



**Belgian
Legal Awards
2010**

"Reach the Unreachables"

An exclusive sponsorship opportunity

For the 5th anniversary of The Belgian Legal Awards



11th March 2010
Hotel LE PLAZA
BRUSSELS

CONCEPT

THE GENERAL IDEA

The Belgian Legal Awards (BLA) celebrates 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 awards for their area of practice. This evening is an opportunity to recognize the work of women, men and teams in the legal profession.

THE AWARDS

- Litigation & Arbitration Firm of the year
- Banking & Finance Firm of the year
- Competition & Anti-Trust Firm of the year
- Corporate Firm of the year
- Employment firm of the year
- Managing Partner of the year
- Best firm to work for
- Belgian Firm Firm of the year
- IP & IT & TMT Firm of the year
- Real Estate & Construction Firm of the year
- Tax Firm of the year
- US Firm in Brussels of the year
- Regional Firm of the year : Flanders
- Regional Firm of the year : Wallonia
- Most innovative Legal department
- Regulatory Firm of the year

THE JURY

The awards are determined by a panel of more than 100 well known professional judges. The panel is composed by lawyers, practitioners, general counsels, 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.

ORGANIZING SECRETARIAT

Belgian Legal Awards

Address: c/o Scipion
Bastion Tower, Level 20
Place du Champs de Mars - Marsveldplein 5
B-1050 Brussels

Phone: + (32) 2 550 38 20
Fax: + (32) 2 550 35 35
e-mail: info@legal-awards.com
Web: www.legal-awards.com



THE BELGIAN LEGAL AWARDS 2009

A GROWING SUCCESS



The last Belgian Legal Awards ceremony took place in March 2008 at Le Plaza. The record attendance of 600 participants in Tour & Taxis in 2007 was almost reached! The **fourth edition** of the Legal Awards is an undeniable success.

Various factors make this event such a success:

1. **The quality of our official partners** and especially the patronage provided for the European chapter by the President of the European Commission, Mr Barroso:
2. The thorough and professional work provided by our **numerous media partners** at both local and international levels:
3. Our **sponsors** who truly are committed to offering the most adequate and up-to-date products and services to the legal industry:
4. The **jury** of the Legal Awards is undoubtedly the most prestigious jury ever gathered in this country. Our judges provide this event with great legitimacy.
5. Last but not least, **the lawyers and in-house counsels** have done a tremendous job in compiling memos for the jury with professionalism. More than 200 memos remitted to the jury: a clear sign of commitment to the event!

Playing at home with European resonance

In London and in New York City, there are similar respectable ceremonies that grant such awards; none of them have the flavour of the Legal Awards. This is because in Brussels, firms are playing at home, in front of their public, their audience, their clients, their colleagues, and their bosses.

Brussels is THE world's legal capital. The exposure for the participants is thus even greater.

The event gathers together the biggest names from the legal world and it provided a unique networking opportunity.

OUR PARTNERS 2009

- *The institutional partners:*



- *The media partners:*



COMMENTS BOOK & PICTURES:

Encore bravo pour cette édition très réussie. Cécile Louchard, Senior Manager, PriceWaterhouseCoopers

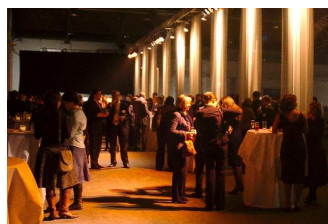
Félicitations pour le succès. A la prochaine édition. Amitiés. Christian Miroir, BFM

Mes félicitations pour cette soirée qui fut à nouveau un beau succès. Olivier Clevenbergh, Managing Partner, Stibbe

Congratulations for this success! Patrick Wilkins, Publisher and Chairman The European Lawyer Ltd.

Encore toutes nos félicitations pour la magnifique soirée des Legal Awards, l'organisation était vraiment impressionnante! Benoît EVRARD, Pyramiq SA

Thank you for your help for our attendance at the BLA. We were proud to be there and met a lot of very interesting persons. Katrien Willems & Emilie Van Laer President & President-associate ELSA Belgium



SOME FIGURES

The Belgian Legal Awards in figure:

- Potential for more than 600 participants at the Ceremony
- A jury of 100 prominent professionals
- More than 200 explanatory memos addressed to the jury
- A consolidated amount of 2500 business lawyers involved via their participating law firms
- 10 official media Partners
- More than 50 press covers, articles, ads, TV interviews, radio interviews at national and international level
- More than 30.000 hits on the official website.

