



APRIL 2-5
Colorado Convention Center
DENVER, COLORADO

2017 ANNUAL CONFERENCE & EXPO

SPONSORSHIP AND EXHIBITOR PROSPECTUS



ELEVATE THE BUSINESS OF LAW



Engage With 1,200+
Legal Professionals



Demonstrate the Value of
Your Products and Services



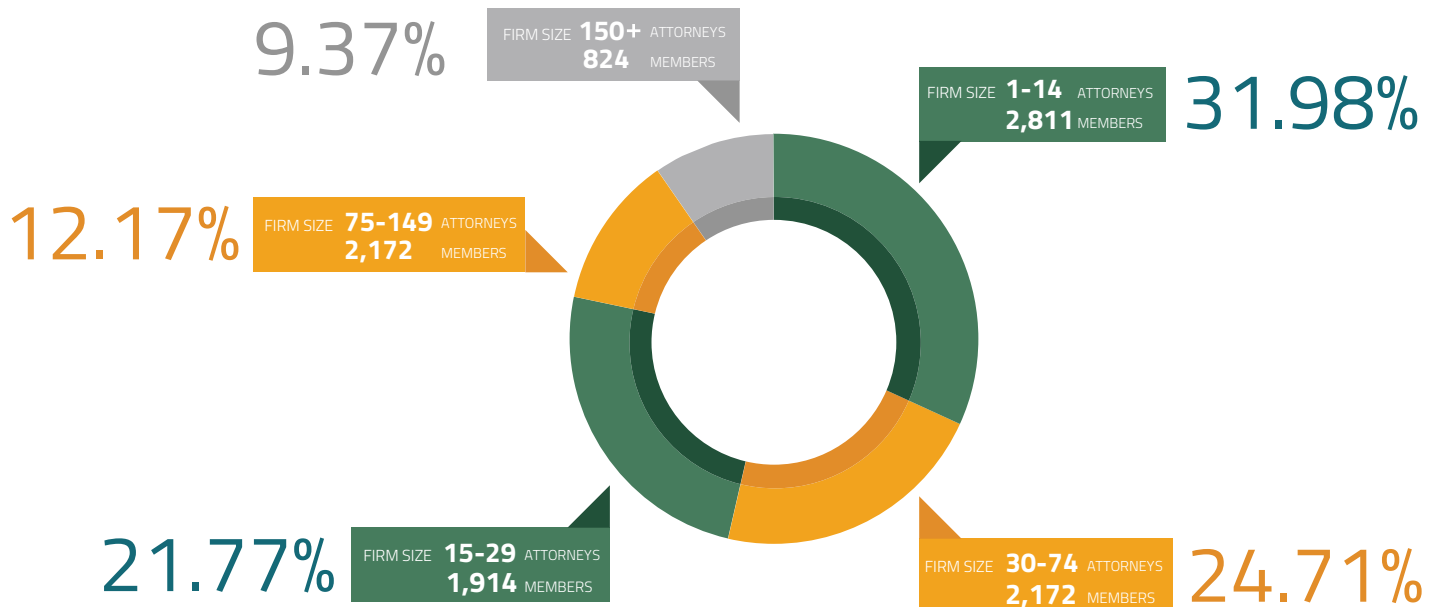
Promote Firm Profitability and
Efficiency to Legal Decision Makers



of ALA Members are responsible
for making the final purchasing
decision for their law firm

ALA Conference attendees face different challenges at their firms on a daily basis. Law firms look to these legal management professionals to find the right solutions that help to enhance their firm profitability and efficiency.

Don't miss a unique chance to network with an audience that shines on any stage (HR, IT, finance, leasing, operations, profitability, marketing and more).



89% of exhibitors consider
ALA's Annual Conference
the most important expo
of the year



Over 95% of exhibitors look
to ALA's Annual Conference as
an opportunity to meet
new customers

Exclusive sponsorship benefits can heighten attendee engagement!

Premium Booth Placement



Exclusive Attendee Access



Brand Awareness

ALA members,
it is time to tackle
the issues that
matter to you!

RICOH
imagine. change.

Brand Impressions



Marketing

2016 Annual Conference & Expo LEADING THE BUSINESS OF LAW



Konica Minolta's legal-specific portfolio of hardware, services, software, IT services and solutions help firms to simplify and leverage enabling technology so that they can focus on the practice of law. Visit booth 312 or check out [Konica Minolta's website](#).



mindSHIFT Technologies (a Ricoh company) is a trusted technology adviser and leading IT outsourcing and cloud services provider, serving ALA member firms for over 15 years. Visit booth 423 or check out [mindSHIFT Technologies' website](#).

