



The High Tide is the IBA Law Firm Management Committee's MBD Sub-committee's conference dedicated to law firm business development and marketing professionals that provides a forum for advanced education and an opportunity to foster meaningful connections with colleagues from the global legal community. On October 4, 2026 **The High Tide** will be held in Copenhagen ahead of the IBA Annual Conference. This full-day conference, concluding with a cocktail reception, will be attended by up to 130 business development and marketing professionals working in law firms globally. Each year we have hosted we have had over 100 attendees from 25 countries participate in the event and we look forward to welcoming a similarly diverse crowd this year.

We invite companies to support **The High Tide** through various sponsorship opportunities, detailed below. We thank our previous sponsors from Paris, Mexico City and Toronto, and in appreciation we are pleased to offer returning sponsors (from either Paris, Mexico City and Toronto) a 10% discount on all sponsorship packages signed and paid before July 31, 2026.

Sponsorship Opportunities

Coffee Break Sponsor 7100 DKK (approx. €950) – Two opportunities available

- Exclusive sponsor of the morning or afternoon coffee break with signage at coffee stations
- On screen recognition during the conference as a sponsor
- Recognition on social media as the coffee break sponsor of the event
- Inclusion of a full-page advert / advertorial (non-exclusive) on a pre-event email to be sent to all delegates
- One pass to the cocktail reception

Wi-Fi Sponsor 9350 DKK (approx. €1250) – One opportunity available

- Exclusive sponsor of the event Wi-Fi. Sponsor's logo and acknowledgement as wi-fi sponsor on signage throughout the event
- On screen recognition during the conference as a sponsor
- Recognition on social media as the Wi-Fi sponsor of the event
- Inclusion of a full-page advert / advertorial (non-exclusive) on a pre-event email to be sent to all delegates
- One pass to the cocktail reception

Badge Sponsor 9350 DKK (approx. €1250) – One opportunity available

- Exclusive sponsor of the delegate event badge. A premium lanyard featuring the sponsor's logo given to all delegates
- On screen recognition during the conference as a sponsor
- Recognition on social media as the delegate badge sponsor of the event
- Inclusion of a full-page advert / advertorial (non-exclusive) on a pre-event email to be sent to all delegates
- One pass to the cocktail reception

Notebook Sponsor 9350 DKK (approx. €1250) – One opportunity available

- Exclusive sponsor of the notebook. A premium notebook featuring the sponsor's logo given to all delegates
- On screen recognition during the conference as a sponsor
- Recognition on social media as the notebook sponsor of the event
- Inclusion of a full-page advert / advertorial (non-exclusive) on a pre-event email to be sent to all delegates
- Two passes to the cocktail reception

Delegate Bag Sponsor 15,000 DKK (approx. €2000) – One opportunity available

- Exclusive sponsor of the delegate event bag. A premium delegate bag featuring the sponsor's logo given to all delegates
- On screen recognition during the conference as a sponsor
- Recognition on social media as the delegate bag sponsor of the event

- Inclusion of a full-page advert / advertorial (non-exclusive) on a pre-event email to be sent to all delegates
- Two passes to the cocktail reception

Cocktail Reception Sponsor – 16,800 DKK (approx. €2250)

- On screen recognition during the conference as a sponsor
- Recognition on social media as a sponsor of the event
- Inclusion of a full-page advert / advertorial (non-exclusive) on a pre-event email to be sent to all delegates
- Option to provide one banner stand (not to exceed 6' high / 2' wide) at the cocktail reception
- Tabletop at the cocktail reception to display materials / giveaway items (items must be pre-approved and are at the sponsor's own cost)
- Three passes to the cocktail reception

The above packages do not include access to the substantive portion of the conference.

Thought Leadership Packages

In response to feedback from both sponsors and delegates, we are pleased to be able to offer three tiers of thought leadership packages for *The High Tide*. These packages include access to the full conference and cocktail reception, and allow companies to participate in discussions and share how they are supporting law firms with using AI and AI tools.

Bronze Leader Benefits – 15,000 DKK (approx. €2000)

- On screen recognition during the conference as a sponsor
- Recognition on social media as a sponsor of the event
- Inclusion of a full-page advert / advertorial (non-exclusive) on a pre-event email to be sent to all delegates
- Option to provide one banner stand (not to exceed 6' high / 2' wide) in the conference reception space
- One full pass for the conference and cocktail reception

Silver Leader Benefits – 18,700 DKK (approx. €2500) - LIMITED OPPORTUNITIES AVAILABLE

- All the benefits of the Bronze sponsorship PLUS
- An additional full pass for the conference and cocktail reception (two total)
- Opportunity to include a brochure, article and/or giveaway item in the delegate bag (items must be pre-approved and are at the sponsor's own cost)

Gold Leader Benefits – 22,500 (approx. €3000) – LIMITED OPPORTUNITIES AVAILABLE

- All the benefits of the Silver sponsorship PLUS
- A dedicated one page thought leadership piece to be sent by email on your behalf to all delegates pre-event which may include a link to connect / schedule meetings

Notes

- No exclusivity will be given, with the exception of:
 - (a) the delegate bag, notebooks, Wi-Fi and badge level sponsorships which will be exclusively branded with one sponsor logo in addition to conference logos and
 - (b) a dedicated promotional email for each Gold Leader which will not feature other sponsor information.
 - There is no linkage between sponsorship and speaking opportunities
 - Delegate email lists will not be made available to sponsors but Gold Leaders may include a link on their dedicated emails where delegates can opt-in to connect with the sponsor.
 - Payment is due upon signing.
 - Payment will be made in Canadian dollars and will be used to cover costs such as meals, cocktail reception, and other associated expenses. As the conference will not generate profit, simply cover expenses, no tax receipts will be issued.
 - Sponsorships are limited and are allocated on a first-come, first-served basis. Acceptance of sponsorship and all promotional materials is at the sole discretion of the Steering Committee.
 - There is no connection between sponsorship of The High Tide and the IBA Annual Conference.
 - For more information on sponsorship opportunities please contact Rachel Kennedy (rachel.kennedy@kinstellar.com)
-