



"Touch the Untouchables"

The exclusive sponsorship opportunity

15th February 2007
TOUR & TAXIS
BRUSSELS

ORGANIZING SECRETARIAT



Belgian Legal Awards

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Place du Champs de Mars - Marsveldplein 5
B-1050 Brussels

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Web: www.legal-awards.com

CONCEPT

THE GENERAL IDEA

The Belgian Legal Awards (BLA) reward those with the best legal skills and know how. Law firms, notaries and in-house legal departments with a presence in Belgium are rewarded and receive prizes for their area of practice. This evening is an opportunity to recognise the work of women, men and teams in the legal profession.

THE AWARDS

- * Administrative & Environment
- * ADR & Arbitration
- * Bank & Finance
- * Competition & Anti-Trust
- * Corporate
- * Employment
- * Insurance
- * Intellectual Property
- * Real Estate & Construction
- * Tax
- * Technology, Media & Telecommunication
- * Legal Employer
- * Managing Partner
- * Belgian Firm
- * US Firm in Brussels
- * Firm Flanders
- * Firm Wallonia
- * Contribution to the profession of company lawyers
- * Transaction (*for a legal department*)
- * Legal Department

THE JURY

The awards are determined by a panel of well known professional judges, however, their identity will not be revealed prior to the evening to avoid any discrepancies. The panel is composed by lawyers, practitioners, general counsellors, company lawyers, journalists, university professors or representatives from general public institutions and private companies.

To have an overview of the quality and diversity of our juries, you can visit our website: www.legal-awards.be and have a look at the list of the BLA 2006 jury members.

THE BELGIAN LEGAL AWARDS 2006

A REAL SUCCESS



The Belgian Legal Awards ceremony took place on 6th February 2006 at the Theatre Le Plaza in Brussels. This event, the first of its kind, was a great success. With over 450 participants (the organisers were obliged to refuse some 100 further guests), it gathered together some of the biggest names from the legal world. The presence of a number of general managers, CEOs and secretary generals indicated that the ceremony transcended the microcosm of law and furthermore that the legal dimension is of fundamental importance to businesses.

OUR PARTNERS 2006

- The institutional partners:



- The media partners:



COMMENTS BOOK & PICTURES:

Toutes mes félicitations. Pour un coup d'essai, c'était un coup de maître. - Philippe Lambrecht
Secrétaire général - Secretaris generaal FEB-VBO

De grote opkomst tijdens deze eerste 'Belgian Legal Awards' was het levende bewijs van de behoefte aan een dergelijke jaarlijkse bijeenkomst in het Brusselse. - Michel Klomp maker,
Banking & Finance

L'organisation était impeccable et en tant que sponsor nous sommes ravis que notre image de marque soit liée à cette célébration de l'excellence des juristes. - Claudine Weyn & Jens Bruneel, Kluwer

C'était vraiment un événement de qualité et j'ai hâte d'être l'année prochaine ! - Claude Decartes, Servcorp

It was a real success. We will be happy to participate again in the next edition. - Yves Van Gerven, Wilmer Cutler Pickering Hale and Dorr LLP



EVENT VENUE & PROGRAMME 2007

EVENT VENUE

BRUSSELS

Decisions are made in Brussels. The cosmopolitan city is indeed not only the Belgian capital but also a World legal center and the Belgian and European legal capital.

A large and growing number of international corporations also have their European headquarters here, making it one of the continent's primary commercial and legal hubs.

TOUR & TAXIS

Avenue du Port 86c

B-1000 Brussels

Tel.: +32 (0)2 736 00 40

Fax: +32 (0)2 736 67 00

www.tour-taxis.be



CATERING

Les Frères Debekker SA

Rue Charles Degroux 95

1040 ETTERBEEK

Tel.: +32 (0)2 736 00 40

Fax: +32 (0)2 736 67 00

Quality of the menu, quality of the team and a perfect sense of organisation make this caterer one of the favorite of the demanding Brussels' legal professionals.

MASTER OF CEREMONY

Patrick Vyvey

www.pvevents.com

Being the interactive link between the stage and the audience, Mr Vyvey is a perfect tri-lingual professional moderator. Charismatic, charming and armed with intelligent quick wit, Patrick Vyvey's engaging personality and stage presence make him a genuine entertainer.



PROGRAMME

18:45	Doors opening and Cocktail – Stands visit						
19:30	Opening session						
	<table><tr><td>☞ First dish</td><td>★ Category Awards</td></tr><tr><td>☞ Second dish</td><td>★ Overall Awards</td></tr><tr><td>☞ Dessert</td><td>★ Legal Departments Awards</td></tr></table>	☞ First dish	★ Category Awards	☞ Second dish	★ Overall Awards	☞ Dessert	★ Legal Departments Awards
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☞ Second dish	★ Overall Awards						
☞ Dessert	★ Legal Departments Awards						
23:00	After dinner networking, musical entertainment & drinks						
02:00	End of the evening - <i>Giving of the Belgian Legal Awards corporate gift bags and documentation</i>						

SPONSORSHIP OPPORTUNITIES

WHY YOU SHOULD BE SPONSOR

We are expecting between **450 and 600 law professionals**.

The Awards provide a unique opportunity for you to address real decision-makers and managing partners in Belgian and Brussels based international law firms and legal departments.

These clients and prospects are difficult to reach. The Belgian Awards ensure your visibility and a personal contact with them. A real added value in your development.

