

We will soon be starting research for the 2021 edition of *The Legal 500 Canada*, and invite you to provide us with editorial submissions according to the attached guidelines.

Client referees should reach us no later than **Friday 26 June 2020**. No referee spreadsheets will be accepted after this date.

Submissions should reach us no later than **Friday 26 June 2020**.

The following guidelines will help you to prepare a submission.

Law firms and chambers appear in the editorial sections of *The Legal 500* free of charge. Any queries regarding directory listings (ie paid-for advertising entries) should be addressed to **Tim Verbrugge** (email tim.verbrugge@legal500.com).

If you have any queries, please email the address below, although you may first wish to check the Frequently Asked Questions PDF at: legal500.com/the-legal-500-submission-information/canada-submissions.

Yours sincerely

Ian Deering

Editor, The Legal 500 United States and Canada
editorial@legal500.com

Submissions by practice area

The editorial of *The Legal 500* is structured by practice area.

To submit, firms should provide a completed submission form and list of client referees in a separate Excel document, using the templates available at:

legal500.com/the-legal-500-submission-information/canada-submissions

Please remember: this is your opportunity to sell your firm and your practice – tell us what makes you unique.

TIMETABLE

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Editorial submissions should reach us no later than Friday 26 June 2020

Follow-up research will be conducted between 26 June and August 2020

Details of the editors and researchers responsible for individual regions will be posted on our website by 26 June 2020 at **legal500.com/the-legal-500-submission-information/canada-submissions**

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Confidentiality

All information provided to us may be published by all The Legal 500 and Legalease Ltd products, unless it is marked as confidential. Please identify clearly any confidential information – whether client names, deal or case values, or other details – by marking that information **CONFIDENTIAL**, in bold red and upper case. You do not need to write in red in the confidential matter boxes.

Please avoid putting global confidentiality restrictions at the front of submissions. Please also try to be as clear as possible about what exactly is confidential; is it the case as a whole, the name of the client, or the issue/value at stake?

Sending submissions

- You can now use The Legal 500 Submissions site to send your Word document and accompanying client referee spreadsheets to our research team. Please go to **<https://submissions.legal500.com/wp-login.php>** and login for full instructions.
- You should also send a spreadsheet of client referees relating to the practice area in the same format (see page 5). Please note, the deadline for submitting client referees is 26 June 2020
- Please ensure you send your submissions in by the deadline. The timetable for the research will be adhered to rigorously

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Detailed submission guidelines

Please provide a separate document for each practice area unless otherwise specified. For each practice area, please provide the following:

Practice overview

Brief bullet points introducing key points about your practice. For example, mention hires and departures, tell us what you are best known for, point out a very significant case or deal. Avoid lengthy paragraphs and avoid unsubstantiated claims

Feedback on the 2020 edition

Do you agree with the ratings the practice received in the editorial and ranking of the 2020 edition? Law firms are encouraged to provide brief feedback, including advising as to a suggested ranking for the forthcoming edition, based on evidence. (Please bear in mind that firms are ranked alphabetically within tiers)

Contact details

Please provide contact details for the person we should contact to arrange to follow up on the submission, ie contact name, position, email address and telephone number

Individual rankings

The rankings in The Legal 500 focus on the bench strength of the teams within law firms. We rank lawyers in three categories – leading individual, next generation partners and rising stars. Please try to include deserving women and minority lawyers within your recommendations as diversity is very important to the Legal 500.

To be ranked as a leading individual, we look for:

- At least five years as a partner
- Lead roles on multiple significant matters
- Widespread recognition by market peers
- Exceptional client endorsements

To be ranked as a next generation partner, we look for:

- Up to five years as a partner
- Lead roles on multiple matters

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- Recognition by market peers
- Client endorsements

To be ranked as a rising star, we look for lawyers below partnership level who appear frequently on significant matters and are widely cited by peers and/or clients.

Team information

Please avoid including extensive biographies. The information required here is as follows:

- Head of team (including job title, email address, and telephone number)
- Leading individuals in team – indicate areas of expertise
- Next generation partners (see above) – indicate length of legal practice and areas of expertise
- Rising stars (see above) – indicate length of legal practice and areas of expertise
- Significant recent arrivals and departures
- Partners who spend more than 50% of their time working in the practice area
- Number of other partners in the team
- Number of associates/assistants in team
- Include office location of all individuals named

Referees (separate document)

Please provide a list of referees we can contact for feedback. All referees will be contacted by email. The list should preferably contain both longstanding referees and more recent client gains. Some junior referees can be more responsive than senior figures. 20 referees per practice area is a good minimum guideline, if possible. You may provide as many referees as you wish – we will contact all referees that are submitted on time. Late client referees will not be contacted. Please note you can include other firms as referees in addition to clients.

Referees MUST be provided by 26 June 2020 in a separate document – please use the client referee template at: legal500.com/the-legal-500-submission-information/canada-submissions

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For more information about how to fill in the referee spreadsheets, please read the guideline document at legal500.com/the-legal-500-submission-information/canada-submissions

Detailed work highlights

(All work referred to should be between June 2019 and May 2020)

Please provide details of up to 20 transactions, cases or other instructions only. These should be matters which the firm considers to be significant and which indicate the team's range of recent expertise. Try to reflect the breadth of the law firm's experience, not simply the biggest mandates. In each instance, please identify the firm's role, indicate which partner(s) led the advice and mention start/end dates. Please identify the client. You are also encouraged to elaborate briefly to put each transaction/case/instruction in context, rather than simply listing the matter in question. At least three matters should be cleared for publication if possible. Please tell us what makes the matter significant.

You may also identify other highlights, for example new client gains or panel appointments. Also useful are any hard facts that can be provided to put the practice in context; for example, for transactional practice areas, consideration will be given to the total number of deals handled and the aggregate deal value for the year

The focus of the research is on recent work. If you think older work is significant – or would help us better to understand the practice – then please do mention it and explain why it is of interest

Tip: If submitting in an area for the first time, it is recommended that you include several examples from the previous two years, as well as at least 10 new examples of work.

Active clients

Providing a list of active key clients or panel appointments is a quick way to convey much useful information. **Identify new clients and indicate length of longstanding client relationships**

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Want to suggest a new area to cover?

Email editorial@legal500.com setting out the case, including the following information:

- the practice area/s you would like to see introduced
- the parameters of the practice area/s as you would see it
- the reasons why you feel these new sections are merited
- 4 or 5 highlights of this type of work which your law firm has handled in the past 12 months
- a list of other law firms which are also active in this practice area (usefully including relevant contact details, in case we wish to contact them for their view too)