

LEGAL REVOLUTION 2024

EXHIBITOR AND SPONSORING OPTIONS

14. + 15. MAI NÜRNBERG MESSE





Aleksandr Veys
Chief Events Officer
Legal Revolution

Welcome to the exhibition and partner site of the Legal Revolution 2024. My name is Aleksandr Veys, I am the chief events officer and I will guide you through the different exhibition and partner options. Let's start:

1. Format

2-day expo congress at "NürnbergMesse" (NCC –West)

lectures, best practices, workshops, experience zone, exhibition spaces, lounges, international corner, recruiting area

2. Target Audience

- **Corporate Legal Departments** Corporate decision-makers that drive change management on a strategic level
- **Law Firms** Legal tech experts and lawyers that handle digital transformation from boutique law firms to medium-sized to international player
- **Compliance Sector** Compliance departments and consultants
- **Young Professionals** Next generation leading experts
- **Students and Universities** Next generation business mover
- **Associations and Organization** Legal tech affiliates
- **Recruiting Focus** HR Partner and legal career interested professionals

3. Digital Evolution

- Application of Law and Data Analysis
- Organization and Management
- Compliance and Risk
- Specialist information and Education
- Cooperation and Support
- Commercial Law Consulting and other Specialized Fields
- HR, Consulting and Services, Marketing

4. Partner Country 2024

Italy : Official Country Partner

REVIEW - LEGAL REVOLUTION 2023



NUMBERS

Exhibitors and Partners

75+

Attendees (2 Days)

1250+

Lectures and Panels

80

Speaker

100

A SELECTION OF EXHIBITORS AND PARTNERS



Rödl & Partner



LAWLIFT



THE DIVERSITY OF THE LEGAL REVOLUTION 2024



Be there or be square

EXHIBITION OPTIONS

Choose either an Exhibitor or Sponsoring option

| 1. STARTUP / STARTER Package | 2. BASIS Package | 3. CUSTOMIZED Package |
|--|--|---|
| <p>Legal Revolution offers start-ups (not older than 5 years) the opportunity to exhibit at the LR 2024 at favorable special conditions.</p> <p>These exhibition spaces are limited.</p> <p>Present your solutions briefly and concisely 'On Stage' in the LR StartUp Lounge.</p> <p>In essence: 'Content-to-go' as a short presentation, 10 minutes (including moderation by LR 2024)</p> <ol style="list-style-type: none"> 1. Stand area 2 x 2 m 2. Basic framework incl. white walls / aisle sides, open side walls, 0.5 mPower connection 230V/2A, triple plug 3. 2 x full tickets for staff 4. 4 x tickets for clients and partner  | <ol style="list-style-type: none"> 1. Exhibition Space: starting from 6m² every additional m² : 960 € 2. 2 x full tickets for staff 3. Discount for Partners and clients: 20% 4. Marketing presence with Marketing Kit and company information on the website 5. Mentioning in LR 2024 Flyer with logo 6. Mentioning in print and online, before, during and after the event  | <ol style="list-style-type: none"> 1. Exhibition Space: per m²: 950 € 2. Staff Tickets: 200 € per pax. 3. Discount for Partners and clients: <ul style="list-style-type: none"> • 10% Discount for a value € 1.000 • 20% Discount for a value € 2.000 • 30% Discount for a value € 3.000 4. Marketing Presence: Placement and linking of the company's logo on the event website <ul style="list-style-type: none"> • Logo Listing Event Website: € 500 • Logo Listing + Short Profile = € 1.000 • Logo Listing + Short Profile + Link to own homepage = € 1.500 • All from the above + Online Ad = € 2.000 5. Marketing Kit for your own communication (logo, flyer, banner etc) 6. Mentioning in LR 2024 Flyer with logo incl. <ul style="list-style-type: none"> AD in Flyer, half page = € 500 AD in Flyer, full page = € 1.000 7. Mentioning in print and online, before, during and after the event |
| Package Price: 3.900 €* | Package Price: 5.700 €* | Package Price: individual* |

*All prices are per event and plus VAT. Subject to change.

