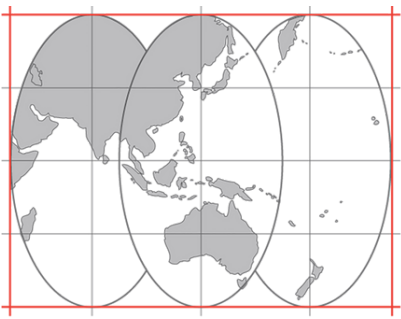


DIGITAL ADVERTISING OPPORTUNITIES

LAWASIA Media kit 2023



LAWASIA

THE LAW ASSOCIATION FOR
ASIA AND THE PACIFIC

FOUNDED IN 1966

MEDIA KIT 2023

About LAWASIA

The Law Association for Asia and the Pacific, LAWASIA is a regional association of lawyers, judges, jurists and legal organisations, which advocates for the interests and concerns of the Asia Pacific legal profession.

For over fifty years, LAWASIA has operated as a platform to promote the cross-jurisdictional exchange of legal knowledge; as a voice of the legal profession; and as a conduit for encouraging adherence to mutually-held principles of the rule of law, professional integrity and the protection of human rights.

LAWASIA draws together like-minded individuals and organisations from over 40 jurisdictions.

Our community believes in advancing the rule of law, promoting access to justice and protecting human rights in the Asia and Pacific region and beyond.

Our audience profile

LAWASIA members are powerful, engaged, influential, affluent, aspirational and spread across the globe.



Powerful

Our readers are leaders in the legal profession across the region.



Engaged

Our readers are actively engaged in advocacy and professional development.



Global

Asian Jurist reaches over 10 countries
LAWASIA globe.



Affluent

The legal profession is one of the highest earning professions in the region.



