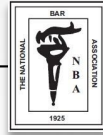


THE COMMERCIAL LAW SECTION
Connecting People, Ideas and Opportunities



NBA-CLS's 34th Annual Corporate Counsel Conference
Turning Action Into Impact
February 24-26, 2021

A VIRTUAL EXPERIENCE



Who We Are

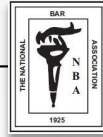
Founded in 1925, the National Bar Association is the oldest and largest association of African-American Attorneys and judges in the United States.

Our History

In 1987 a small group within the National Bar Association Commercial Law Section (“NBA-CLS”) met to consider ways for NBA members in business practice to meet with institutional corporate clients for the purpose of developing professional relationships and to create opportunities for institutional entities to seek out, meet and refer outside legal matters to African-American attorneys. This core group organized the first Corporate Counsel Conference in 1988 in Chicago, Illinois. Throughout the years, the Corporate Counsel Conference has continued to grow in size, visibility and influence.

Our Mission

The mission of the NBA-CLS is to bring its outside and in-house counsel members together in order to increase the diversity of outside counsel representing Corporate America, diversify the ranks of corporate legal departments, and to provide networking and educational forums to address the interests of NBA members practicing in the area of commercial and corporate law. The NBA-CLS is also committed to serving the community and expanding the pipeline of African-Americans entering the legal profession.



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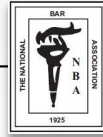
About 2021's Virtual Annual Corporate Counsel Conference

The NBA-CLS's 34th Annual
Corporate Counsel Conference
will be held virtually February 24-26, 2021.

Drawing approximately 350 attendees each year, the Corporate Counsel Conference is designed to promote our mission by providing continuing legal education on a variety of substantive law topics, a law firm expo, signature panels, and wonderful networking, sharing and learning opportunities for corporate and outside counsel.

This year's virtual platform will allow for even greater opportunities to "Connect People, Ideas, and Opportunities" through virtual Fireside Chats, Peaks Behind the Corporate Veil, Practice Area/Industry Discussion Groups, and the Law Firm Expo.

Through innovation and technology, we will ensure that your participation in the 2021 Conference is worthwhile and meaningful.



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2021 Corporate Counsel Conference Honorary Co-Chairs



Emanuel Alves
Senior Vice President and
General Counsel at John Hancock



Ellen M. Fitzsimmons
Senior Executive Vice President,
Chief Legal Officer and Head of
Enterprise, Diversity and Inclusion
at Truist Financial Corporation



Kimberley D. Harris
Executive Vice President of
Comcast Corporation and
General Counsel of NBCUniversal



Tricia McDermott Thompkins
EVP, General Counsel and
Corporate Secretary
at Perry Ellis International



Participating Corporations

Participating Corporations* in the NBA-CLS's 2021 Corporate Counsel Conference include:

- Adtalem
- Aerotek, Inc.
- Aflac
- Apple
- BBC Studios
- BIC
- Chevron U.S.A
- Collins Aerospace
- The Coca-Cola Company
- Eaton Corporation
- Ford Motor Company
- The Fresh Market, Inc.
- G6 Hospitality (Motel 6)
- The Home Depot
- HP Inc.
- Liberty Mutual Insurance
- Mary Kay Inc.
- Medtronic
- Microsoft
- NASCAR
- National Express
- Norfolk Southern
- Penske Entertainment Corp.
- Perry Ellis International
- Rockwell Automation
- Sara Lee Frozen Bakeries
- SCL Health
- Southwire
- State Farm Insurance
- Tesla
- Toyota Motor North America, Inc.
- Truist
- UPS
- ViacomCBS
- WarnerMedia



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Virtual Fireside Chats

Join us for Fireside Chats
featuring very senior in-house
counsel at major corporations

Medtronic

TOYOTA

Aflac

State Farm

The Coca-Cola Company

Liberty
Mutual

EAT•N

Aerotek
Our People Are Everything™

G6 Hospitality

NORFOLK SOUTHERN

SCL Health

PENSKE

national express | school transit shuttle

MARY KAY
ENRICHING WOMEN'S LIVES

ADTALEM
GLOBAL EDUCATION



Virtual Peeks Behind the Corporate Veil

To provide CLS members with an **inside look** into various corporations and their legal departments in order to gain insights and information not publicly available about the corporation's lawyers and legal department.

To help CLS members learn what it takes to get business from corporate clients and service those clients effectively.

To promote connections among CLS members and members of corporate legal departments by creating an environment in which CLS members learn about a corporation, its legal department, its current and anticipated legal needs in light of the company's business strategies, its expectations for working with legal counsel, what it sees as the opportunities and challenges facing its industry, and its diversity and inclusion initiatives.

TOYOTA

NASCAR

national express | school transit shuttle





Other Virtual Conference Activities

1

Virtual Networking Groups

Virtual practice area/industry discussion groups in which in-house counsel from different corporations practicing in similar industries and areas will participate in a moderated discussion with members of the Section who practice in that same industry/practice area.

2

Virtual Law Firm Expo

Virtual law firm expo in which in-house and outside counsel are matched for one-on-one virtual informational interviews.