SPONSORING OPTIONS

Choose either an Exhibitor or Sponsoring option

| 3. SILVER Package | 4. GOLD Package | 5. PLATINUM Package |
|---|---|---|
| <ol style="list-style-type: none"> 1. Exhibition Space: starting from 10m² every additional m² : 960 € 2. Premium Positioning 3. Meet-the-Expert - 15 Minuten incl. 4. Staff Tickets: 4x pax 5. Discount for Partners and clients: 20% 6. Marketing presence with Marketing Kit and company information on website 7. Mentioning in LR 2024 Flyer with logo 8. Mentioning in print and online, before, during and after the event 9. 10 x tickets for clients and partner  | <ol style="list-style-type: none"> 1. Exhibition Space: starting from 20 m² every additional m² : 960 € 2. Premium Positioning 3. Meetup or Discussion Panel incl. 4. Staff Tickets: 6x pax 5. Discount for Partners and clients: 20% 6. Marketing presence with Marketing Kit and company information on website 7. Mentioning in print and online, before, during and after the event 8. LR 2024 Evening event as official sponsor with your entertainment contribution 9. 10x tickets for clients and partner  | <ol style="list-style-type: none"> 1. Exhibition Space: starting from 30 m² every additional m² : 960 € 2. Premium Positioning 3. Sponsored Lecture & Workshop/Master Class incl. 4. Staff Tickets: 8x pax 5. Discount for Partners and clients: 20% 6. Marketing presence with Marketing Kit and company information on website 7. Mentioning in LR 2024 Flyer with logo 8. Mentioning in print and online, before, during and after the event 9. LR 2024 Evening event as official sponsor with your entertainment contribution 10. 10 x tickets for clients and partner  |
| Package Price: 9.500 € | Package Price: 19.500 € | Package Price: 28.500 € |

*All prices are per event and plus VAT. Subject to change.

SPONSORING OPTIONS

EXCLUSIVE MAIN PARTNER

Lounge with theme - 50m2 -100m²

1. lounge character
2. own F&B offers
3. included Tickets 50x
4. touchpoints for clients and other target audiences
5. meeting point for strategic partner
6. appointments in lounge character
7. 1:1 conversations (network)

Unique evening event (official sponsor of the evening event)

1. own lounge party with VIP clients
2. cocktail bar
3. networking / entertainment

Media appearance

1. official main partner sponsor advertisement on Social Media, Website
2. exclusivity

Content Partner

1. actively participate with your content in different formats
2. specific lead generation possible
3. Advisory board of LR 2024

Branding @NürnbergMesse

Banner, flags, sticker displays, tickets, giveaways




Keynote Speech 15 Minutes on Main stage

Package Price: upon request due to individuality of offer



SPECIAL OPTIONS 2024

Choose either an Exhibitor or Sponsoring option

| FORUM PARTNER | LR 2024 EVOLUTION PARTNER | LR TALENT RECRUITMENT PACKAGE |
|--|---|---|
| Start Up Price: 13.950 € | See packages above | Package Price: 15.000 € |
| <ol style="list-style-type: none"> 1. Keynote (20 Min. incl. On- & Off Moderation) in the opening sequence, 2. logo presence in the program flyer 3. Stand space (6 m²), incl. power connection) 4. table display 5. image flyer and banner (Beach flag), 6. display of give-aways for the evening event, 4x participant tickets | <p>Become official Content Partner of the Legal Revolution and take part in creating unique formats throughout the event. As part of the LR 2024 Advisory Board you help design the topics that shape the future of Legal Innovation.</p> <ul style="list-style-type: none"> • First hour € 10.000 • Two hours € 15.000 • Three hours € 20.000 <p>Participation in a panel discussion (20 minutes including moderation)</p> <p>Free speaker ticket included. The content is coordinated with the project management.</p> | <ol style="list-style-type: none"> 1. Exhibition Space: starting from 15 m² every additional m² : 960 € 2. HR Corner representation 3. Staff Tickets: 3x pax 4. 10x Tickets for students and young professionals or Meet Up 5. Discount for Partners and clients: 20% 6. Marketing Presence with Marketing Kit and company information on website 7. Mentioning in LR 2024 Flyer with logo 8. Mentioning in print and online, before, during and after the event 9. Listing as official Next Generation Partner LR 2024 |
|  |  |  |

SPEAKING OPTIONS in combination with all packages

All Lectures, Use Cases, Workshops and Discussion Panels ("contributions") are advertised on LEGAL-REVOLUTION.com, in the program guide and on roll-up banners or similar displays. Contributions should be conducted in English. However, contributions in German are possible. Please contact us for more details.

