

# IMGL<sup>®</sup>

INTERNATIONAL  
MASTERS *of*  
GAMING LAW

## SPONSORSHIP OPPORTUNITIES

IMGL BIENNIAL CONFERENCES 2023  
NAPA, CALIFORNIA, 25-28 APRIL  
ZURICH, SWITZERLAND, 6-8 SEPTEMBER



THE WORLD'S LEADING ASSOCIATION OF GAMING LAWYERS



**IMGL**<sup>®</sup>

INTERNATIONAL MASTERS  
of GAMING LAW

*IMGL is widely recognized as the premier leader in gaming law education, featuring the pre-eminent gaming lawyers, scholars, and industry professionals in jurisdictions worldwide. Our mission is to enhance and advance gaming law education around the globe. Membership in our international organization requires demonstrated world-class experience and expertise in gaming law in the member's home jurisdiction and serves as a badge of distinction worn with pride by every member.*



# IMGL BIENNIAL CONFERENCES

- NAPA, 25-28 APRIL, 2023
- ZURICH, 6-8 SEPT, 2023

The International Masters of Gaming Law is a non-profit association, founded over 20 years ago and comprising over 340 members globally. Our members are recognized as the foremost gaming law experts in their jurisdictions, at the forefront of leading-edge developments and trends reshaping the gaming industry.

IMGL is the leading gaming law education network worldwide, providing a forum for the exchange and dissemination of gaming law knowledge through our flagship biennial conferences, acclaimed masterclass seminar series at the main international gaming events and expos, webinars, articles published in our authoritative IMGL Magazine, our website and via our relationships with leading industry magazines and events.

Our conferences are the crown jewels of gaming education. Recognized as the World's pre-eminent gaming law events, they are known for providing the Best Gaming Law Content and Best Networking in the Industry. They feature in-depth analysis and practical insights from award-winning gaming lawyers, academics, regulators, and industry executives into the hottest topics and global legal issues.

In 2023, our conferences will be hosted in Napa, California and Zurich Switzerland two superb locations. In addition to great content, these will be unique networking events with receptions and special Gala Dinners held at historic and elegant venues.



**150+** DELEGATES FROM REGULATORS, LAWYERS, OPERATORS SUPPLIERS & FINANCIERS

**50+** GAMING LAW EXPERT SPEAKERS, MODERATORS & PANEL PARTICIPANTS



**QUALITY CONTENT** LEADING THE INDUSTRY IN DETAIL, QUALITY & TIMELINESS

**INVITE & ENTERTAIN** YOUR CLIENTS & GUESTS AT EXCLUSIVE NETWORKING EVENTS



**BUILD RELATIONSHIPS** EXTEND YOUR SPONSORSHIP PERIOD WITH DEDICATED MAILINGS

THANK YOU TO OUR SPONSORS

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## THE PERFECT BRAND PROMOTION PLATFORM FOR YOUR FIRM, PRODUCT, TECHNOLOGY, OR SERVICE

Becoming an IMGL Annual Sponsor delivers valuable marketing benefits across the range of IMGL conferences, receptions, publications and website for the full duration of a calendar year. This cements your organization in the minds of our valuable audiences and allows time to build the relationships that drive your business.

IMGL offers multiple sponsorship opportunities to support your marketing and brand promotion initiatives, and to connect with our unique set of prized gaming industry leaders. We recognise that relationship building takes time, so we work with our select sponsors to position your firm, product, technology, or service both through media platforms and by face-to-face connections. Using our exclusive meeting, webinar, email, website, and magazine channels we guarantee wrap-around coverage throughout 2023.

On the following pages you will discover our conference sponsorship packages which include the opportunity to entertain clients as your guests. Discover a combination of dedicated marketing options plus a range of benefits across IMGL channels. If one of our standard packages is not the right fit for you needs, don't hesitate to reach out to IMGL Executive Director, Brien Van Dyke, who will be delighted to work with you to tailor a sponsorship program to match your needs and suit your budget.



