

CPD Intensive & Exhibition

Present your product to hundreds of legal practitioners during the peak CPD period



SPONSORSHIP OPPORTUNITIES 2020

The Law Institute of Victoria are offering multiple engagement opportunities for the 2020 CPD Intensive & Exhibition, giving you the chance to promote your business to over 19,500 LIV members.

The 2020 CPD Intensive & Exhibition is supported by LIV's co-branded multi-channel marketing campaign which includes DM, advertising in the Law Institute Journal (LIJ), LawNews emails, the LIV website and social media. This collateral will be viewed and used by thousands of lawyers, practice managers and support staff both in Victoria and beyond. You also have the opportunity to speak at one of our program sessions and/or exhibit at the Intensive Tradeshow.

We invite you to join us today and promote your products to more than 19,500 LIV members as a 2020 CPD Intensive & Exhibition sponsor.

INTENSIVE & EXHIBITION (AT SOFITEL)

Specifically designed by legal education experts, the 2020 Intensive and Exhibition will provide comprehensive learning and insights into future developments in the legal profession, as well as multiple engagement opportunities with sponsors.

LIV's flagship event will be held on Friday, 20th March 2020 at the Sofitel with approximately 500 delegates in attendance.

Three full-day streams for property, succession and family will be held concurrently at Sofitel.

The programs will feature dedicated sessions for each area of practice, overlapping sessions that explore the interplay between these practice areas and a concluding session that brings all in attendance back together for a collective discussion.



Intensive & Exhibition Opportunities

YOUR BENEFIT	FULL DAY EXHIBITOR	HALF DAY SPONSOR & EXHIBITOR
Your ad in sponsored session papers.	-	Full page
Dedicated sponsor ad in daily LIV LawNews email (Circulation: approximately 13,000 subscribers x five days). Your company ad will run for one week (timing subject to availability to be run within approximately 6 months of the date of signing the contract).	-	5 days
Branding on 2020 February/March CPD Program <i>LJI</i> insert (shared sponsor page). Circulation: 12,800.	●	●
Branding on 2020 February/March CPD Program <i>LJI</i> insert next to sponsored half-day stream. Circulation: 12,800.	-	●
Your logo with hyperlink on 2020 February/March CPD Program webpage.	●	●
LinkedIn joint sponsor shout out and recognition of support, including shared sponsor logo page. Followers: more than 8000.	●	●
Speaking opportunity to your designated audience (Strictly five minutes. Content to be approved by LIV).	-	●
Complimentary registrations for morning and afternoon tea and lunch.	2	3
Complimentary registration for the sponsored session for up to three of your organisation's employee representatives.	-	●
Permission to conduct a business card draw at your stand. Your organisation must take responsibility for the management, drawing and notification of prize winners.	●	●
A sponsor representative will be invited to come to the stage to draw a business card and award the sponsor prize. Timing will be agreed with sponsorship coordinator.	-	●
Introduction, acknowledgment of support and thanks by MC.	-	●
Your banner in the designated sponsored session room.	-	●
Permission to distribute your company's materials in designated session room during set-up time (to be done by sponsor).	-	●
Your logo on shared sponsor slide in sponsored session rooms.	●	●
Sponsorship report, including event and marketing statistics. Please note that LIV does not distribute lists of delegate names.	●	●
Exhibition booth space: 3m wide x 2m deep, two chairs, 1.8m covered table, power and WiFi. Location subject to availability.	1 day	1 day
Your logo on shared sponsor slide featuring all exhibitors.	●	●
Your logo on shared sponsor page in Intensive session papers or handbook.	●	●
Post-event networking drinks from 5.00pm for delegates and sponsors	●	●
Total value	\$4650 +GST	\$6850 +GST

Sponsorship Application Form

PLEASE INDICATE YOUR SELECTION BY TICKING THE STREAM/PROGRAM OF YOUR CHOICE.

By signing below you accept the terms and conditions contained in this Sponsorship Application and Schedule. Signed under s126 of the *Corporations Act 2001* (Cth).

