



ASU-ARKFELD eDISCOVERY AND DIGITAL EVIDENCE CONFERENCE

The Center for Law, Science, and Innovation (LSI) at the Sandra Day O'Connor College of Law at Arizona State University has been an established leader and innovator in the education and application of technology law and policy for over 30 years. With this goal in mind, LSI partnered with author, educator, and eDiscovery expert Michael Arkfeld to create the **ASU-Arkfeld eDiscovery and Legal Analytics Program**. The program is built on the success of its flagship event, the annual **ASU-Arkfeld eDiscovery and Digital Evidence Conference**.

This innovative conference, started in 2012, focuses on the practical and cutting-edge issues affecting electronic information, information governance, and data analytics. Over the course of three days, leading jurists, attorneys, and legal and technological professionals discuss a wide array of eDiscovery issues, examine established precedent and projected new challenges, and explore current and emerging technologies. All attendees, whether novice or expert, find valuable knowledge, new ideas, and networking opportunities at the conference.

In addition to the educational elements of the conference, participants and service providers have a unique and valuable opportunity to showcase their expertise in an intimate setting, grow their network, and promote their services to a variety of potential end users.

Conference attendees include up to 200 top-tier speakers, state and federal judges, attorneys, corporate counsel, government representatives, paralegal and IT support personnel, service providers, students, and other legal and technological professionals.

LSI PROGRAM PARTNERSHIPS: YEAR-ROUND OPPORTUNITY

LSI's programs are expanding, leading to growing events, new student programs, and additional projects. This development creates the opportunity for long-term partnerships with more options, allowing leaders in this field to customize participation on a year-round basis. The ASU-Arkfeld program now features an annual workshop on Legal Analytics and Big Data every fall, as well as targeted CLE programs, webinars, student coursework and speaker series, and more.

The Legal Analytics workshop is an invite-only, off-the-record roundtable discussion, launched in 2016. The event includes 30+ experts from law firms, corporate counsel, analytics consultants, and academia, with the common goal to better define, characterize, and project the future of the field of legal analytics, and to identify priority areas for education and research.

Depending on your goals, sponsorship packages can be customized to maximize the impact of your investment and create unique opportunities beyond the conference. ASU-Arkfeld program partnerships are designed to improve sponsors' visibility, increase opportunities to showcase your expertise and engage in educational programming, demonstrate community engagement, take advantage of ASU's expansive network of resources, and target multiple demographics.

ASU Law resides in the Beus Center for Law & Society, in the heart of downtown Phoenix. The law school's new building has state-of-the-art technology, which includes digital displays both inside and outside the building. Partners and sponsors can be featured year-round, not only to law school affiliates and event attendees, but to the Phoenix community as well.

SPONSORSHIP PACKAGES

\$20,000 - Law, Science, and Innovation Executive Sponsor (includes CLE partnership)

In addition to becoming an ASU-Arkfeld Program Partner and Tera Level Conference sponsor:

- One exclusive, custom full-day CLE program and reception: hosted by ASU Law, featuring a topic and speaker(s) of your choice, and displaying your organization as the sole sponsor of the event
- Membership on the LSI Executive Council, the center's advisory board
- Participation in conference and workshop planning committee meetings
- Year-round recognition as a sponsor of LSI, with logo on all LSI events, website, and printed and electronic marketing materials (not limited to ASU-Arkfeld programs)
- Inclusion and representation on ASU Law's digital donor wall
- Partnership announcement on LSI website, blog, and social media

\$10,000 - ASU-Arkfeld eDiscovery and Legal Analytics Program Partner

- *Tera Level Conference Sponsorship Package, plus...*
- Two (2) representative participants at invite-only "Big Data & Legal Analytics" expert roundtable
- Speaking opportunity at fall analytics workshop on topic of your choice
- Workshop sponsorship credit, including logo on all materials and event website
- Partnership announcement featured on program website, LSI blog, and social media

\$6,000 - Tera Level Conference Sponsor

- *All Giga Level sponsorship benefits, plus...*
- Participation as a panelist by one (1) sponsor representative at the eDiscovery Conference
- Admission to the entire conference for two (2) additional sponsor representatives
- Email list for all attendees at conclusion of conference
- Optional add-on: Private demo room (limited availability)

\$3,500 - Giga Level Conference Sponsor

- Admission to the entire conference for one (1) sponsor representative
- One (1) insert or publication to be included with conference materials
- Recognition on printed program, event website, and electronic marketing materials
- Discount registration code to provide clients 30% off conference admission
- Table exhibit at the conference for all three days

\$2,500 - Mega Level: Breakfast or Lunch Sponsor (limited availability)

- Admission to the entire conference for one (1) sponsor representative
- Recognition on printed program, event website, and electronic marketing materials
- Discount registration code to provide clients 30% off conference admission
- Sponsor's name, logo, and marketing/educational materials exclusively displayed on dining tables

\$500 - Swag item add-on (open to Giga Level and above):

Sponsor designs and provides swag items (200 count) to be distributed to every attendee at registration; choice of USB pens, lanyards, or tote bags (*first come first served; some conditions apply*)

\$1,000 - \$3,000 - CLE Program add-on:

Lunch, half-day, and co-sponsorship program options are available, hosted by ASU Law - ask for details!

NEW! Bring a Friend Bonus:

In an effort to expand the conference and diversify the dialogue, we ask each sponsor to bring a corporate client or colleague to the event - for free! Complimentary registration for your guest is included in your sponsorship.