# EXCLUSIVE ANNUAL SPONSORSHIP OPPORTUNITIES

YOUR OPPORTUNITY FOR YEAR-ROUND RECOGNITION ACROSS IMGL  
CONFERENCES EVENTS, PUBLICATIONS AND WEBSITE

## PLATINUM SPONSOR – \$30,000 (2 AVAILABLE PER YEAR)

### **Spring and Fall IMGL Conferences Benefits:**

- Six (6) complimentary delegate & four (4) guest pass for the year – can be divided however for each conference
- Reserved table of 8 at both Gala Dinner's
- Two (2) guest pass to IMGL Executive Committee hosted private sponsors reception for each conference
  - Recommended panel topic & speaker
- Standalone conference sponsor marketing banner (with logo) displayed at each conference
- Logo in premium position on all IMGL marketing and email alerts
- Sponsorship recognition on every page of IMGL event web site
- Sponsorship recognition by IMGL President during conference(s)/events
- One full page advert in each IMGL quarterly publication for year 2023
- Sponsorship feature/advertorial in one edition of IMGL Magazine in 2023
- Sponsorship recognition on IMGL 2023 event registration form both online and on-site
- Linking logo and company description in sponsorship section of event website
- Logo and company description in sponsorship section of event website
- Logo rotating with other sponsor logos on presentation screen between sessions
- Sponsor marketing materials displayed at conference registration booth & meeting rooms

### **Additional Benefits:**

- Reception signage at IMGL's G2E and ICE Receptions and five (5) extra invitations to each
- Enhanced recognition via photos on IMGL social media & website



## CONFERENCE SPONSOR – \$20,000 (1 AVAILABLE PER CONFERENCE)

### Conference Benefits:

- Four (4) complimentary delegate & two (2) guest pass for the year – can be divided however for each conference
- Reserved table of 8 at both Gala Dinner's
- Two (2) guest pass to IMGL Executive Committee hosted private sponsors reception for each conference
- Recommended panel topic & speaker
- Standalone conference sponsor marketing banner (with logo) displayed at each conference
- Logo in premium position on all IMGL marketing and email alerts
- Sponsorship recognition on every page of IMGL event web site
- Sponsorship recognition by IMGL President during conference(s)/events
- One full page advert in each IMGL quarterly publication for year 2023
- Sponsorship feature/advertorial in one edition of IMGL Magazine in Sponsorship recognition on IMGL 2023 event registration form both online and on-site
- Linking logo and company description in sponsorship section of event website
- Logo and company description in sponsorship section of event website
- Logo rotating with other sponsor logos on presentation screen between sessions
- Sponsor marketing materials displayed at conference registration booth & meeting rooms

### Additional Benefits:

- Reception signage at IMGL's G2E and ICE Receptions and four (4) extra invitations to each
- Enhanced recognition via photos on IMGL social media & website.



## GOLD SPONSOR – \$15,000 (5 AVAILABLE PER YEAR)

### Spring and Fall IMGL Conference Benefits:

- Three (3) complimentary delegate & one (1) guest pass for the year – can be divided however at each conference  
Reserved table of 8 at both Gala Dinner's
- Two (2) guest pass to IMGL Executive Committee hosted private sponsors reception for each conference
- Recommended panel topic & speaker
- Standalone conference sponsor marketing banner (with logo) displayed at each conference
- Logo in premium position on all IMGL marketing and email alerts
- Sponsorship recognition on every page of IMGL event web site
- Sponsorship recognition by IMGL President during conference(s)/events
- One 1/2 and 1/4 page advert in each IMGL quarterly publication for year 2023
- Sponsorship feature/advertorial in one edition of IMGL Magazine in 2023
- Sponsorship recognition on IMGL 2023 event registration form both online and on-site
- Linking logo and company description in sponsorship section of event website
- Logo and company description in sponsorship section of event website
- Logo rotating with other sponsor logos on presentation screen between sessions
- Sponsor marketing materials displayed at conference registration booth & meeting rooms

### Additional Benefits:

- Reception signage at IMGL's G2E and ICE Receptions and three (3) extra invitations to each
- Enhanced recognition via photos on IMGL social media & website.



## SILVER SPONSOR – \$7,500 (10 AVAILABLE PER YEAR)

### Spring and Fall IMGL Conference Benefits:

- Two (2) complimentary delegate & one (1) guest pass for the year – can be divided however at each conference
- One (1) guest pass to IMGL Executive Committee hosted private sponsors reception (with bronze level and above sponsors) for each conference
- Logo displayed on sponsorship banner at each conference
- Sponsorship recognition on every page of IMGL event web site
- Sponsorship recognition by IMGL President during conference(s)/events
- One ½ page advert in each IMGL quarterly publication for year 2023
- Feature of sponsorship in IMGL quarterly publications for 2023
- Sponsorship recognition on IMGL 2023 event registration form both online and on-site
- Linking logo and company description in sponsorship section of event website
- Logo and company description in sponsorship section of event website
- Logo rotating with other sponsor logos on presentation screen between sessions
- Sponsor marketing materials displayed at conference registration booth & meeting rooms