EVENT VENUE & PROGRAMME 2010

EVENT VENUE

BRUSSELS

Decisions are made in Brussels. This cosmopolitan city is indeed not only the capital of Belgium and Europe but also the capital of the Legal World.

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.

Hotel Le Plaza Brussels

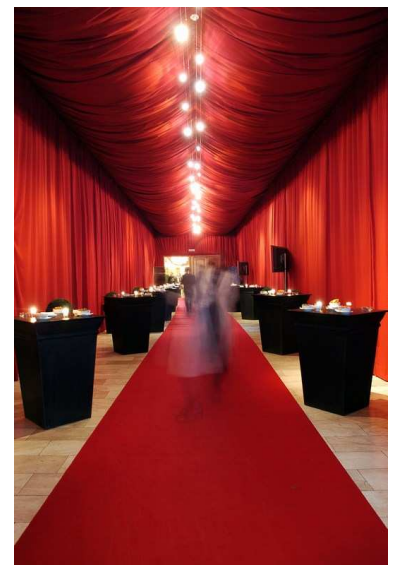
Boulevard Adolphe Max 118-126,
Brussels,
Tel.: +32-2-278 01 00 –
Fax : +32-2-278 01 01
www.leplaza-brussels.be

Le Plaza Hotel is one of the most prestigious palace in Brussels. Its refined Art Deco Theatre provides an exceptional top class venue for our event.

- Parking available at 200 m from the hotel
- Shuttle service provided
- Specific discount negotiated with the hotel for rooms (165€)

PROGRAMME

18:30	Doors opening and Cocktail – Stands visit
19:30	Opening session
	🍷 First course
	🍷 Second course
	🍷 Dessert
22:50	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 gather together the most prominent decision-makers in the legal professions.

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 Legal Awards ensure your visibility and a personal contact with them: which greatly adds to the value of your development

Some figures:

- | |
|---|
| ◆ Average Annual income of a partner in top Belgium business law firms: 520,000 € |
| ◆ Annual Turn over of the 5 largest Belgian law firms is above 30,000,000 € (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 award 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 program, 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%)
specific tailor-made sponsorship can be discussed if the standard packages do not exactly meet your needs.*

EXHIBITION OPPORTUNITY

CONCEPT

A great opportunity to be better known amongst 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 is strictly limited. 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 (empty floor space) are available at the following rates: €1500 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 via email or fax to Belgian Legal Awards who will include the amount in the global sponsorship invoice immediately.

- The exhibition information contains 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 "Le Plaza".

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.**



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 11 (1,795 € excl VAT)

We want to sponsor the Belgian Legal Awards 2009, 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"/> Litigation & Arbitration Firm of the year | <input type="checkbox"/> IP & IT & TMT Firm of the year |
| <input type="checkbox"/> Banking & Finance Firm of the year | <input type="checkbox"/> Real Estate & Construction Firm of the year |
| <input type="checkbox"/> Competition & Anti-Trust Firm of the year | <input type="checkbox"/> Tax Firm of the year |
| <input type="checkbox"/> Corporate Firm of the year | <input type="checkbox"/> US Firm in Brussels of the year |
| <input type="checkbox"/> Employment Firm of the year | <input type="checkbox"/> Regional Firm of the year: Flanders |
| <input type="checkbox"/> Managing Partner of the year | <input type="checkbox"/> Regional Firm of the year: Wallonia |
| <input type="checkbox"/> Best firm to work for | <input type="checkbox"/> Regulatory firm of the year |
| <input type="checkbox"/> Most innovative legal department | <input type="checkbox"/> Belgian Firm of the year* |

We want to **book**: empty floor space floor space with a stand (a table)

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 2009: 40% of the global amount will be retained
- before 31st December 2009: 60% will be retained
- before 15th January 2010: 80% will be retained

No refunds will be made for any reason after 15th January 2010.

Payment details

Sponsorship only valid after payment. An invoice will be sent. Sponsorship fee can be anticipated on your budget 2008.

- ✓ 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