBM Corporation</td>
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<td>ConocoPhillips</td>
<td>ITT Corporation</td>
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<td>Crane Co.</td>
<td>Johnson &amp; Johnson</td>
<td>U.S. Department of Justice</td>
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<td>Danaher Corp</td>
<td>JPMorgan Chase</td>
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2020 Annual Meeting Sponsors

**Diamond**

Debevoise & Plimpton

WILLIAMS & CONNOLLY LLP®

**Platinum**

ConocoPhillips

DLA PIPER

GENERAL MOTORS

Ogletree Deakins

**Gold**

BakerHostetler

THREE CROWNS

**Silver**

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NIXON PEABODY

SIDLEY

**Breakfast Sponsor**

JENNER&BLOCK

THOMSON REUTERS

SHOOK HARDY & BACON

**Academic Sponsor**

UF UNIVERSITY OF FLORIDA
MARY BETH CANTRELL
Sr. Associate General Counsel
Amgen Inc.

"The CPR Annual Meeting is indeed exceptional. Substantively, it provides the most dynamic and engaging panels I have encountered at similar meetings. Further, it provides an unmatched opportunity to exchange knowledge and experiences with counsel, neutrals and others at the forefront of advancing dispute resolution issues."

PAUL BRUNO
Managing General Counsel
Fluor Corporation

"The CPR annual meetings are both productive and inspiring. Both Carlos Hernandez (Fluor’s Chief Legal Officer) and I are active members in CPR (Carlos on the Board of Directors, me on the CPR’s Advisory Council), and we have found that the exchange of ideas and views on dispute resolution have been rewarding. The opportunity to meet with many other corporate counsel and officers has been equally rewarding in the creation of relationships throughout the business world – US and International."