CPR 2015 Annual Meeting

SPONSORSHIP OPPORTUNITIES
The Lodge at Torrey Pines
San Diego, CA
February 19-21, 2015

For further information, please contact Sarah Hecht at shecht@cpradr.org or call 646-753-8230

Become a Sponsor Today!
THE INTERNATIONAL INSTITUTE OF CONFLICT PREVENTION AND RESOLUTION (CPR)

CPR is the only independent non-profit organization whose mission is to help global business and their lawyers resolve complex commercial disputes more cost effectively and efficiently. For more than 30 years, the legal community has looked to CPR to deliver superior arbitrators and mediators and innovative solutions to business conflict.

In 1979, CPR started this legacy by being the first to bring together corporate counsel and their firms to find ways to lower the cost of litigation. Since that time, CPR has changed the way the world resolves conflict in many ways, not the least of which was being the first to develop an ADR Pledge. Today, this Pledge obliges over 4,000 operating companies and 1,500 law firms to explore alternative dispute resolution options before pursuing litigation. CPR is once again challenging the way the world resolves conflict by introducing the 21st Century Corporate ADR Pledge. This new Pledge will systemically change the way global business and their leaders resolve complex commercial disputes.

CPR’s membership comprises an elite group of ADR trailblazers, including executives and legal counsel from the world’s most successful companies and global law firms, government officials, retired judges, highly-experienced neutrals, and leading academics. CPR accomplishes its mission by harnessing the expertise of these leading legal minds to change the way the world resolves conflict for generations to come. CPR remains a dynamic and pioneering organization with a reputation for excellence and innovation in ADR and provides the ideal platform for ADR practitioners to benchmark success, advance their skills, and expand the field of conflict management around the globe.

Noah J. Hanft
President & Chief Executive Officer

Beth Trent
Senior Vice President & Director of Programs
THE ANNUAL MEETING

CPR is pleased to present the 2015 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. These meetings attract an internally diverse group of General Counsel from Fortune 500 corporations and Fortune 100 law firms.

In an effort to reach out to all of our members, CPR will alternate hosting its Annual Meeting on the East and West Coasts. The 2015 Annual Meeting will be held in San Diego, California, February 19-21, 2015 at the famous Lodge at Torrey Pines. For more information go to www.cpradr.org.

The 2015 Meeting will offer participants:

- High level programming with corporate General Counsel who will address both legal and professional issues and their impact on domestic and international ADR practices;
- The ability to interact and exchange ideas and strategies with other high level professionals on an informal basis; and
- Opportunities to meet and network with key players in leading U.S. and foreign firms who share common interests and challenges.

“Most of what is known about dispute resolution by corporate leaders that I meet can be traced back to CPR, its publications and its meetings. General Counsel, in particular, learn a lot through CPR.”

— Colin Rule
Director of Online Dispute Resolution
e-Bay, Inc.
“CPR provides insight into ADR strategies and current trends and best practices in dispute resolution. Networking with other members allows us to compare theory against practice.”

— Jean-Claude Najar
International Arbitrator & Compliance
Curtis, Mallet-Prevost, Colt & Mosle LLP

**Networking Opportunities:** The meeting will include numerous networking opportunities as well as significant time allotted for informal networking. Networking events include two key luncheons, receptions, and breakfasts that will showcase annual meeting sponsors to all attendees.

**SPONSORSHIP BENEFITS**

- The opportunity to promote your firm/company to a high profile audience of international lawyers, inside General Counsel and leading academics.

- Develop and reinforce name recognition of your firm/company in the meeting invitations sent to a distribution list of over 10,000 professionals, programs and course book materials, and prominent signage at event.

- Increased and repeated exposure of your firm/company to all invitees and attendees.

**SPONSORSHIP LEVELS**

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<th>Sponsorship Level</th>
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<td><strong>Diamond</strong></td>
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*(plus cost of bags/drives)*
SPONSORSHIP LEVELS AND BENEFITS

Diamond Sponsorship ($15,000) “Title Sponsor”

Pre-Conference Benefits:
- Recognition on the conference website and CPR website
- Front cover recognition as Title Sponsor in all pre-conference marketing materials
- Prominent recognition on all e-blasts including name, logo and full page color profile/advertisement in promotional emails and program brochure sent to over several 10,000 attorneys, in-house General Counsel, ADR contacts, academics and related associations

