



WLA **DUBAI**
2023
THE POWER OF NEW THINKING

**WORLD
BUSINESS
& LAW
CONFERENCE**

8-9 FEBRUARY 2023, DUBAI



Dear partners,

We are pleased to announce that World Law Alliance enters a new phase in 2023 with the coming together of Leaders from around the world of business and law at the WLA 2023 DUBAI, World Business and Law Conference.

At WLA 2023 DUBAI, we come together with the ambition to make it 'THE' Global Event to be witnessed by anyone in business, in the practice of Law and modern Legal Tech industry.

This is an event for all stakeholders - including lawyers and law firms, corporate counsel, business leaders, legal societies, legal tech companies, associations, policy-makers, bodies, consultants, authorities, et al.

Together with them, our partners, sponsors, our supporters and the media, we bring WLA 2023 DUBAI to you.

Join us now, before we get too crowded.

w o r l d l a w a l l i a n c e . c o m

OUTPACE CHANGE WITH NEW THINKING.

At a time when the world is witnessing profound change, #WLA2023Dubai brings together who's who of the world & innovators in law and business to ask a simple question:

What is NEW?
What is NEXT?
Are we thinking NEW?

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ACCELERATE BUSINESS TRANSFORMATION

Successful transformation is not simply a question of investing in the conventional systems that are not effective any more. Culture defeats strategy every time.

Gain competitive advantage with WLA innovative resources and programs. How WLA integrated global Legal business resources can help your organization to drive real business progress.



IMMERSE YOURSELF IN THE EVER NEW POSSIBILITIES.

Explore how leading companies faced with an ever-accelerating pace of change are unlocking the power of modern systems, contracts and experts and re-engineering the systems to mitigate risk and power their businesses for the new world, as they share their secrets for creating successful businesses.

Learn about inspirational approaches, latest tools and trends in law practice and legal management and gain insights on the new world ecosystem driven possibilities.

Dive deep into the systemic approach to LAW in today's world.

Snapshots from innovators and initiators around most compelling discoveries around how LAW TRANSFORMS BUSINESSES.

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With intense deliberation around topics that transform businesses such as Restructuring, IP, Mergers and Acquisitions, New Investments, Process Automation, Cyber Security, Data Privacy, eDiscovery, Contract Life cycle Management, dispute management and much more, #WLA2023DUBAI offers curated deep dives into the latest in legal technology and integrated practice of Law.



WLA 2023 DUBAI is one among the series of most prestigious International LEGAL AND BUSINESS conference created, organized and owned by World Law Alliance.

WLA 2023 DUBAI provides the ultimate platform for legal professionals and business leaders to connect & collaborate on the latest thinking of how to move businesses forward.

WLA 2023 DUBAI brings together over 200 dispute resolution professionals and business leaders including top lawyers, in house counsel of global corporations, internationally recognized arbitrators and mediators, academics, and leaders at dispute resolution institutions, decision-makers from MNC's, research institutions, technology industries, government representatives, and some of the world's innovators all coming together to know and adopt, what Next.

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WHAT'S IN IT FOR YOU?

As anyone in the practice and business of law and anyone in the business, your participation in WLA 2023 DUBAI is a must. It puts you in league of today's business and professionals in law.

#WLA2023Dubai is more than a conference – it's a power-packed experience where connections are real and opportunities are endless - filled with inspiration, insights, connections & transactions.

Packed with opportunities that will help you and your profession or business innovate, succeed, and stay ahead of the competition, there's no better place to engage with the community, establish your presence, build buzz and drive demand.

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CONFERENCE PROGRAM OVERVIEW



With intense deliberation around topics that transform businesses such as restructuring, IP, mergers and acquisitions, New investments, Process Automation, Cyber Security, Data Privacy, eDiscovery, Contract Life cycle Management, dispute management and much more, WLA 2023 DUBAI offers curated deep dives into the latest in legal technology and integrated practice of Law.