INTENSIVE & EXHIBITION

☐ **Sponsor & Exhibitor \$6850 (excl GST)**

- | | |
|---|--|
| <input type="radio"/> Property Law AM (2 available) | <input type="radio"/> Property & Succession PM 9 (1 available) |
| <input type="radio"/> Family Law AM (2 available) | <input type="radio"/> Succession and Family PM (1 available) |
| <input type="radio"/> Succession Law AM (2 available) | <input type="radio"/> Final Combined Session (1 available) |

☐ **Full Day Exhibitor \$4650 (excl GST)**

Registered company name:

Address:

Postcode:

ACN/ABN:

Authorised by (Name):

Signature:

Witnessed by (Name):

Signature:

Date: / /

Email:

Mobile:

Your Sponsor contact person at event:

Contact mobile:

To get started with your sponsorship please send us by return email your:

- ☐ Entire completed Sponsorship Application.
- ☐ Logo and advertising material (if required) in JPEG, TIF or high res EPS.
- ☐ Your certificate of Insurance.
- ☐ Link to your landing page if required.

DISCLAIMER: LIV Sponsorship Programs are strictly subject to availability, approval by the LIV and the Terms and Conditions

ADVERTISING & SPONSORSHIP

Attention: Michelyn Barakat

Business Development Manager, 140 William Street, Melbourne

T: 613 9607 9385 **E:** mbarakat@liv.asn.au

Attention: Ryan Smith

Sales Executive – Sponsorship, 140 William Street, Melbourne

T: 613 9607 9316 **E:** rsmith@liv.asn.au

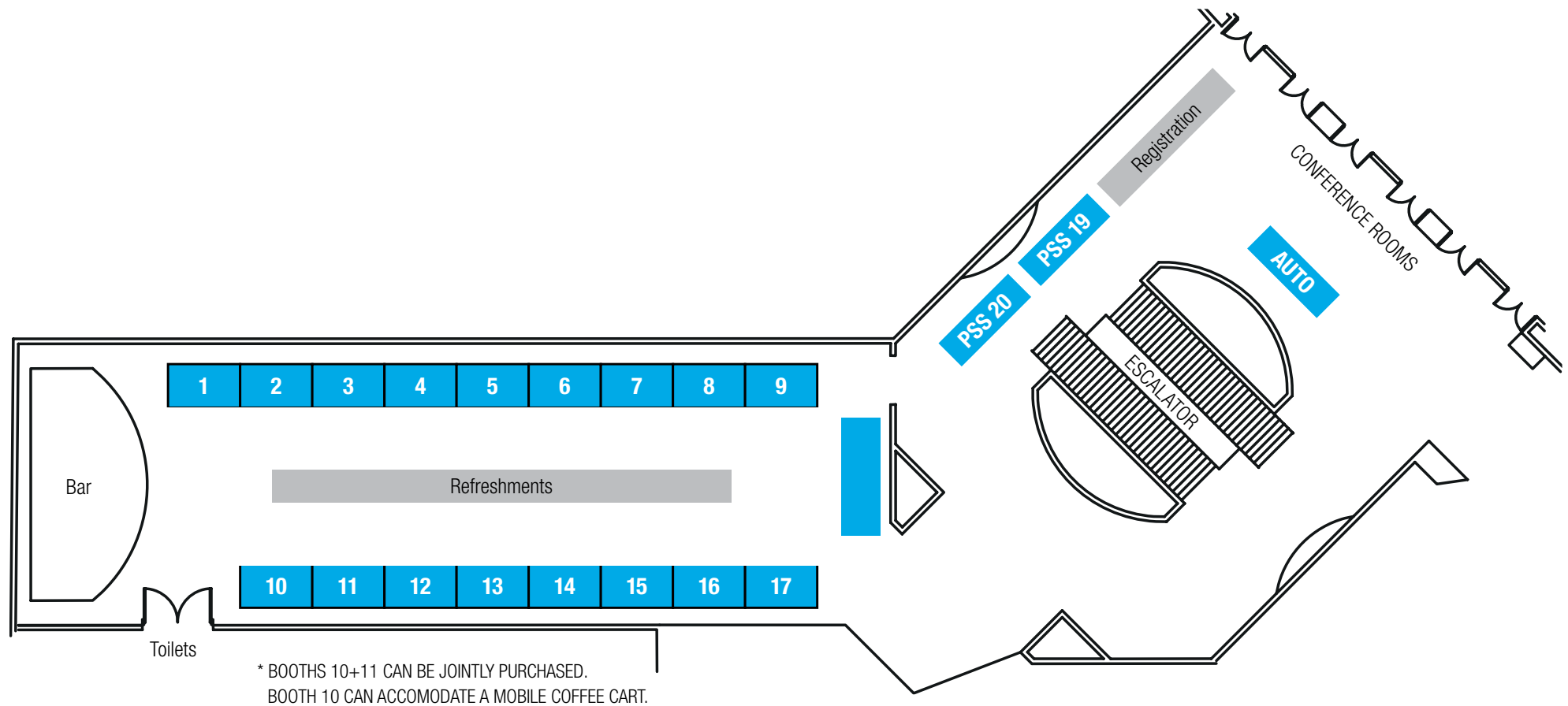
LIV OFFICE USE ONLY:

Confirmed by (Name):

Signature:

Date: / /

Floor Plan



EXHIBITOR ALLOCATIONS

POSITIONAL ONLY. NOT TO SCALE.
Number of booths subject to change.

Terms & Conditions

1. GRANT OF SPONSORSHIP

In consideration of the payment of the Fees, the LIV grants the Sponsor the non-exclusive right to sponsor the Program selected in the attached Sponsorship Application Form.

2. SPONSORSHIP FEE, PAYMENT AND APPROVAL

- (a) Any Sponsorship Application Form will be subject to capacity and written approval by the LIV.
- (b) Following LIV approval of a signed Sponsorship Application Form, the LIV will issue the Sponsor with a tax invoice for the Fees which must be paid within seven days of the date of the invoice.
- (c) The Sponsor acknowledges that if payment is not received by the LIV within the specified time in clause 2(b), the LIV reserves the right to consider other applicants for the selected Program.
- (d) The Sponsor acknowledges and agrees that if the selected Program is cancelled or rescheduled for any reason, the Sponsor shall not be relieved of any of its obligations under this Agreement and the LIV will endeavour to provide an alternative activity to the value or approximate value of that activity.
- (e) Approval of Sponsorship Applications may be withheld by the LIV at its absolute discretion.

3. SPONSOR OBLIGATIONS

- (a) The Sponsor must exercise the rights and pursue the opportunities granted under this Agreement in a manner consistent with the good name, goodwill, reputation and image of the LIV and the selected Program and in compliance with all applicable laws, regulations and industry standards.
- (b) Only the Sponsor may exercise the rights granted under this Agreement. For the avoidance of doubt, the rights under this Agreement may not be exercised by a Related Body Corporate (as defined under the *Corporations Act 2001* (Cth)), agent or contractor of the Sponsor.

4. LIV SPONSORSHIP OBLIGATIONS

The LIV will:

- (a) use its best endeavours to promote the Sponsor's role according to the benefits outlined in the selected Program;
- (b) give the Sponsor reasonable notice of any promotional activity planned by the LIV in relation to the selected Program; and
- (c) ensure agreed publications (including but not limited to invitations, banners, signage, promotional products and merchandise) duly acknowledge the Sponsor according to the benefits of the selected Program.