On-Site Conference Benefits:
- Prominent signage and recognition throughout the meeting
- Full page back cover ad and front cover recognition in course book distributed to all meeting attendees
- Representative will make welcoming remarks
- 3 complimentary conference registrations (value of $3,285)
- 3 complimentary non-CPR member corporate guest registrations (value of $1,500)
- Special invitation for 6 to attend CPR’s private events including Board of Directors Reception and VIP breakfast with Keynote Speaker
- Opportunity to provide promotional items in conference bag
- A table-top exhibit display

Post-Conference Benefits:
- Member of 2016 Annual Meeting Advisory Council
- Recognition in post event press release and CPR website
- Recognition and logo on post event email evaluation form

Platinum Sponsorships ($10,000)

Pre-Conference Benefits:
- Recognition on the conference website
- Prominent recognition on all e-blasts including name, logo and profile/advertisement in promotional emails and program brochure that will be sent to over 10,000 attorneys, in-house General Counsel, ADR contacts, academics and related associations

On-Site Conference Benefits:
- Full Page inside cover ad in course book that will be distributed to all meeting attendees
- Prominent signage throughout the meeting
- 2 complimentary conference registrations (value of $2,190)
- 2 complimentary non-CPR member corporate guest registrations (value of $1,000)
- Special invitation for 4 to attend CPR’s private events including Board of Directors Reception and VIP breakfast with Keynote Speaker
- Opportunity to provide promotional items in conference bag

**Post-Conference Benefits:**
- Member of 2016 Annual Meeting Advisory Council
- Recognition in post event press release and CPR website
- Recognition and logo on post event email evaluation form

**Gold Sponsorships ($7,500)**

**Pre-Conference Benefits:**
- Recognition on the conference website
- Sponsor’s name, logo and profile/advertisement in promotional emails and program brochure that will be sent to over 10,000 attorneys, in-house counsel, ADR contacts, academics, and related associations

**On-Site Conference Benefits:**
- Full page ad in course book that will be distributed to all meeting attendees
- Prominent signage throughout the meeting
- 1 complimentary conference registration **(valued at $1,095)**
- 1 complimentary non-CPR member corporate guest registration **(valued at $500)**
- Special invitation for 2 to attend CPR’s private events including Board of Directors Reception and VIP breakfast with Keynote Speaker
- Opportunity to provide promotional items in conference bag

**Post-Conference Benefits:**
- Member of 2016 Annual Meeting Advisory Council
- Recognition and logo on post event email evaluation form

**Silver Sponsorships ($5,000)**

**Pre-Conference Benefits:**
- Recognition on the conference website
- Sponsor’s name, logo and profile/advertisement in promotional emails and program brochure that will be sent to over 10,000 attorneys, in-house General Counsel, ADR contacts, academics, and related associations

**On-Site Conference Benefits:**
- Half page ad in course book that will be distributed to all meeting attendees
- Signage throughout the meeting
- 1 complimentary conference registration **(value of $1,095)**
- Opportunity to provide promotional items in conference bag

**Post-Conference Benefits:**
- Member of 2016 Annual Meeting Advisory Council
Awards Dinner Sponsorship ($4,500)
Thursday Night Dinner and Awards Presentation (click here for awards program information)

Pre-Conference Benefits:
- Recognition on the conference website
- Sponsor’s name and logo will appear in promotional materials that will be sent to over 10,000 attorneys, in-house General Counsel, ADR contacts, academics, and related associations

On-Site Benefits:
- EXCLUSIVE SPONSORSHIP
- One high impact table top in front of doors to reception hall where dinner is held, upon which promotional materials can be displayed.
- Prominent Signage with Logo/Name at Dinner
- Name/Logo on Awards Presentation Program distributed to each attendee
- Opportunity to provide promotional items in conference bag

Weekday Breakfast Sponsorship ($4,000)
For Thursday & Friday morning Annual Meeting Main Session breakfasts

Pre-Conference Benefits:
- Recognition on the conference website
- Sponsor’s name and logo will appear in promotional materials that will be sent to over 10,000 attorneys, in-house General Counsel, ADR contacts, academics, and related associations

On-Site Benefits:
- EXCLUSIVE SPONSORSHIP (Thursday or Friday)
- One high impact table top inside breakfast room, upon which promotional materials can be displayed.
- Prominent Signage with Logo/Name at Breakfast
- Announcement of Sponsorship made during the Annual Meeting

Saturday Breakfast Sponsorship ($3,000)
For Saturday morning breakfast associated with CPR Committee Meetings

