

2013 ICC MEDIATION WEEK

4th International Mediation Conference

7 February

8th International Commercial Mediation Competition

8–13 February

What is ICC Mediation Week?

Every year, ICC's Mediation Week features two "must attend" events in international commercial mediation, the **International Mediation Conference** and the **International Commercial Mediation Competition**.

During seven days, ICC welcomes over 600 participants who are eager to discuss new developments in alternative dispute resolution, analyse and share experiences and meet with colleagues from more than 40 countries.

We invite law firms, corporations and other organizations to partner with ICC and to become part of the 2013 ICC Mediation Week. Already supported by many of the world's leading law firms and multinational enterprises, there is no doubt that ICC Mediation Week is a valuable platform for international visibility and the "place to be" for practitioners and users of international mediation.

ICC Mediation Week enjoys worldwide media coverage, including articles published in media outlets as well as numerous ADR blogs, various related websites and newsletters.

Why partner with ICC?

- Increased visibility throughout the events and within the international ADR community
- Enhanced corporate image by aligning brand with the dispute resolution work of ICC
- Increased contact with ICC
- Worldwide recognition as a supporter of amicable dispute resolution
- Contact with young and ambitious members of today and tomorrow's dispute resolution arena and great recruitment possibilities

Partnering opportunities

ICC offers different levels of sponsorship, media partnership opportunities and corporate supporter packages for each event separately but also provides combined-event packages that allow sponsors to maximize their visibility and gains. All packages will be customized to meet your specific marketing objectives. Partnership agreements will be executed on a first-come, first-served basis.

“For the last few years KPMG has been a proud sponsor of the ICC International Commercial Mediation Competition. The quality of the event, the attention to details on the organization and the level of the participating professionals that sit on the judging panels or act as mediators, is simply remarkable. From a corporate point of view it's a privilege to support and help the ICC to promote the use of mediation ... Is KPMG considering supporting next year competition? Without a doubt!”

— *Pablo Bernad*
Partner, Head of KPMG Risk Consulting in Europe, Middle East, Africa & South Asia (EMA), KPMG, Sponsor



4TH ICC INTERNATIONAL MEDIATION CONFERENCE

Paris. 7 February 2013

When: 7 February 2013

Where: Paris, ICC Headquarters

Who: In-house counsel, members of corporate management, dispute resolution practitioners and attorneys in law firms.

The one-day conference offers a unique forum for commercial mediation users to exchange know-how. As the World Business Organization, ICC established the Conference to offer companies from around the world a forum to discuss techniques for effective conflict management, avoidance and early resolution, as well as the efficient use of mediation for the resolution of disputes. Accordingly, each year's programme is specifically tailored to the interests and needs of in-house counsel and management representatives.

Moving away from the traditional conference format, the Conference combines dynamic discussion, presentations of tested tools, case studies, success stories and interactive working group exercises to ensure that participants get the highest possible learning experience.

Sold-out every year since its inauguration, the Conference attracts participants representing a range of major multinational companies, domestic market leaders, banks, insurance companies and government representatives.

In addition, ICC joins forces annually with some of the world's leading corporate counsel organizations to ensure the highest possible visibility of the event in the corporate world.

The Conference offers its sponsors a unique opportunity to increase their visibility among many of the most sophisticated and active users of commercial ADR worldwide.

Benefits

Levels of Sponsorship

	Headline €10000 (Exclusive)	Platinum €8000	Gold €6000	Silver €4000	Bronze €2000
Advertisement					
Welcome remarks	✓				
Article in brochure	2 pages	1 ½ page	1 page	½ page	100 words
Exhibition table	✓	✓	Shared table	Shared table	
Logo printed on front side of name badges	✓				
Banner inside the conference room	✓				
Banner in registration area	✓	✓			
Logo on ICC website	✓	✓	✓	✓	✓
Logo on room screensaver	✓	✓	✓	✓	✓
Promotional material in participant bags	✓	✓	✓	✓	✓
Logo on participant folder	On front cover	On front cover	✓	✓	✓
Logo on conference programme	On front cover	✓	✓	✓	✓
Participation					
Opportunity to contribute to the programme	✓	✓	✓	✓	
Reduced registration rate	unlimited	unlimited	4	3	1
Complimentary registration	3	2	1		

Contribute to a particular event and receive recognition at the sponsored event, in the remarks during the conference and in the programme.

- Conference lunch
- Morning or afternoon coffee break
- Cocktail reception

“ An excellent conference demonstrating the acceptance and growth of Mediation as a means of ADR within the hardcore business community. ”

— Paul Battrick

MD International, Driver Consult, UK, Sponsor

8TH ICC INTERNATIONAL COMMERCIAL MEDIATION COMPETITION

Paris, 8-13 February 2013

When: 8-13 February 2013

Where: ICC Headquarters in Paris, and other selected venues in the city

Who: Teams from law and business schools worldwide, professional mediators and corporate representatives.