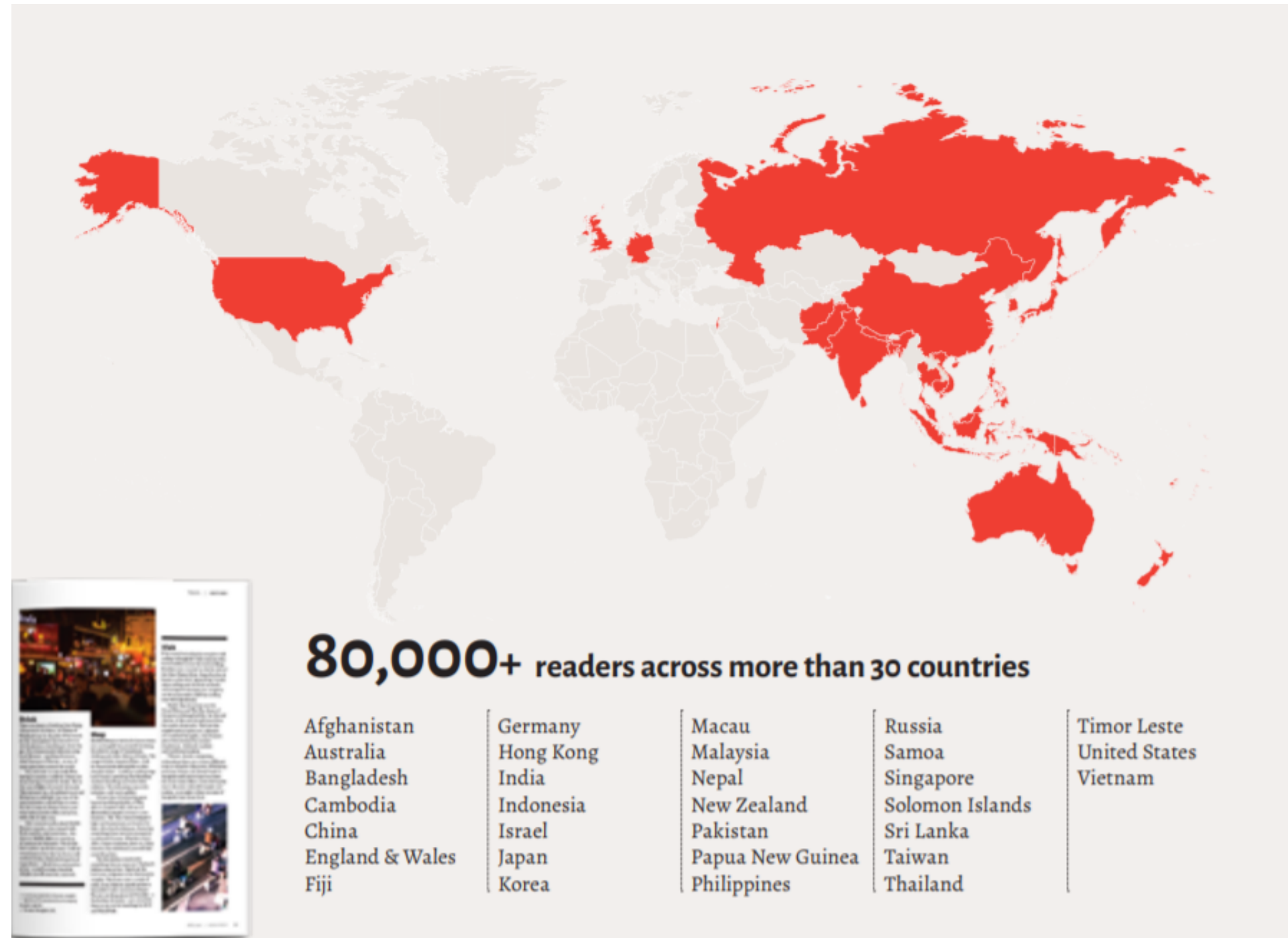
Influential

Our readers are well-connected and active within powerful circles.



Aspirational

Our readers are among the most respected lawyers in the Asia Pacific region and beyond.



LAWASIA e-newsletter

The most relevant legal news & views delivered directly to our members' inbox.

MONTHLY eNEWSLETTER

Our monthly eNewsletter covers key legal news from around the region, sharing trends, knowledge, insights and opinions that you simply won't find anywhere else!

Reader profile: corporate and government lawyers, presidents of bar associations

Frequency: Last day of each month

Circulation: + 6,000 members and prospects

Average open rate: 28.00%

Legal services industry average: 24.65%*

Average click-through rate: 10.20%

Legal services industry average: 2.66%*

Average click-to-open rate: 24.07%

Legal services industry average: 10.81%*

*Smart Insights Email Marketing Engagement & Response Statistics Report 2020

[View this email in your browser](#)

LAWASIA Monthly e-Newsletter **September 2020**

LAWASIA 2020 Conference Online Webinar Series
Do not miss it! Book your spot today!

EMPLOYMENT LAW
The Need for Employment Flexibility w/ External Factors Overwhelm the Busine
Tuesday 29 Sept 2020 | 16:30 - 18:00 A
[REGISTER NOW](#)

YOUNG LAWYERS
The Role of Lawyers in the Fourth Indus Revolution and the After COVID-19 era
Thursday 1 Oct 2020 | 16:30 - 18:00 AE
[REGISTER NOW](#)

ANTI-TRUST & COMPETITION LAW
Competition Law in the Age of COVID-1
Tuesday 6 Oct 2020 | 17:30 - 19:00 AET
[REGISTER NOW](#)

CORPORATE SECURITIES & INVESTI
Corporate Compliance Challenges in th the Pandemic
Thursday 8 Oct 2020 | 17:30 - 19:00 AE
[REGISTER NOW](#)

SPOTTED IN THE MEDIA!
"Technology conquers COVID-19: Making collegiality possible for LAWASIA 2020 conference"
Thank you to the Queensland Law Society for promoting the LAWASIA 2020 Conferen Online in their online magazine! Read the full article [HERE](#)

ENVIRONMENTAL LAW: WHAT'S NEW

Message from the Chair, Environmental Law Subcommittee
There is no doubt that 2020 will be long remember as the year of COVID-19 and perhaps as a precursor to the significant challenges that are coming from climate change induced disasters, potential ecological collapse in oceans and in terrestrial ecosystems.
Many Governments have adopted COVID-19 response plans to restart economies impacted by the Coronavirus.
[READ MORE](#)