Pre-Conference Benefits:
- Recognition on the conference website
- Sponsor’s name and logo will appear in promotional materials that will be sent to over 10,000 attorneys, in-house General Counsel, ADR contacts, academics, and related associations

On-Site Benefits:
- EXCLUSIVE SPONSORSHIP
- One high impact table top inside breakfast room, upon which promotional materials can be displayed.
- Prominent Signage with Logo/Name at Breakfast
- Announcement of Sponsorship made during the Annual Meeting
Meeting Bag Sponsor ($3,000 plus cost of the bags)

Pre-Conference Benefits:
- Recognition on the conference website
- Sponsor’s name and logo will appear in promotional materials that will be sent to over 10,000 attorneys, in-house General Counsel, ADR contacts, academics, and related associations

On-Site Benefits:
- Sponsors name and logo will appear on tote bag, and may include sponsor’s information/giveaways. (Tote bags contain official meeting materials and are distributed to each meeting attendee)
- Sponsors name and logo will be included in all promotional materials and in the conference book distributed to all meeting attendees
- Signage at Annual Meeting

Flash Drive Sponsor ($3,000 plus cost of flash drives)

Pre-Conference Benefits:
- Recognition on the conference website
- Sponsor’s name and logo will appear in promotional materials that will be sent to over 10,000 attorneys, in-house General Counsel, ADR contacts, academics, and related associations

On-Site Benefits:
- Sponsors name and logo will appear on flash drives distributed to all meeting participants
- Sponsors name and logo will be included in all promotional materials and in the conference book distributed to all meeting attendees
- Signage at Annual Meeting

Badge Lanyards Sponsor ($3,000 plus cost of lanyards)

Pre-Conference Benefits:
- Recognition on the conference website
- Sponsor’s name and logo will appear in promotional materials that will be sent to over 10,000 attorneys, in-house General Counsel, ADR contacts, academics, and related associations

On-Site Benefits:
- Sponsors name and logo will appear on name badge lanyards distributed to all meeting participants
- Sponsors name and logo will be included in all promotional materials and in the conference book distributed to all meeting attendees
- Signage at Annual Meeting
Individual Sponsorships ($2,500)

Pre-Conference Benefits:
- Recognition on the conference website
- Sponsor’s name and logo will appear in promotional materials that will be sent to over 10,000 attorneys, in-house General Counsel, ADR contacts, academics, and related associations

On-Site Benefits:
- Half page ad in course book that will be distributed to all meeting attendees
- Opportunity to provide promotional items in conference bag

Academic Sponsorships ($1,250)
- Sponsors name and logo will be included in all promotional materials and in the conference book distributed to all meeting attendees
- Scholarships will be named for sponsoring organization
- Sponsor may recommend one candidate for a scholarship
PAST ANNUAL MEETING KEYNOTE SPEAKERS

2014 ANNUAL MEETING

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. She is the founder and chairperson of iCivics Inc., a web-based education project designed to teach students civics and inspire them to be active participants in U.S. democracy, and the author of several books, including Out of Order: Stories from the History of the Supreme Court.

Professor Eric D. Green is one of the pioneers of Alternative Dispute Resolution in the United States and around the world and has been centrally involved with the Institute for Conflict Prevention & Resolution's (CPR) mission of developing and implementing ADR Technology to corporate disputes since its founding in 1979. He is co-founder of two prominent ADR/Mediation firms, ENDISPUTE (now part of JAMS) and RESOLUTIONS, LLC in Boston. From 1977 until his recent retirement from teaching he taught negotiation, mediation, complex ADR processes, resolution of mass torts, evidence and constitutional law at Boston University School of Law, and is a prolific writer of books and article on these subjects.

2013 ANNUAL MEETING

Vernā Myers: Ms. Myers is a nationally recognized expert in diversity issues, who addressed an issue that is intrinsic to trust in any system of dispute resolution, whether within or outside of the courts: how to recognize and address issues that can undermine diversity and give rise to perceptions of bias. Ms. Myers, the principal of VMCG and a nationally recognized expert in diversity issues within law firms and other legal settings, has been advising law firms about recruitment and retention of attorneys of color since 1992 when she began as The Boston Law Firm Group’s first Executive Director.

Justice Carlos Moreno: Justice Moreno’s career exemplifies a lifetime of service to justice in state and federal courts. Following judicial service in the Municipal Court, Compton Judicial District, and in Los Angeles County Superior Court, in 1998 he was confirmed to the United States District Court for the Central District of California after being nominated by President Bill Clinton. In 2001, he was appointed to the Supreme Court of California by Gov. Gray Davis and was twice confirmed in that position by California voters.