The annual Competition is the only moot devoted exclusively to international commercial mediation and it is ICC's biggest educational event. In 2013, ICC expects close to 70 participating university teams and over 120 professional mediators and corporate representatives from more than 40 countries to participate in this unique competition. During five days the Competition will feature around 200 mock mediation sessions, as well as numerous training programmes and social events for no less than 500 participants. In mock mediation sessions, the students take the role of party or counsel in scenarios based on real international commercial disputes. Many of the world's leading commercial mediators participate as mediators and judges in the sessions.

Benefits

Levels of Sponsorship

	Headline €28000 (Exclusive)	Platinum €14000	Gold €8000	Silver €4000	Bronze €2000
Advertisement					
Promotional article in guide	2 pages	1 ½ page	1 page	½ page	100 words
"Web story" on ADR website, announcing sponsor support*	✓				
Sponsor mentioned in official ICC press release*	✓	✓			
Logo on lanyards	✓				
Logo printed on front side of name badges	✓				
Logo on front page of leaflet and guide	✓	✓			
Banners at ICC premises	✓	✓	✓		
Sponsor identified as "X Level-sponsor of the Competition"	✓	✓	✓	✓	✓
Logo on the ICC website	✓	✓	✓	✓	✓
Logo on the reverse side of name badges	✓	✓	✓	✓	✓
Logo on the back of the leaflet and guide	✓	✓	✓	✓	✓
Logo displayed on advertising screen during the Competition Final	✓	✓	✓	✓	✓
Offer internships as prizes	✓	✓	✓	✓	
Promotional material included in participant bags	✓	✓	✓	✓	
Exhibition table at ICC premises	✓	✓	Shared table		
Banners at Final	✓				
Final and final rounds sponsored by ...	Final	Semi-Final	Quarter -Finals	Eighth-Finals	
Participation					
Invitations to social events	5	4	3	2	1
Invitations to mediation sessions	5	4	3	2	1
Recognition at Final cocktail reception	✓				

Contribute to a particular event and receive recognition at the sponsored event and in the program.

- Welcome cocktail reception (8 February)
- Dinner for professionals (9 February)
- Cocktail and announcement of finalists (11 February)
- Cocktail reception for professionals and coaches (12 February)
- Coffee break(s) and Competition breakfast(s) at ICC premises

Sponsors are able to contribute further materials featuring the sponsor and ICC logos such as: Participant bags/ Competition trophies for winning teams / Competition Notebooks / Umbrellas / USB keys and more.

Sponsor Mediation Week with a combined package

In order to support the ICC Mediation Week, different levels with various benefits for each event are available. ICC offers a 10% price reduction on each package for sponsors who support both events.

Example	
Conference Headline €10,000 (-10%)	Competition Bronze €2,000 (-10%)
+ = €10,800 (instead of €12,000)	

Media Partner

Media partnerships are based on barter agreements and are focused on cross promotion.

What we can offer...

Your publications distributed during the event(s)	Distribution of events promotional materials at your event(s)
Distribution of promotional material in participant bags	Logo on your website with link to event(s) presentation
Your logo identified as Media Partner on the ICC website and in social media	E-mail blasts to partner's subscriber list promoting the event(s)
Shared exhibition table to display promotional material	Announcement article of the event(s)
And more based on a personalized agreement...	And more based on a personalized agreement...

What you can offer...

Conference Partner (exclusively for the Conference)

Become a Conference Partner and affiliate your name with the prestigious international ICC Mediation Conference. Gain visibility on all online and print promotional material as "Conference Partner" and profit from reduced registration fees.

Corporate Supporter (exclusively for the Competition)

Corporate Supporters get targeted exposure through various channels such as website, event material and venue. In return they are invited to contribute to the Competition in the amount of €1,000. ICC offers this opportunity to the most respected and active companies in the field of ADR.

These possibilities are only illustrative. We would be delighted to customize our packages to meet your specific marketing objectives.

Should you be interested in any of the above mentioned opportunities, please contact:

Angela Herberholz at angela.herberholz@iccwbo.org
or by phone, + 33 (0)1 49 53 33 59



38 Cours Albert 1er
75008 Paris, France
Telephone: +33 (0)1 49 53 30 52
Fax: +33 (0)1 49 53 30 49
E-mail: adr@iccwbo.org
Website: www.iccadr.org



“Mediation is engrained in our “corporate DNA”. It should be engrained in the DNA of any dispute resolution lawyer...the ICC Mediation Competition and the ICC Mediation Conference is the perfect place to help make this happen!”

— Kai-Uwe Kar
Senior Counsel - Litigation,
GE Oil & Gas, Italy,
Corporate Supporter