TENTATIVE SCHEDULE

7 FEB 2023

19:00
PRE-EVENT
RECEPTION DINNER

8 FEB 2023

09:00 Opening plenary
10:45 Coffee break
11:15 Sessions / Panel
13:00 Lunch
14:00 Session
15:45 Coffee break
16:15 Sessions / Panel

19:00 Gala Dinner

9 FEB 2023

09:00 Keynotes
10:45 Coffee break
11:15 Sessions / Panel
13:00 Lunch
14:00 Closing Plenary
16:00 Short Excursions

10 FEB 2023

FULL DAY AND HALF
DAY EXCURSIONS



**SPONSORSHIP & PARTNERSHIP
OPPORTUNITIES**

LEAD PARTNER / HOST

EXCLUSIVE POSITION | USD 35,000

This top-tier package is fully customized opportunity that takes care of all the CUSTOM needs woven into the event. This almost ensures that the event is fully compliant to the ROI of sponsor. However a fine balance is maintained in the content, delivery, structure and audience of the conference to ensure its uniqueness and creativity.

This exclusive package offers highest level of

visibility and branding before, during and post event and maximizes your involvement at the WLA 2023 DUBAI with the delivery of a session on a topic of your choice.

Partner status can be attained by choosing a combination of items totaling USD 35000 or more. The highest bidder becomes the EXCLUSIVE PARTNER with a range of exclusive benefits.

ADVANTAGE

- Eight Complimentary Tickets to the WLA 2023 DUBAI. (names to be provided by the Early Bird Registration date)
- Three-minute event partner video profile to be PREMIERED on event day and hosted on event website and all other WLA Channels (partner to supply)
- 20-Minute Executive Main Stage Keynote (Approved by WLA) / Presentation Integrated
- 35 Minute Exclusive Panel Session (Topic with WLA Approval)
- Exhibit Exhibition / Lounge Area / Booth on most prominent position
- Recognition During Key / Plenary Session
- Additional bulk Conference registrations (Only for the Main Partner)
- Additional conference dinner invites on special price
- Prominent Branding Throughout Conference Venue and on website
- Pre-event, on-site and post conference social media outreach
- Pre-event and on-site LinkedIn, Facebook, Insta promotions
- Pre-Event Promotion & Outreach – On event web page – On virtual platform – On marketing emails – On delegate joining instructions
- Prominent Branding Throughout Conference Venue
- Additional bulk Conference registrations (Only for the Main Partner)
- Additional Conference dinner invites on special price
- Opportunity to Add Custom Question to the Post-Event Attendee Survey
- Logo on all post-conference publicity and Videos
- Post event thank you email blasts



GOLD SPONSOR

3 SLOTS | USD 20,000

Gold sponsorship is second from top partly customized opportunity that takes care of the important needs of the client and woven into the event. Gold Partner status can be attained by choosing a combination of items totaling min of USD 20000. The WLA team will work along with you to create the best plan that will suit your business goals.

- Five complimentary registrations (names to be provided by the Early Bird Registration date)
- Early Bird registration rate for any number of additional organization registrants
- 35% Discount on speaking slots
- 25% Discount on all other opportunities of the year
- One (1) 6' x 6' exhibitors space
- Dedicated reserved seating area for sponsor use in the Business Lounge
- Sponsor Logo Recognition within the Business Lounge
- Company Logo and Profile Inclusion on Website
- 30 Second Non-audio Video - AV presentations of one minute repeated during lunch and coffee breaks
- Logo Placement on Registration Confirmation, On-site Signage, Opening Keynote Slide

SILVER SPONSOR

MULTIPLE SLOTS | USD 10,000

Silver Partner status can be attained by choosing a combination of items totaling min of USD 15000. The WLA team team will work along with you to create the best plan that will suit your business goals.

- Four complimentary registrations (names to be provided by the Early Bird Registration date)
- Early Bird registration rate for any number of additional organization registrants.
- 25% Discount on speaking slots
- 15% Discount on all other opportunities of the year
- One (1) 6' x 6' exhibitors space
- Logo Placement on Registration Confirmation, On-site Signage, Opening Keynote Slide
- LinkedIn promotions

CHOOSE YOUR SPONSORSHIP OPTIONS

Conference Badge Lanyards USD 8,000

Be the name everyone is wearing on their necks by sponsoring the lanyards.