2012 ANNUAL MEETING

Scott Turow: Scott Turow is an award-winning author of nine best-selling novels and two works of non-fiction. As a partner at SNR Denton, he continues to practice law, including pro bono matters such as the 1995 case in which he won the release of Alejandro Hernandez, who spent 11 years on death row for a murder he did not commit. In 2004, he won the Robert F. Kennedy Book Award for Ultimate Punishment: A Lawyer’s Reflections on Dealing with the Death Penalty.

Harriet E. Miers: Harriet Miers served in the administration of President George W. Bush as Staff Secretary, Deputy Chief of Staff and Counsel to the President. In a career of “firsts,” she was the first woman hired at Locke Purnell Boren Laney & Neely. In 1985, Ms. Miers was selected as the first woman to become President of the Dallas Bar Association and, in 1992, she became the first woman President of the State Bar. In 1996, she became the first woman to lead her firm. Her keynote address reflected on unique opportunities and challenges inherent in issues involving government interests.
PAST MEETING HIGHLIGHTS

2014 Annual Meeting Highlights:
• “You Say Tomato / I Say Tomahto” a three part panel series on jurisdictional differences in key issues in ADR. Presenters from diverse multi-cultural and multi-national viewpoints addressed: (1) practices and processes, (2) mass claims and collective redress, and (3) industry perspectives across our global community
• Business Roundtable with Leading Current Corporate Counsel from Milliken & Company, Overseas Private Investment Corporation (OPIC), MasterCard and Walgreens
• Is US-Style Discovery the Reason for the Vanishing Civil Trial?
• Specialized programming addressing cutting edge ADR in Employment and IP as well as one track discussing emerging ADR in Brazil
• Big Data: Implications and Application to ADR
• ADR Ethics, a series of interactive hypotheticals delivered in the Socratic Method in order to highlight ethical conundrums in administering ADR procedures.

2013 Annual Meeting Highlights:
• Judicial Panel, including current and Former Federal and California Judges
• Business Roundtable with Leading Current and Former Corporate Counsel from Shell, ConocoPhillips, Qualcomm and Rodan + Fields
• Specialized Tracks for In-House Counsel, Mediators and Arbitrators, including Specialized Programming focused on the Biotechnology and Pharmaceutical Industries
• New Developments in International Dispute Resolution
• Ethical Issues in Mediation and Arbitration
• DuPont-CPR ADR Counsel Workshop
• Timing is Everything- When and How to Mediate Effectively
• Technology and Innovation in Dispute Resolution
• Client Science Workshop, for Inside and Outside Counsel Seeking to Improve Client Relationships

2012 Annual Meeting Highlights:
• Business Roundtable with Leading Corporate Counsel from Fluor, GE, Pfizer and ConocoPhillips
• We have Met the Enemy and It is Us – Solutions for Common Mistakes We Make in Managing Disputes
• New Developments in International Dispute Resolution, including the EU Mediation Directive and the UNCITRAL Working Group III on Online Dispute Resolution
• Roundtable on Mediation with the Government
• Ethical Issues in Mediation and Arbitration – An Interactive Q&A Experience
“This is just a quick note to congratulate you all on what I thought was a great meeting. I enjoyed every part of it.”

— Ank Santens
Partner, International Arbitration Practice
White & Case

2014 Annual Meeting Sponsors

Diamond

Debevoise & Plimpton LLP

Platinum

Fluor
McElroy, Deutsch, Mulvaney & Carpenter LLP
Paul Hastings

Gold

Sidley Austin LLP
Fitzpatrick
We are IP

Silver

Dentons
Grant Thornton
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Meeting Resources and Events

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THE NATIONAL ACADEMY OF DISTINGUISHED NEUTRALS

Individual

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Jack P. Levin, Esq.
Mediator & Arbitrator
Patterson Belknap Webb & Tyler LLP

Academic

Schnader
Attorneys at Law

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“Brilliant meeting -- high energy, focused, record corporate attendance, super quality teaching, venue perfect.”