5. MARKETING

- (a) The Sponsor grants LIV the right to use its name and logo for marketing and promotional purposes in connection with the benefits set out in the selected Program, provided that prior approval of such has been provided by the Sponsor (which must not be unreasonably withheld).
- (b) The Sponsor agrees that access to LIV membership data will only be granted by LIV at its sole discretion upon receipt by LIV of the Sponsor's written acceptance to and under conditions specified by LIV. All mailings to LIV members on the Sponsor's behalf will be undertaken through the LIV mailing system.
- (c) The Sponsor agrees that sponsorship of any LIV activity does not carry with it the right for the Sponsor to claim endorsement by LIV of its products or services.
- (d) The Sponsor agrees that it will not undertake any marketing concerning the Sponsor's sponsorship of the selected Program including the use of the LIV name or logo without obtaining the prior approval of LIV.
- (e) All mailing undertaken on the Sponsor's' behalf will comply with LIV mailing policy as advised from time to time.

6. RELATIONSHIP

Nothing contained or implied in this Agreement constitutes a party the partner, agent or legal representative of the other party for any purpose, or creates any partnership, employment, agency or trust. Neither party has the authority to bind the other party in any way.

7. INTELLECTUAL PROPERTY

- (a) The LIV grants to the Sponsor a non-exclusive, non-transferable, royalty free licence to use the LIV's Intellectual Property strictly for the purposes of performance of the Program selected in the Sponsorship Application Form.
- (b) The Sponsor grants the LIV a non-exclusive, non-transferable, royalty free licence to use the Sponsor's Intellectual Property strictly for the purposes of performance of the Program selected in the Sponsorship Application Form.
- (c) Each party warrants that it owns, is licensed to use and/or is solely entitled to use the Intellectual Property in Australia provided to the other party.
- (d) Each party acknowledges that the other party's Intellectual Property is the property of the owning party, and it has no right, title or interest in or to the Intellectual Property of the other party except as expressly set out in these Terms and Conditions.

8. CONFIDENTIALITY

- (a) Neither party may disclose any Confidential Information of the other party without obtaining the prior written consent of the other party.
- (b) A party may disclose any Confidential Information:
 - (i) to its employees, officers and agents on a need to know basis provided that they comply with the obligations of this clause 8;
 - (ii) if required to do so, to the extent that the disclosure is required by law; and
 - (iii) to any professional advisors provided that they comply with the obligations of this clause 8.

9. WARRANTY

- (a) The LIV warrants to the Sponsor that it has full power, capacity and authority to perform its obligations outlined in this Agreement.
- (b) The Sponsor warrants to the LIV that it has full power, capacity and authority to perform its obligations outlined in this Agreement.

UPDATED: 01/10/2018

10. INDEMNITIES

- (a) The Sponsor agrees to indemnify and keep indemnified the LIV against any liability, actions, claims, demands, damages, costs and expenses incurred or suffered by the LIV in connection with or arising in any way out of the sponsorship of the selected Program, including but not limited to:
 - (i) any breach by the Sponsor of these Terms and Conditions; and
 - (ii) any claim that the use of the Sponsor's Intellectual Property by the LIV infringes a third party's Intellectual Property rights or other rights.
- (b) The LIV agrees to indemnify and keep indemnified the Sponsor against any liability, actions, claims, demands, damages, costs and expenses incurred or suffered by the Sponsor in connection with or arising in any way out of the sponsorship of the selected Program, including but not limited to:
 - (i) any breach by the LIV of these Terms and Conditions; and
 - (ii) any claim that arises in any way out of the management or running of the selected Program and the use of the LIV's Intellectual Property by the Sponsor infringes a third party's Intellectual Property rights.

11. EXCLUSION OF LIABILITY

Notwithstanding any other provision contained in these Terms and Conditions, neither party shall be liable to the other for indirect, incidental, special, consequential or punitive loss or damages howsoever arising (including in negligence).