### Additional Benefits:

- Reception signage at IMGL's G2E and ICE Receptions and two (2) extra invitations to each





## BRONZE SPONSOR – \$5,000 (10 AVAILABLE PER YEAR)

### Spring and Fall IMGL Conference Benefits:

- Two (2) complimentary delegates for the year - can be divided however at each conference
- One (1) guest pass to IMGL Executive Committee hosted private sponsors reception (with bronze level and above sponsors) for each conference • Logo displayed on sponsorship banner at each conference
- Sponsorship recognition on every page of IMGL event web site • Sponsorship recognition by IMGL President during conference(s)/events
- One ½ page advert in two (2) of the IMGL quarterly publications for year 2023
- Feature of sponsorship in IMGL quarterly publications for 2023
- Sponsorship recognition on IMGL 2023 event registration form both online and on-site
- Linking logo and company description in sponsorship section of event website
- Logo and company description in sponsorship section of event website
- Logo rotating with other sponsor logos on presentation screen between sessions
- Sponsor marketing materials displayed at conference registration booth & meeting rooms

### Additional Benefits:

- Reception signage at either IMGL's G2E and ICE Receptions and two (2) extra invitations to each

## SUPPORTING SPONSOR – \$3,000 (UNLIMITED)

### Spring and Fall IMGL Conference Benefits:

- One (1) complimentary delegate for the year • Logo displayed on sponsorship banner at each conference
- Logo placement in each conference program • Logo position on all IMGL marketing and email alerts
- Sponsorship recognition on every page of IMGL event web site
- Sponsorship recognition by IMGL President during conference(s)/events
- Feature of sponsorship in IMGL quarterly publications for 2023
- Linking logo and company description in sponsorship section of event website
- Logo and company description in sponsorship section of event website
- Logo rotating with other sponsor logos on presentation screen between sessions
- Sponsor marketing materials displayed at conference registration booth & meeting rooms

### Additional Benefits:

- Reception signage at either IMGL's G2E and ICE Receptions and one (1) extra invitation to each



## ADDITIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

- Opening Reception Sponsor (\$2,500)
- Luncheon Sponsor (\$5,000 per luncheon)
- Gala Cocktail Reception Sponsor (\$5,000)
- Gala Dinner Sponsor (\$20,000)
- Wine Sponsor (\$5,000)
- Closing Reception Sponsor (\$2,500)
- Panel Sponsorship (\$2,500 per panel)

## CAN'T SEE WHAT YOU'RE LOOKING FOR?

With a broad range of live IMGL events, receptions and masterclasses as well as print, web, email and social channels, there are many ways to access and influence our valuable audience of regulators, in-house counsel lawyers, private practice lawyers, suppliers and financiers. We are happy to tailor your marketing partnership with IMGL to ensure you achieve your objectives and your budget. If you have specific ideas for things you would like to do or ways you have tried successfully elsewhere to promote your organization, we would be glad to hear from you. Equally, if you would like help to better exploit the opportunities available with IMGL we can advise and, if required, write winning copy and creative artwork on your behalf.

To discuss these and many other opportunities with IMGL please email IMGL Executive Director Brien Van Dyke at [brien@imgl.org](mailto:brien@imgl.org). She will be happy to have a no-obligation discussion and to signpost you to information to make your partnership with IMGL the most productive and profitable possible.



# IMGL MAGAZINE

IMGL Magazine is the flagship publication from the International Masters of Gaming Law. Launched in March 2021, this quarterly publication is fast establishing a reputation as the leading source of expert information and guidance on gaming law worldwide. It is distributed digitally through IMGL's channels and those of partner organizations reaching an audience running into the thousands worldwide. IMGL's Spring and Autumn conferences are previewed in the magazine providing an additional platform to our Platinum sponsors. Silver level and above sponsors also receive adverts in IMGL Magazine as part of their package.



It is also possible to advertise within the pages of IMGL Magazine as a standalone activity. For details including costs, publication dates and artwork requirements, please contact Phil Savage, IMGL Head of Publications at [phil@imgl.org](mailto:phil@imgl.org).





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## FIND OUT MORE

*To discuss the range of opportunities to use the platform of IMGL events, receptions, publications and digital channels to showcase your firm, product, technology, or service or to enhance your brand promotion, please email [brien@imgl.org](mailto:brien@imgl.org)*