― David Burt
Corporate Counsel
DuPont

CPR’s ANNUAL MEETING
CORPORATE 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:

Abbott Laboratories  eBay  Milliken & Company
Abbvie Inc.  ExxonMobil Corporation  Modria
AEGIS Insurance Services  Fidelity Investments  Morgan Stanley
AIG/Chartis  Fluor  Nestlé
Alstom Power, Inc.  FMC Technologies, Inc.  Newell Rubbermaid Inc.
American Express Company  France Telecom-Orange  Northeast Utilities
American Management Association  GE Capital, Americas  Overseas Private Investment Corporation (OPIC)
Amgen Inc.  General Electric Company  Pacifica Human Communications
AstraZeneca LP  Georgia-Pacific Corporation  Pfizer Inc.
AT&T  GlaxoSmithKline  PricewaterhouseCoopers LLP
AzkoNobel  Hewlett-Packard Company  Qualcomm
Bechtel Group  HID Corporation  Rent-a-Center
Blackbaud  Hill International  Rodan + Fields
BP America Inc.  IBM Corporation  Royal Dutch Shell
CIGNA Corporation  ITT Corporation  St. Jude Medical Inc.
ConocoPhillips  Johnson & Johnson  Toro Company
Danaher Corp  JPMorgan Chase  U.S. Department of Justice
Deloitte  Liberty Mutual Group  Unilever
DuPont
“We would never have made a firm-wide commitment to embrace ADR without having been inspired by CPR.”

Bennett G. Picker, Esq.
Stradley Ronon Stevens & Young, LLP

“As an outside counsel focused on international disputes, I see the high value-add that CPR is bringing to the discussion. Through its several initiatives, such as its forthcoming 21st Century Corporate ADR Pledge and online dispute resolution work, it is driving change and making people think about how to continually improve their dispute processes.”

José I. Astigarraga
Astigarraga Davis

“CPR membership is the most cost-effective method of achieving excellence in dispute resolution, delivering substantive expertise and practical tools at a fraction of the cost and time of developing them independently.”

David Burt
Corporate Counsel
DuPont

“Participation in CPR’s meetings has enabled me to acquire innovative ADR strategies and gain valuable insight regarding current trends and practices in dispute resolution.”

Barbara E. Daniele
Senior Vice President & General Counsel
GE Capital, Americas

“I always look forward to the CPR meetings to learn and discuss the newest developments in ADR and dispute management.”

PD Villarreal
Senior Vice President, Global Litigation
GlaxoSmithKline

“CPR excels at helping companies like ours find and use the right tools to avoid or resolve disputes in a proactive, strategic way.”

Steve Aeschbacher
Associate General Counsel
Microsoft Corporation

“My company supports the CPR meetings consistently. No other organization so successfully convenes legal and business leadership for discourse on conflict management that is so sophisticated and, at the same time, so practical.”

Mary Beth Cantrell
Senior Associate, General Counsel
Amgen, Inc.
THE LODGE AT TORREY PINES
2015 Annual Meeting Sponsorship Application

Company/Firm Name (exactly how you would like it reprinted in Meeting material):
________________________________________________________________________
________________________________________________________________________

Company Address:________________________________________________________________
________________________________________________________________________________

Marketing Contact Person Name and E-mail: ________________________________________

E-mail: _____________________________ Phone: _________________________________

We are interested in the following sponsorship level:

☐ Diamond ($15,000)            ☐ Platinum ($10,000)            ☐ Gold ($7,500)

☐ Silver ($5,000)               ☐ Thursday Breakfast ($4,000)       ☐ Friday Breakfast ($4,000)

☐ Saturday Breakfast ($3,000)   ☐ Meeting Bag ($3,000 + Bags)       ☐ Flash Drives ($3,000 + Drives)

☐ Name Badge Lanyards ($3,000 + lanyards) ☐ Individual ($2,500)            ☐ Academic ($1,250)

Payment Method
☐ Check enclosed payable to the CPR Institute

Please charge my:  ☐ Visa       ☐ MasterCard       ☐ American Express

Name on Card:______________________________________________________________

Card Number: ___________________________ Security Code: ___ Exp. Date: ________

Billing Address (if different from above):______________________________________
________________________________________________________________________

Signature: __________________________________________________________________

By submitting this application, you confirm that you have carefully reviewed and fully understand the terms of the 2015 CPR Annual Meeting Sponsorship Program as outlined in the 2015 Sponsorship Packet.

Sponsor logo (for both web and print) must be submitted as soon as possible to shecht@cpradr.org

Please return your response to: CPR Institute • 575 Lexington Ave, 21st Floor • New York, NY 10022. You may also e-mail your response to shecht@cpradr.org or fax to the CPR Institute at 212-949-8859.

An invoice will be generated for your convenience.