QUANTITY: 1

Conference Bags USD 5,000

Have your logo prominently displayed throughout the conference on the attendee meeting bag. The bag is designed to be reused after the Conference has ended. Sponsorship includes 1 main panel design and 1 pre-approved bag insert.

QUANTITY: 2

Delegate bag promotional insert USD 4,000

Have a direct contact with every single participant by inserting your advertising in the delegate conference bags (about 500). The final document for the conference bags insertion must be supplied by sponsor (A4 or A5 size flyer or leaflet) in due time (deadlines communicated separately).

QUANTITY: 4

Room Drops USD 5,000

With the majority of attendees staying at the conference hotel, you'll have a chance to welcome them with a branded room drop. We'll work with you to find the right item that will leave a lasting impression. *Please note the sponsorship fee does not include the item you choose to room drop, however it does include the room drop fees charged by the hotel.

QUANTITY: 2

Presentation Opportunity (Subject to Approvals)

5 Minutes stage time USD 3,000
10 Minutes stage time USD 4,000
15 Minutes Video Presentation USD 5,000

QUANTITY: 6

Keynote Sponsor USD 5,000

Subject to approvals, deliver a 30 min keynote after the lunch session.

QUANTITY: 2

WLA20 Sponsorship USD 3,000

This sponsorship opportunity allows a single thought leader from the sponsor's company to participate in the WLA20 session. Sponsoring companies may also provide a "pull-up banner" subject to WLA specifications to display in session room.

QUANTITY: 2

Pre-Event Night Reception USD 5,000

Sponsor the night opening reception and mingle with attendees before the hustle and bustle. Includes an opportunity to briefly talk about your company before opening the reception. Your logo will also be included in event communications and on signage at the event.

QUANTITY: 2

Bag Inserts USD 1,000

1 page double-sided / 8.5"x11" or smaller. The insert must be pre-approved prior to shipping to the show site. Items that may be substituted instead of a flyer include pens, screen cleaner, post-it notes, etc.

QUANTITY: 5

CHOOSE YOUR SPONSORSHIP

Conference T-Shirt USD 2,000

Your company's name will be listed on the back of the conference t-shirt.

QUANTITY: 1

Coffee Breaks USD 6,000

Coffee breaks are high-traffic networking opportunities that take place between sessions. Take the opportunity to place your logo in front of eager beverage seekers. Your logo will be placed on signage at the Coffee Bar.

QUANTITY: 6

WLA MEDIA USD 5,000

WLA MEDIA is a dedicated, interview style recorded session to be used during and post conference. This 5-10 minute segment is structured to bring out the key products and vision of your organization.

QUANTITY: 8

Master Class USD 5,000

Present a 90-minute or 60-minute master class to attendees. You must work with WLA's Team on content to ensure session aligns with WLA's Program Priorities and offers interesting education.

3 (60- OR 90-MINUTE SLOTS)

Conference Newsletter USD 1,000

Four (4) email newsletters are sent to registered attendees prior to WLA. These newsletters contain essential information

attendees need to know before they attend.

Position your brand in front of attendees in advance, so they know to visit your booth at conference. Your company logo and brief description to appear in one (1) e-newsletter.

QUANTITY: 8
(FOUR ISSUES - TWO SPONSORS PER ISSUE)

Drink Tokens (10) USD 200

Registered attendees will receive drink tokens with their registration - you can purchase additional tokens to distribute to your favorite clients. This product offers a pack of 10 drink tokens.

QUANTITY: 10

E-mailing campaign USD 4,000

Reach out to over 10k prospects including pre-registered participants of the Conference, before and during the Forum to inform them of your presence and keep in touch after the event, to prolong the learning experience.

QUANTITY: 10

Keynote Live Streaming USD 5,000

Sponsor the video streaming of the conference keynotes to our virtual community. Spotlight your logo alongside the Great Place to Work® brand and specific keynote sponsors to provide the public access to our world-class content and help us spread our mission of creating great workplaces for all.

QUANTITY: 5

Gala Dinner Partner USD 8,500

The Gala Dinner at WLA 2023 DUBAI is the perfect opportunity to network and meet both new and old business associates and customers.