12. TERMINATION

- (a) Either party may terminate this Agreement without cause by giving the notice in writing no later than 60 days prior to the selected Program.
- (b) Without prejudice to any other rights it may have, either party may terminate this Agreement by notice in writing to the other party in the following circumstances:
 - (i) the other party is in breach of any of these Terms and Conditions and fails to remedy the breach within 10 days after the date on which written notice of the breach has been served on the other party;
 - (ii) if the other party commits an act of bankruptcy; or
 - (iii) if, for any reason, either party, in the reasonable opinion of the other party, comes into general disrepute or is the subject of criticism that may adversely reflect upon the other party, the party forming this opinion may terminate this Agreement providing 10 days written notice to the other party.
- (c) Neither party will be liable for any failure to carry out any provision of these Terms and Conditions if the failure was caused by circumstances beyond its control, including, but not limited to, acts of God, fire, accident, interruptions to energy supplied, strike, riot, civil commotion or war

whether declared or not (**Force Majeure Event**). The parties must do all things reasonably necessary to mitigate the effect of the Force Majeure Event on the performance of its obligations.

- (d) If the Sponsor gives notice in writing to terminate less than 60 days' prior to the selected Program the Sponsor agrees and acknowledges that it will be liable for the Fees unless otherwise agreed with the LIV.

13. NOTICES

- (a) All notices to be given under this Agreement are to be in writing. Notices must be forwarded to the other party by prepaid post, facsimile or email to the addresses set out in the Sponsorship Application Form or otherwise as notified in writing to the other party from time to time.
- (b) All notices served under this Agreement will be considered to have been received 3 business days after posting, unless sent by facsimile in which case the notice shall be deemed to have been received on the date shown on the sender's transmission report.

14. ASSIGNMENT

Neither party may assign its rights or obligations under this Agreement without the prior written consent of the other party.

15. WAIVER

No waiver by either party of any provision contained in these Terms and Conditions will amount to a continuing waiver of any other provision of these Terms and Conditions unless made in writing and signed by the party.

16. VARIATION

The Sponsor agrees that these Terms and Conditions may be changed from time to time by mutual written agreement between the parties.

17. SEVERABILITY

If any part of these Terms and Conditions is held to be invalid or unenforceable in any way, the remaining provisions will not be affected and remain in full force for the selected Program.

18. GOVERNING LAW

This Agreement is governed by the laws of the Commonwealth of Australia & the laws of Victoria, the parties irrevocably submit to the non-exclusive jurisdiction of the courts of Victoria & the courts of appeal from them for determining any dispute concerning this Agreement.

19. ENTIRE AGREEMENT

The parties agree that this Agreement constitutes the entire agreement between the parties, and that this Agreement supersedes all prior agreements representations, negotiations and correspondence entered into between the parties.

20. DEFINITIONS

In this Agreement and these Terms and Conditions the following meanings shall apply:

Agreement means the Program, the Sponsorship Application Form, and these Terms and Conditions;

Confidential Information means any information relating to the business of the LIV or the Sponsor which:

- (a) is designated by the respective owner as confidential; or
- (b) is of a confidential or sensitive nature and marked or denoted as confidential or which a reasonable person to whom that information is disclosed or to whose knowledge the information comes would consider to be confidential, which is disclosed by the owner to the other, directly or indirectly, or otherwise comes to the knowledge of that other party in relation to or in connection with the selected Program, whether that information is in oral, visual or written form or is recorded or embodied in any other medium;

Fees means the fees stated next to the selected program in the Sponsorship Application Form;

Intellectual Property means copyright, all rights conferred under statute, common law or equity in relation to inventions (including patents), registered and unregistered trademarks, registered and unregistered designs, look and feel, circuit layouts and all other rights resulting from intellectual activity in, but not limited to, the industrial, scientific, literary or artistic fields;

LIV Intellectual Property means the Intellectual Property of the LIV attached to the LIV name, brand and logo or as otherwise provided to the Sponsor under the selected Program;

Program means the Essential Skills Program, the Intensive Program, or the Multi-Practice Program held by the LIV and set out in this document;

Sponsor means the party listed in the Sponsorship Application Form;

Sponsorship Application Form means the application form set out in this document;

Sponsor's Intellectual Property means the Intellectual Property of the Sponsor attached to the Sponsor's name, brand and logo or as otherwise provided to the LIV under the selected Program.

Terms and Conditions means the terms and conditions set out in this document.

UPDATED: 01/10/2018