| SPEAKING OPTIONS | TIME | PACKAGE PRICE* |
|--------------------------------------|------------|----------------|
| 1. Meet the Expert | 15 minutes | € 2.500 |
| 2. Sponsored Lectures / Use Case | 20 minutes | € 3.500 |
| 3. Participation at Discussion Panel | 45 minutes | € 4.500 |
| 4. Meet Up Session | 45 minutes | € 4.500 |
| 5. Coaching Sessions | 45 minutes | € 5.000 |
| 6. Workshop | 60 minutes | € 5.500 |
| 7. Intro - Keynote Speech | 30 minutes | € 9.500 |
| 8. NEW - Guided Tours | 60 minutes | € 2.500 |

*All prices are per event and plus VAT. Subject to change.



SPEAKING OPTIONS

in combination with all packages



SPONSORED LECTURES / USE CASE

20 minutes

You can involve a client in your speech



MEET THE EXPERT

15 minutes

Inspired speech to give thought to your given topic



PARTICIPATION AT DISCUSSION PANEL

45 minutes

Discussion panel with up to 5 panel participants incl. the moderator(s)



MEET UP

45 minutes

Meetup Session



WORKSHOP

60 minutes

Interactive format with creative and practical activities.



COACHING SESSIONS

45 minutes

Interactive Coaching



NEW

GUIDED TOURS LEGAL REVOLUTION EXPERIENCE

60 minutes

Be part of the LR 2024 tour with a guide to your specific guide. Attendees up to 15 minutes take part in these exclusive tours and stop at your stand where you can pitch your product to a selected crowd



INTRO - KEYNOTE SPEECH

30 minutes

opening LR 24 on the main stage with your inspiring story

SIDE SPONSORING OPTIONS

Sponsors will be highlighted in all Marketing communication before, during and after the event

| SIDE SPONSORING OPTIONS | SPONSORING DESCRIPTION |
|--|--|
| Sponsoring Startup Award <i>Law Startup Award 2024</i> | <p>Become the official sponsor of the LR 2024 Startup Award. Innovative startups present their new and clever solutions for innovative Legal Tech Solutions. The top three receive a LR 2024 Startup Award - you vote!</p> <p>Price: € 20.000</p> |
| Sponsorship - Exclusive evening event prior to LR 2024 | <p>On the eve of LR 24, the participants meet at a nearby location to strengthen existing contacts and make new ones in a relaxed atmosphere. As a sponsor you have the opportunity to show yourself with table displays, image flyers, banners and Give-aways.</p> <p>Starting from € 20.000 (100x person max)</p> |
| Sponsoring – Business breakfast | <p>On 2nd day, sponsor the Business breakfast in a designated area and get the opportunity to meet clients again in a relaxed atmosphere. You can give out vouchers to your VIP clients to make sure that they will be part of the event.</p> <p>Price : € 7.500</p> |
| Coffee break sponsorship | <p>Networking at it's best: The event participants have the opportunity during the breaks to make contacts at coffee bars. Coffee, tea, soft drinks and pastries are free. You can order coffee mugs with your company logo to draw attention to your commitment, e.g. with table displays.</p> <p>Price: € 2.500 per coffee break</p> |
| Lunch Sponsorship | <p>As a lunchtime sponsor, you may provide napkins at your own expense. The print is a combination of the LR 24 logo and that of the sponsor. You have the opportunity to extend your presence with place cards, pennants or similar.</p> <p>Price: € 7.500</p> |
| Branded Coffee Bar Station | <p>All-inclusive concept. People meet at the bars for networking opportunities and have conversations with coffee, tea and soft drinks. The costs for the bar counter, back wall and beverage offer are covered by organizer. The sponsor can design the back wall of the bar and the bar counter. The implementation is commissioned by the organizer. The printing costs are already included in the sponsorship.</p> <p>Price: € 7.500</p> |