- Two complementary seats at the Gala Dinner.
- Roll-up banners with your logo will be displayed at the Gala Dinner and you will be provided with a separate table for your promotional material.
- Acknowledgement by Local Host at the welcome speech.
- Corporate branding on all communication referring to the dinner.
- Corporate branding on the event website wherever the dinner is mentioned.
- Your logo on all menus and tent-cards.

QUANTITY: 2

Branded Water Bottles USD 1,000

Attendees will appreciate your contribution to their hydration with a water bottle branded with your logo.

QUANTITY: 1

Event Website Advertising USD 2,000

Attendees, industry professionals and exhibitors constantly access the event web site leading up to and throughout the event. Your web site landing page will reach a targeted industry audience, even those who are unable to attend the conference.

QUANTITY: 10

SPEAK OR MAKE YOUR PRESENTATION AT WLA2023 DUBAI



Speaker submissions

WLA2023 DUBAI features a lineup of speakers who are leaders in the industry and those who are inventing and redefining in this fast changing world.

Our objective is to combine topics on the most pressing issues of the day with the thought leaders who are moving those issues forward.

Speaking at our event offers numerous benefits including an unparalleled platform to gain exposure for your practice or institution; increased credibility for your business, project or team; and the opportunity to convey your goals and vision.

WLA provides the highest quality programs throughout the year and this is because of the thought-leaders, disruptors, and innovators who speak at our events.

If you are an industry expert with years of experience, are on the verge of the next leap in industry innovation or if you are interested in the opportunity to share your expertise through our programs, we want to hear from you! Please email us the following:

- Name
- Title
- Company/Organization
- Short Bio (no more than 500 words)
- Description of Area of Expertise
- Links to: Website, LinkedIn
- Previous Speaking Engagements IF ANY (videos, podcasts, webinars, etc.)
- Articles, Press, Blogs, etc.

- Relevance and why you are interested in speaking at a WLA event.

PLEASE NOTE:

Once you have submitted a proposal, we will only confirm receipt of your submission.

Due to the high volume of submissions we receive, if you have already submitted a proposal within the past year, please refrain from resubmitting.

As a non-profit, all speaking opportunities are unpaid. If you require an honorarium, fee, or reimbursement of expenses (travel, etc.) to speak, please do not submit a proposal.

Proposals are accepted year-round.

FOR MORE DETAILS PLEASE CONTACT

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WHY SPONSOR WLA2023DUBAI ?

REACH THE BIGGEST BUYERS IN THE WORLD

- The leading global event for the legal industry.
- Attracts some of the biggest law firms and companies in the world.
- Attracts more than 350 industry professionals worldwide.
- Reaches over 1 lac prospects in 100+ countries
- Promote your company brand and products to the most prestigious brands of law and legal in the world across 100+ countries.

BUILD NEW BUSINESS RELATIONSHIPS

- Scheduled coffee and lunch breaks and the pre-dinner drinks reception will provide a great opportunity to be seen and network.
- Potential new clients and existing clients use this event as a meeting place.

ALIGN YOUR BRAND TO A WORLD CLASS EVENT

- Be associated with this prestigious event that promotes innovation.
- WLA is becoming synonymous with best practice and excellence in the global business law segment.

SPONSORSHIP BENEFITS = BRAND ALIGNMENT

- Sponsorship of WLA provides a perfect platform to boost your brand profile.
- Associate your organization with best practice in the sector.
- The event will attract significant interest from the industry, media coverage and includes hundreds of eminent guests from the diverse sectors.

WHO ATTENDS & WHY?

SENIOR EXECUTIVES FROM

- Fortune / Global Companies
- Startups / Mid-size and Small Businesses
- Big and Boutique Law Firms
- Government Organizations
- Financial institutions
- Associations
- Public Bodies

WHY THEY ATTEND

- Network with like-minded professionals
- Learn about key industry issues
- Generate ideas
- Forge partnerships
- Identify opportunities
- Boost reputation
- Celebrate excellence

THINKING OF SOMETHING SPECIAL FOR YOUR PARTNERSHIP?

If there are any further add-ons that you would like to include in your sponsorship package, please don't hesitate to contact us. We would be more than happy to develop a solution that can meet your needs.

Please email us at:
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DUBAI

WLA 2023

WEBSITE

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CONTACT

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