Diversity, Equity & Inclusion for African-American Attorneys

Too often, when times become difficult, diversity and inclusion initiatives and funding have been the first financial casualties. Now more than ever, we are looking to corporate and law firm partners to continue to support the NBA-CLS and our mission of diversity, equity, and inclusion. Our 2021 sponsorship levels have been adjusted to reflect our virtual platform, and we have exciting new benefits at certain levels that go well beyond the conference, and will last throughout 2021.



2021 NBA-CLS ANNUAL CORPORATE COUNSEL CONFERENCE SPONSORSHIP OPPORTUNITIES

**Platinum
Sponsors**

**Gold
Sponsors**

**Silver, Bronze,
and Mobile
App Sponsors**



2021 Annual PLATINUM Sponsor Benefits – \$10,000

Corporate Counsel Annual Conference Benefits

- Platinum sponsorship recognition in all digital materials and on all NBA CLS media platforms, including the NBA-CLS website, LinkedIn page, and MobileApp
- Verbal recognition at Conference opening and closing events
- Sixteen (16) complimentary registrations to the Conference
- Up to three (3) attorneys to speak on a Conference CLE panel or moderate special practice area, industry, and/or other networking sessions, including Fireside Chats with Senior In-house Counsel or Virtual Peeks Behind the Corporate Veil (subject to expertise and availability)
- Priority selection for Virtual Peeks Behind the Corporate Veil networking events (but no more than 4 attorneys from a single law firm can participate in a single session)
- Opportunity to present a video/commercial at the Conference highlighting your law firm, its attorneys, and initiatives or your organization, its products, services, and /or initiatives before or after a virtual program session

Year-Long Benefits

- Spotlight for four (4) diverse attorneys on all NBA CLS media platforms
- Up to four (4) attorneys to participate in NBA CLS Regional event (post-conference event)
- CLE presentation opportunity for CLS membership, such as a webinar or other virtual program (post-conference event)
- CLE presentation opportunity to NBA CLS corporate partner (subject to availability)
- Company and/or firm icon and hyperlink on all NBA CLS media platforms
- Sponsor of the month “spotlight” on all NBA CLS media platforms
 - For the month, sponsor will be able to highlight their law firm or company, including their attorneys, events, and programs and their commitment to diversity and inclusion on all NBA CLS media platforms
- One (1) article published on the NBA CLS media platforms or alert/advisory emailed to CLS membership and featured on NBA CLS media platforms



2021 Annual GOLD Sponsor Benefits – \$7,500

Corporate Counsel Annual Conference Benefits

- Gold sponsorship recognition in all digital materials and on all NBA CLS media platforms
- Verbal recognition at Conference opening and closing events
- Twelve (12) complimentary registrations to the Conference
- Up to two (2) attorneys to speak on a Conference CLE panel or moderate special practice area, industry, and/or other networking sessions (subject to expertise and availability)
- Priority selection for Virtual Peeks Behind the Corporate Veil networking events (but no more than 4 attorneys from a single law firm can participate in a single session)

Year-Long Benefits

- Spotlight for three (3) diverse attorneys on all NBA CLS media platforms
- Up to two (2) attorneys to participate in NBA CLS regional event (post-conference event)
- CLE presentation opportunity for CLS membership, such as a webinar or other virtual program (post-conference event)
- CLE presentation opportunity to NBA CLS corporate partner (subject to availability)
- Company and/or firm icon and hyperlink on the NBA CLS media platforms
- Sponsor of the Month “spotlight” on all NBA CLS media platforms
 - For the month, sponsor will be able to highlight their law firm or company, including their attorneys, events, and programs and their commitment to diversity and inclusion on all NBA CLS media platforms
- One (1) article published on the NBA CLS media platforms or alert/advisory emailed to NBA CLS membership and featured on NBA CLS media platforms



Sponsorship Level	Corporate Counsel Annual Conference Benefits	Year-Long Benefits
2021 Annual SILVER Sponsor Benefits – \$5,000	▪ Silver sponsorship recognition in all digital materials and on all NBA CLS media platforms ▪ Eight (8) complimentary registrations to the Conference ▪ One (1) attorney to speak on a Conference CLE panel or moderate special practice area, industry, and/or other networking session (subject to expertise and availability)	▪ Spotlight for two (2) diverse attorneys on all NBA CLS media platforms ▪ Company and/or firm icon and hyperlink on the NBA CLS media platforms ▪ One (1) article published on the NBA CLS media platforms or alert/advisory emailed to NBA CLS membership and featured on NBA CLS media platforms
2021 Annual BRONZE Sponsor Benefits – \$2,500	▪ Bronze sponsorship recognition in all digital materials and on all NBA CLS media platforms ▪ Four (4) complimentary registrations to the Conference <i>*Limited to law firms with 100 attorneys or less</i>	▪ Spotlight for one (1) diverse attorney on all NBA CLS media platforms
2021 Annual MOBILE APP Sponsor Benefits – \$5,000	▪ Mobile Application sponsorship recognition in all digital materials and on all NBA CLS media platforms <i>*Limited to corporations and special conference sponsors; five (5) opportunities available</i>	▪ Company logo displayed on the Mobile App banner for the year

**FOR QUESTIONS REGARDING SPONSORSHIP OPPORTUNITIES
OR THE INFORMATION IN THIS SLIDE DECK,
PLEASE CONTACT THE NATIONAL BAR ASSOCIATION COMMERCIAL LAW SECTION
at Info@nbacsl.com**