9.3% reduction in carbon footprint under Covid
Human consumption of the Earth's resources declined in 2020. The pandemic led to 9.3% reduction in humanity's ecological footprint in comparison to the same period last year.
[READ MORE](#)

Responses to draft Indian environment law
The new draft of the law proposes a revision of its predecessor. Despite being published for public comments amidst a pandemic, the

MEMBER CONTRIBUTIONS

The Impact of the New Civil Code on Human Resource Management
Author: Lu Jingbo, River Delta Law Firm | CHINA
On May 28, 2020, the Third Session of the Thirteenth National People's Congress deliberated and adopted the Civil Code of the People's Republic of China (hereinafter referred to as the Civil Code). The content of the Civil Code will come into effect on January 1, 2021, and is vast, with a total of 1,260 articles divided into seven parts: general principles, property rights, contracts, personality rights, marriage and family, succession, and tort liability.
[READ MORE](#)

Child Support Agreements and the recent decision of <Martyn and Martyn>
Authors: Eleanor Lau & Monique Robb, Lander & Rogers | AUSTRALIA
By now, you've no doubt heard the massive economic and social consequences of the COVID-19 pandemic being described as giving rise to "unprecedented times" more often than you can count. This has now given rise to an increasing number of judicial decisions as to the impact of the pandemic on legal obligations, in an increasingly broad spectrum of areas of legal specialisation. Family law is not immune from this. [READ MORE](#)

Lander & Rogers has one of Australia's leading international family law practices.
Our lawyers assist clients with legal problems spanning international jurisdictions and can sensitively navigate cross-cultural issues.
[Contact us today to speak with one of our specialists.](#) [landers.com.au](#)

READ OUR MEMBER ORGANISATIONS RECENT STATEMENT

- JFBA: COVID-19 - Statement Calling for Producing the Official Records of the Proceedings of Every Meeting of the Novel Coronavirus Expert Meeting Specifying the Speaker Information and Respective Utterance Contents
- Bar Association India: statement on behalf of the Executive Committee of the Bar Association of India
- Supreme Court of Nepal: Supreme Court pronounced landmark decision on COVID-19

Advertising rates

LAWASIA monthly e-Newsletters

Advertising –ebanner

e-banner

1 issue (x1 banner)

AUD\$350

2 issues (x2 banners)

AUD\$600

3 issues (x3 banners)

AUD\$800

(rates excluding GST)

Artwork supply*:

Dimensions: 600 x 140 px

Resolution: 300 dpi

File type: JPG or PNG

Deadline: 20th of each month

*Please ensure a working URL or tracking link is provided with artwork.

Newsletter Advertising Application

Please select your advertising option:

1 banner (1 issue) – AUD 350

3 banners (3 issues - AUD 800)

2 banners (2 issues) - AUD 600

Organisation Contact Information

Please indicate how you would prefer your company name and contact information to be listed in the webinar materials.

Please **supply your banner and URL** (high resolution, jpeg or png format)

Contact Name:

Position:

Organisation:

Address:

City:

State:

Postcode:

Country:

Contact Email address:

Telephone:

Website:

Fulfilment Contact Information

Please provide a contact for sponsorship fulfillment (if different from above).

Contact Name:

Contact Email Address:

Telephone:

Acceptance

By signing this Application and Contract, the Sponsor agrees to abide by all terms as printed in the Terms & Conditions.

Signature:

Date:

LAWASIA webinar sponsorship package



Expand the reach of your brand

Collaborate with LAWASIA and gain access to exclusive marketing channels for a well-rounded approach to the promotion of your brand.

LAWASIA Webinars

This year LAWASIA conducted 15 webinars, covering a broad range of topics and areas of law, including business, human rights, family, environment and employment.

Our audience included members from Asia and the Pacific, the Americas and Europe (+4,000 registrants)

We were also privileged to work collaboratively with various international organisations, including the UIA (Union Internationale des Avocats) and World Congress on Family Law and Children's Rights, in pursuit of shared objectives and to deliver benefits to lawyers across the globe.



