



**Top Five Success Indicators for the
2012 Midyear Corporate Counsel Conference and
17th Annual Uvaldo Herrera National Moot Court Competition**

1. Location, location, location:

New Jersey lies mostly within the sprawling metropolitan areas of New York City and Philadelphia. New Jersey is the most densely populated state in the United States and it is also the third wealthiest by 2009-2010 median household income.

- Corporate: New Jersey is home to more pharmaceutical and medical device companies than any other state and also has many other major companies with corporate headquarters in the State.
- Legal: New Jersey is home to many large national and international renowned law firms.
- Community: New Jersey has an active and engaged Hispanic community.
- Entertainment: New Jersey has major art and entertainment centers and also benefits from its close proximity to New York City.

2. Leadership Team:

The leadership team for the Midyear Conference has been hard at work since March 2010. The team is fully staffed with volunteers from around the country. The team has already developed a program agenda and has secured high profile participants to support the Conference and to participate in the events. The team has a project time line as well as an aggressive sponsorship goal to raise the funds needed to host this event.

3. Sponsorship Opportunities:

New Jersey provides an environment with access to many professionals and executives that work in national and international corporations. This is the foundation of a robust sponsorship program. We have targeted approximately 100 companies that are based in New Jersey for potential sponsorship for the Conference and have a plan in place to send

sponsorship materials followed by individualized contact with each company to explore sponsorship opportunities.

4. Participants and Volunteers:

The Conference has already attracted many high profile participants and volunteers. For example, New Jersey Governor Chris Christie and Senator Robert Menendez have confirmed speaking engagements during the conference. The Conference also enjoys the generous support of many corporate, judicial and other entities represented in the host committee. In addition, many individuals from law firms and corporations nationwide have already volunteered to participate in the CLE program and the leadership team has developed a two track program to accommodate the demand.

5. Diversity:

The 2010 census reported the Hispanic/Latino population of New Jersey at 17.7%. New Jersey is one of the most ethnically and religiously diverse states in the country. It has the second largest Jewish population by percentage (after New York); the second largest Muslim population by percentage (after Michigan); the largest population of people from Costa Rica in the United States; the largest population of Cubans outside of Florida; the third highest Asian population by percentage; and the third highest Italian population by percentage.