SPONSORING GIVEAWAYS

| GIVEAWAY OPTIONS | SPONSORING DESCRIPTION |
|---|---|
| Conference bag | <p>This bag is discreetly printed with the LR logo and the provided sponsor logos. In addition to information material from the LR 2024, a flyer from the sponsor can be enclosed. Flyers from other exhibitors will be enclosed.</p> <p>Edition: 1,250 pieces</p> <p>Price: € 10.000 (excluding production costs)</p> |
| Pen - Conference bag | <p>The pen with a sponsor's company logo is placed in the conference folder (circulation approx. 1250 pieces) inserted, which all participants receive when they check in. The respective sponsor delivers and produces at his own expense.</p> <p>Price: € 1.000</p> |
| Writing pads - Conference folder | <p>The writing pad with the sponsor's company logo is placed in the conference folder (circulation approx. 1250 pieces), which all participants receive when they check in. The respective sponsor delivers and produces at his own expense.</p> <p>Price: € 1.000</p> |
| Flyer inserts | <p>A flyer will be put in the conference bag and distributed to all participants of the event.</p> <p>Price, 4 pages: € 1.250</p> <p>Price, pages: € 1.750</p> |
| Giveaway | <p>As a sponsor, you have the opportunity to give the participants a give-away (at the entrance or during breaks). The sponsor produces and delivers this gift at own expense.</p> <p>Price: € 7.000</p> |
| Next Generation Sponsoring | <p>Sponsor 10 tickets for young people and students and invest in the next generation. As a sponsor, you will be explicitly honoured for your commitment. Upon availability</p> |
| Other Branding options at NürnbergMesse | <p>For any other specialised branding options directly at Nürnberg Messe, please get in contact with us</p> |



Not the right sponsoring object for you?

Feel free to approach us with your own ideas. Maybe you already have good experiences with other ideas and would like to integrate them into our event. Contact us for more information.

MEDIA OPTIONS

LRZ.legal is the online journal on lrz.legal.

Feel free to contact us for illustrative examples.

| ONLINE SERVICES - LRZ.legal | PACKAGE TYPE | TIME | PACKAGE PRICE * |
|--|---------------------------------|-----------------------|-----------------|
| Banner main page (>768px) to the right of posts (769px) above "Most read posts" - Size - 320 x 200 px | ALL | 1 month | € 990 |
| Sponsored article available (so far all published articles are still online) 35.000 characters | ALL | At least 36 months | € 1.490 |
| Top banner / Main partnership LRZ (>768px) at the top right in the logo / menu bar - Size 300 x 60 px | GOLD, PLATINUM, MAIN PARTNER | Minimum 2 months | € 2.495 |

| MATERIAL OPTIONS | SPONSORING DESCRIPTION |
|--|---|
| Program Flyer | The four-color program flyer (DIN long) will be emailed to our database and attendees contacts in April 2024. It is also part of the conference documents during LR 2024. Price: € 2.000 |
| Exhibitor directory | 1/1 advertisement on the 2nd page Price € 750.00 1/1 advertisement on the penultimate page Price € 550.00 |
| Online Banner – Homepage of LR 2024 | Banner on Homepage of LR 2024 for 2 months. Limited availability Price: € 2.000 |

YOUR REASONS TO PARTICIPATE

FOR LEGAL AND COMPLIANCE COMPANIES

- Show your full range of services digital transformation: products, solutions, tools, technologies, services, concepts and advice.
- Demonstrate your competence and capability.
- Meet decision makers and expand your customer portfolio by winning new leads.
- Use the platform for your employer branding and learn about digital young and next professionals in a personal meetup.
- Get to know new start-ups that are relevant for your digital business development that are interesting.
- Use the platform to create new partnerships and agreements

FOR START-UPS

- Meet potential partners and companies to push your business.
- Present your new approaches and innovations and present your business model.

FOR EVERYBODY

- Benefit from the rich network of legal professionals and affiliates + the content presented at the different speaking formats



GET IN CONTACT WITH US

WE ARE LOOKING FORWARD TO SUPPORTING YOU!

EDRA MEDIA GMBH

Zeil 109

60313 Frankfurt a. M.

Germany

Amtsgericht Frankfurt/M.

HRB 129340

Geschäftsführer:

Giorgio Albonetti

Dr. Jochen Brandhoff



ALEKSANDR VEYS

LEGAL REVOLUTION 2024

Chief Events Officer

Telefon: +49 (0)176 321 694 66

Email: a.veys@edramedia.com



OLIVER HASSLER

LEGAL REVOLUTION 2024

Freier Handelsvertreter

Telefon: +49 (0) 179 672 71 35

Email: o.hassler@edramedia.com