What does a LAWASIA webinar sponsorship package include

Connect with our members across multiple platforms

Pre-webinar



Your logo displayed on:

- **Webinar landing page** (hosted on the LAWASIA website)
- **LAWASIA homepage** (Webinar banner with logo included)
- **Webinar registration page** (top banner hosted on Zoom platform)
- **Webinar Marketing emails** (top banner + email's body - x3 Edms)
- **One-page flyer**
- **LAWASIA social media posts** (FB, LinkedIn, Twitter, Instagram - +5000 followers)

During the webinar



- Logo displayed on **Zoom virtual background**
- **Advertising video** played during the webinar (30 sec)
- **Verbal recognition** by moderator
- **Link to your website** posted in the chat box

Post webinar



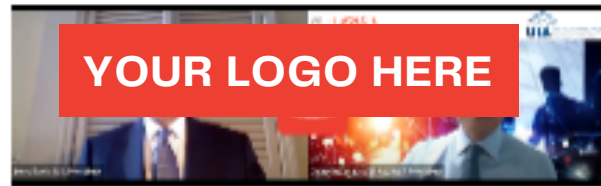
- **Recording on-demand of the webinar** archived for 1 year on the "Webinar archive" section of the LAWASIA website

Examples of advertising displays to feature your branding

EDM



REGISTER FOR THE WEBINAR TODAY!



Watch the Welcome Message from LAWASIA and the UIA's Presidents

Alternative Dispute Resolutions in the New Normal
The Steady Rise of Arbitration and Mediation

A joint initiative between LAWASIA and the UIA

LAWASIA together with the UIA are proud to present details of our upcoming collaboration: **Alternative Dispute Resolution in the New Normal – The Steady Rise of Arbitration and Mediation**. We warmly invite our members and friends to register for this unique event, and join us as we explore pertinent issues arising in ADR from a multi-jurisdictional legal perspective.

As the world emerges from the COVID pandemic and adjusts to the altered legal landscape that will follow, many have suggested that arbitration and mediation will continue to rise to the forefront. Even before the crisis, jurisdictions worldwide have seen increased acceptance of international arbitration to resolve cross-border disputes as well as broader interest in international mediation.

The recent signing of the Singapore Mediation Convention augurs still greater reliance on mediation in large part because it promises to facilitate enforcement of resulting settlement agreements.

In light of the realities of the post-COVID legal world, the flexibility and adaptability of the arbitration and mediation processes suggest that both may reach new heights if their advocates and practitioners know how to adapt to the "new normal."

In this first joint webinar by LAWASIA and UIA (Union Internationale des Avocats), experts from both organisations will address the promise and the pitfalls of arbitration and mediation in the post-COVID world.

LAWASIA 2020 Conference Online Webinar Series
ANTI-TRUST & COMPETITION LAW
 Competition Law in the Age of COVID-19

YOUR LOGO HERE

6 OCT Tuesday
 17:30 - 19:00 AEDT

CONNECT WITH US!
 #LAWASIAWebinar

BOOK YOUR SPOT NOW!
www.lawasia.asn.au

Flyer

Social media post

LAWASIA Webinar
National Security Law for Hong Kong
 Balancing Public Order and Civil Liberties

Thursday 26 November 2020
 17:00 - 19:00 AEDT

LAST CHANCE TO REGISTER!

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LAWASIA Website

CONFERENCES & EVENTS | MEMBERSHIP | RESOURCES & PUBLICATIONS

Alternative Dispute Resolution in the New Normal - The Steady Rise of Arbitration and Mediation

A joint initiative between LAWASIA and the UIA



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Webinar Presentation available

Ms Malathi Das, Director | Joyce A.Tan & Partners LLC (SINGAPORE)

YOUR LOGO HERE

Zoom registration page

Employment Law
 The need for employment flexibility when external factors overwhelm the business

Webinar Registration

Topic: Employment Law webinar - LAWASIA 2020 Conference Online

Description: The need for employment flexibility when external factors overwhelm the business