Some figures:

◆ Average Annual income of a partner in top Belgium business law firms: 508,000 €

◆ Annual Turn over of the 5 largest Belgian law firms is above 25,000,000 € (1 Billion Belgian Francs).

SPONSORSHIP PACKAGES

We offer you two standard packages¹:

GOLD (5,999 €)

- ✓ 2 invitations with a VIP access badge
- ✓ Your representative(s) officially remits a prize on stage to a category winner - you express your preference for the prize category
- ✓ List of the participants communicated two weeks before the event
- ✓ Brand identity in sponsor section of website
- ✓ Hyperlink to your official website
- ✓ Listing as Official Sponsor in all official documentation
- ✓ Branding on all Belgian Legal Awards marketing materials and literature including programme, postcards, press releases...
- ✓ PR reference and exposure in all media relations activities
- ✓ Opportunity to include one insert (pen, pad...) in the Belgian Legal Awards delegate's bag
- ✓ Full page ad in the Awards' official magazine

SILVER (2,999 €)

- ✓ 1 invitation with a VIP access badge
- ✓ Brand identity in sponsor section of website
- ✓ Listing as Sponsor in all official documentation
- ✓ Branding on the Belgian Legal Awards programme
- ✓ Half page ad in the Awards' official magazine

Please do not hesitate to contact us: info@legal-awards.com or +32 (0) 2 550 38 20.

¹ Prices are exclusive of VAT (21%)

The standard packages cannot apply to the allocation of the "Belgian Firm" award and of the "Legal Department" award - to be negotiated.

EXHIBITION OPPORTUNITY

CONCEPT

A great opportunity to be better known by a particularly difficult target market!

We offer the possibility for our sponsors to lease a stand or stand space in the cocktail room. The number of stands should be limited to ten. So, please let us know as soon as possible if you wish to book a stand for this exceptional evening!

If you would rather display your product itself, we would be pleased to offer you this opportunity.

EXHIBITION ORGANIZATION

Place: The exhibition will be organised in the cocktail room or outside, depending of the kind of exhibition you choose.

Rates: Stand spaces (naked floor space) are available at the following rates: €500 for 9m² with or without a table (exclusive of 21% VAT). Exhibition space for products display has to be negotiated with the Organizer.



Stands and display areas are to be reserved through the attached Sponsorship Registration form that must be returned by email or fax to Belgian Legal Awards who will include the amount in the global sponsorship invoice immediately.

- The exhibition information containing all information regarding installation and removal of the stands, connection to the electricity grid and internet, rental of fully equipped stands as well as stand material, cleaning, flowers, chairs, tables etc., is to be requested and paid to Tour&Taxis.

ALLOCATION OF THE OPTIONS

Allocation of an award, stands and display areas will be allocated on a **“first come, first served”** basis.

↳ The location of your stand or the opportunity to choose the award to remit will depend on **the date of your registration as a sponsor.**





Belgian
Legal Awards
2007

Fax to: +32 2/ 550 35 35
Mail to : info@legal-awards.com

Sponsorship

PARTICIPATION FORM

Company/Firm:

Address:

VAT:

Representative:

Title/Position:

We want to **reserve**:
 1 to 5 extra tickets (165 € each): x 165 excl VAT = €
 6 to 11 extra tickets (162 € each): x 162 excl VAT = €
 a table for 12 (1,895 € excl VAT) – Square tables for the visual comfort

We want to sponsor the Belgian Legal Awards 2007, and chose this **package**: GOLD SILVER

If GOLD, we want to present the **award** to the best (Tick 3 and write 1,2,3 for your order of preference – 1 being the most wanted):

- | | |
|--|--|
| <input type="checkbox"/> Administrative & Environment | <input type="checkbox"/> Employment |
| <input type="checkbox"/> ADR & Arbitration | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Bank & Finance | <input type="checkbox"/> Intellectual Property |
| <input type="checkbox"/> Competition & Anti-Trust | <input type="checkbox"/> Real Estate & Construction |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Tax |
| | <input type="checkbox"/> Technology, Media & Telecommunication |
| <input type="checkbox"/> Legal Employer | <input type="checkbox"/> US Firm in Brussels |
| <input type="checkbox"/> Managing Partner | <input type="checkbox"/> Firm Flanders |
| | <input type="checkbox"/> Firm Wallonia |
| <input type="checkbox"/> Belgian Firm* | |
| <input type="checkbox"/> Contribution to the profession of company lawyers | <input type="checkbox"/> Legal Department* |
| <input type="checkbox"/> Transaction (<i>for a legal department</i>) | |

We want to **book**: naked floor space floor space with a stand (a table) display area

Cancellation policy

Cancellations and changes to your original booking/registration must be made in writing to the Belgian Legal Awards.

If written notice of cancellation is received:

- before 15th December 2006: 40% of the global amount will be retained
- before 31st December 2006: 60% will be retained
- before 15th January 2007: 80% will be retained

No refunds will be made for any reason after 15th January 2007.

Payment details

Sponsorship only valid after payment. An invoice will be sent. Sponsorship fee can be anticipated on your budget 2007.

- ✓ All payments should be drawn in favour of the **Belgian Legal Awards**. Please pay all bank charges so that the Belgian Legal Awards receives the full invoiced amount.

Bank Transfer to: Dexia Bank: 068-2436074-43
IBAN BE66 0682 4360 7443
Bic/swift: GKCBEBB

Date

Signature