Advanced Negotiation Institute
2019 Sponsorship Programs

This Institute is a collaboration of the ABA’s Sections of Dispute Resolution and Labor and Employment and the National Employment Law Council. It is a one-day course for developing and expanding negotiation skills. The Institute is attended by:

- Litigators, wanting to better develop negotiation skills,
- In-house counsel, including those who manage disputes,
- Individuals seeking career enhancements,
- And more experienced negotiators wanting to better understand recent developments and trends in negotiation & negotiation theory.

A hallmark of the Institute’s training program is the opportunity to interact with and learn from leading negotiation trainers from North America.

February 15, 2019  Hotel Del Coronado in San Diego, CA

There are a variety of sponsorship programs available to spotlight your organization’s presence at the Advanced Arbitration Institute. We’d be happy to tailor a package that directly meets your needs but our “menu” includes:

Meeting Sponsorship Packages —
- The Diamond Sponsorship is established as a $3,000 package. This level includes institute sponsorship, a merchandise sponsorship of your choice, the choice of either breakfast or lunch sponsorship with an opportunity to offer a welcome to attendees. There is only one Diamond sponsor.
- The Platinum Sponsorship is established as a $2,000 package. This level includes institute sponsorship, whichever meal sponsorship option is still available, and whichever merchandise sponsorship is available. There can be only one Platinum Sponsorship.
- Gold Sponsorship has been set as a $1,000 package. A gold sponsor may choose to be an Institute Sponsor or a merchandise sponsor.
- Bronze Sponsorship is established as a $500 package and includes only an Institute Sponsorship option.
Each Institute Sponsor will be able to maximize the visibility of their organization through recognition in the pre-event brochure and all electronic advertisements promoting the Institute. In addition, your organization’s name and logo will be prominently featured on signage during the event.

Institute Sponsors will receive:

- Recognition on the conference website and a link to your website
- Recognition on the front cover of the pre-Institute brochure
- Prominent recognition on the e-blast of pre-Institute marketing that is emailed to over 80,000 recipients multiple times prior to the conference — reaching a broad spectrum of ABA members from various practice areas to include: litigation, insurance, public contracts, environmental, international, as well as ADR focus
- Recognition through prominent display of company name and logo on signage

Exclusive Event Sponsorship —

The Institute will present one breakfast and one luncheon opportunity for sponsorship. The luncheon event will not feature a keynote speaker, however, the sponsor will receive the following:

- Acknowledgement in the Institute brochure, onsite signage
- Display of sponsor’s logo on large screens during the seating*
- Sponsor welcome message
Merchandise Sponsorship —

- Program Materials: Course materials will be provided through a thumb drive. The sponsor logo will be prominently displayed throughout the contents of the drive.
- Hotel Room Drops: Your organization can stand out by providing each meeting attendee registered as a hotel guest with a tailored information packet delivered to their guest room door. The sponsor logo will be prominently displayed on the materials cover.
- Note Pads: To be handed to each attendee at the meeting. Branded with ABA and sponsor logos.
- Meeting Tote Bag: To be handed to each attendee at the meeting. Branded with ABA and sponsor logos.
- Name Badge Lanyards: You can make a big impression with the “Name Badge Lanyard Sponsorship.” Each attendee is provided a lanyard at registration and attendees wear them each day during Institute. Your organization’s logo will be prominently featured on this lanyard.

For additional Merchandise Sponsorship programs, please contact Linda Warren Seely, Section Director, Linda.Seely@AmericanBar.org, ABA Section of Dispute Resolution.
The American Bar Association’s Section of Dispute Resolution mission:

Advancing dispute resolution advocacy, policies, procedures, practice, and scholarship by serving as the preeminent resource and forum for the dispute resolution field.

Established in 1993, the Section of Dispute Resolution is a global leader in the field of dispute resolution and conflict prevention. It has approximately 10,000 members with diverse areas of interest and practices, including arbitrators, mediators, ombuds, public policy facilitators, conflict coaches, lawyers, retired judges, professors and students in law and graduate schools. An ongoing objective for the Section is to provide a vibrant community and a forum for networking, professional development, and user insights. It also has an established track record of providing relevant and cutting-edge information, skill-building and practice-building opportunities. The Section seeks to expand knowledge and understanding that advance the usefulness and trustworthiness of dispute prevention and resolution. And the Section shapes the policies that impact conflict prevention and dispute resolution.

Join the Section of Dispute Resolution and assist us in fulfilling our mission. We value your assistance and sponsorship.

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