Time: Dec 22, 2020 01:00 PM in Canberra, Melbourne, Sydney

First Name *
 Last Name *

Email Address *
 Confirm Email Address *

City
 Country/Region *
 United States of America

Organization *
 Job Title

Are you a LAWASIA member?
 Yes
 No

Advertising rates

Webinar sponsorship package

Webinar sponsorship package

All promotional items:

- Pre-webinar
- During webinar
- Post-webinar

1 webinar

AUD\$5.000

2 webinars

AUD\$8.000

(rates excluding GST)

Artwork supply:

Logo*:

High Resolution: 300 dpi

File type: JPG or PNG

Delivery: 4 weeks prior webinar

Video:** MP4 format – 30 seconds length

Deadline: 2 weeks prior webinar

*Please ensure a working URL or tracking link is provided with your logo.

**Video files will require a back-up static image that can be substituted in the event the video does not play.

Webinar Sponsorship Application

Please select your sponsorship option:

- 1 webinar – AUD 5,000
- 2 webinars – AUD 8,000

Organisation Contact Information

Please indicate how you would prefer your company name and contact information to be listed in the webinar materials.

Please **supply your company logo** (high resolution, jpeg or png format)

Contact Name:

Position:

Organisation:

Address:

City:

State:

Postcode:

Country:

Contact Email address:

Telephone:

Website:

Fulfilment Contact Information

Please provide a contact for sponsorship fulfillment (if different from above).

Contact Name:

Contact Email Address:

Telephone:

Acceptance

By signing this Application and Contract, the Sponsor agrees to abide by all terms as printed in the Terms & Conditions.

Signature:

Date:

Terms and Conditions

Acceptance of Terms and Conditions

The term “Organisers” refers to the LAWASIA Secretariat and / or LAWASIA Committee involved in the organisation of the webinar(s).

The term “Sponsor” refers to the organisation / firm listed on the Application Form.

A “Contract” is formed between the “Organisers” and “Sponsor” when the “Organisers” accept the signed Webinar Sponsorship Application Form and/or receive initial payment.

By submitting a Webinar Sponsorship Application Form you are accepting these terms and conditions.

Acceptance of Application

LAWASIA will issue a tax invoice once a Webinar Sponsorship Application Form has been submitted

Goods and Services Tax (GST) & currency

All costs are listed in Australian Dollars (AUD) and subject to 10% Australian Goods and Services Tax (GST)*

* GST is applicable to Australian organisations only

Payment

Payment is required within 14-days of LAWASIA issuing your tax invoice and / or before the conference commences.

Sponsorship entitlements do not commence until payment has been received.

Cancellation of Sponsorship Booking

Withdrawal – if the Sponsor withdraws their commitment they need to notify the Organisers in writing and they will be liable for the following payments in accordance with the below:

a. 1 month or more prior to the first day of the event – 50% refund on sponsorship and exhibition amount

b. Less than 1 month prior to the first day of the event – No refund on sponsorship and exhibition amount

c. If notice of cancellation is received and full payment for funds owing has not been received, the Sponsor will be invoiced for the difference to satisfy the above and below cancellation and refund policy. Payments must be made within 7 days of receipt of invoice

Cancellation or postponement of event

If the event is cancelled or postponed due to unforeseen circumstances, the Organisers will not be liable to the Sponsor for any loss incurred by the Sponsor as a result of the cancellation, however all monies paid for any sponsorship will be refunded or transferred to the postponed date.

An unforeseen event / circumstances could include, but is not limited to, an infectious disease outbreak; industrial disruptions; service provider failures; governmental restrictions or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance, and/or riots; curtailment, or any other emergency.

Disclaimer and changes

Every effort has been made to present all the information accurately, however no liability is accepted for any inaccuracy and the Organisers reserve the right to change any published information. The Organisers reserve the right to amend, update or delete sponsorship packages.

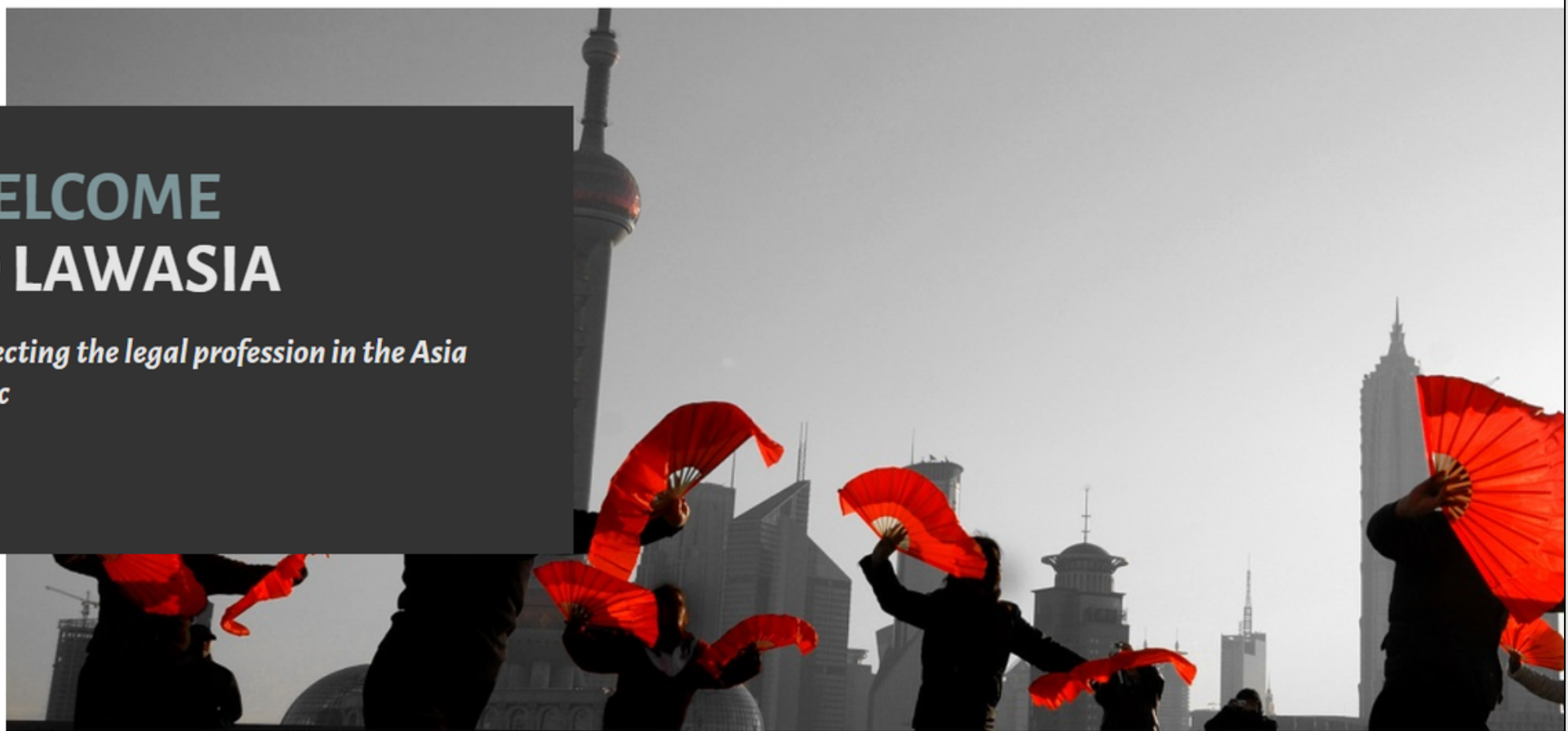
Correspondence

When booking please appoint a single point of contact within your Organisation. All correspondence will be sent to and liaison with respect to Sponsorship entitlements will be with this person.



WELCOME TO LAWASIA

Connecting the legal profession in the Asia Pacific



I WANT TO: [Renew or apply for membership](#) >

Contact Us

Thank you for considering this Sponsorship Proposal and we look forward to hearing from you.

If you would like more information, please contact:

**LAWASIA Secretariat
PO Box Q1317
Queen Victoria Building
NSW 1230**

T: +61 2 7255 5130
E: events@lawasia.asn.au

CONNECT WITH US!
#LAWASIA