Content and Presentation

LEGAL MANAGEMENT



Starting the Six Sigma Revolution at Your Firm

It's no secret — in recent years, law firms have made some fairly significant structural changes. For example, some firms have brought in external executives from other industries to help manage operations. Others are also implementing Six Sigma and Lean Six Sigma practices. The results? Eliminated redundancies, increased profitability and higher client satisfaction. So what is Six Sigma? And can it help you streamline processes and get results at your firm? Erin Brereton tackles all things Six Sigma in this month's cover feature. [More »](#)



5 Questions with Ray Zwiefelhofer, President, World Software Corporation

Ray Zwiefelhofer, President, World Software Corporation, shares insight regarding the relationship between ALA members and Worldox as a business partner. Zwiefelhofer provides personal experiences with ALA and the importance of engaging with business partners. [More »](#)

EXPERIENCE SPONSORSHIPS

Connect, Engage, Succeed

CONTENT

Premium Ad in Conference Journal Notebook



- Full page ad on Cover 2: \$2,100

- Full page ad on Cover 3: \$1,900

- Full page ad on Cover 4: \$2,500

- Front and back ad on conference tab

Four opportunities (Agenda, Notes, Exhibit Hall, and Day-by Day) - \$1,750/ea.

Daily Conference Attendee Email Sponsorship: \$2,000/day (1 exclusive sponsor per email)



Reach every conference attendee as the exclusive daily email sponsor. Includes one 300x200 px button and a 200-character message.

Know Before You Go Sponsorship: \$1,750 (Exclusive opportunity - only 5 will be sold)

Stand out ahead of the show in our hugely popular "Know Before You Go" email to each conference attendee. Sponsorship includes one 300x200 px Button and a 200-character message.



Full Page Ad in Conference Journal Notebook: \$1,500

Sponsor may provide one full-page, full-colored ad to be located in a "special advertising section" within the notebook journal. Ads will be placed on a first come first served basis (multiple opportunities).



Half Page Ad in Conference Journal Notebook: \$1,000

Sponsor may provide one half-page, full-colored ad to be located in a "special advertising section" within the notebook journal. Ads will be placed on a first come, first served basis.





EVENTS



ALA Live Rocky Mountain Reception Sponsorship: \$12,000

Includes a reminder postcard to each attendee during registration, signage at the entrance, logo on event screens, carpet, napkins, photo backdrop, as well as greeters from your organization welcoming each attendee and a 60-second speaking opportunity for a senior executive to address the crowd.



Blue Bear Keynote Sponsorship: \$10,000

This prestigious opportunity affords the sponsor to welcome all conference attendees at the Keynote address from the General Session stage. High logo visibility both pre-show and onsite.



Awards Dinner Sponsor: \$7,500

Help us in recognizing this year's outstanding achievements in the business of law. Sponsorship includes 8.5" x 11" signage at the entrance of the event, prime logo visibility throughout the dinner and presentation, and a 60-second speaking opportunity for a senior executive to address the crowd.



ALA in Action Expo Reception Sponsor: \$7,500

Be remembered as the life of the party by sponsoring the "ALA in Action" reception in the Exhibit Hall. Sponsorship Includes 8.5" X 11" signage with logo at each bar, logo on all napkins, and stationed greeters from your organization welcoming attendees to the reception.



ALA Action Luncheon Sponsor: \$5,000

Captivate the crowd with this exclusive speaking opportunity during the State of the Association lunch presentation. High logo visibility during the presentation.



Attendee Registration Sponsorship: \$5,000

Your company logo will be seen by all attendees who register for the conference online and on-site with an 8.5" x 11" sign and attendee kit insert (supplier-provided)



Exhibit Hall Lunch Sponsor: \$4,500

This sponsorship is exclusive to one business partner and will be featured during both lunches that take place within the Exhibit Hall. Sponsorship includes 8.5" X 11" signage at each lunch table, signage at the entrance of the hall during lunch hours, and a sponsor-provider chair drop to be placed at every seat within the dining area of the hall.



Private Meeting Room Sponsorship: \$4,500

Bring your home office to Los Angeles, and reserve a private meeting room for your staff and clients. This sponsorship is only available to exhibiting business partners, and the 20' x 20' room complete with electric will be reserved for the length of the conference.

ITEMS

Badge Holder Sponsorship: \$10,000

Gain an impression during every conversation with your company logo presented proudly on every attendee badge and lanyard.



Conference Tote Bags: \$9,500

Be the company our attendees trust to keep their session notes and handouts secure throughout the entire conference. Your logo will be visible on each bag with an attendee kit included as well.



Hydration Station Sponsorship (4): \$5,000

Make sure attendees know who is quenching their thirst with a logo on signage located near each water station in the exhibit hall.



Conference Pen Sponsorship (Supplier-provided): \$1,500

Make sure our attendees are remembering you each time they have to take notes or navigate the conference app with a conference pen and stylus in every conference tote bag.



Mile High Welcome Sponsorship (Supplier-provided): \$1,500

Welcome our attendees to the Mile High City with a welcome gift placed inside each conference tote bag.





SIGNAGE

Exhibit Hall Floor Decal Sponsorship: \$1,500



Own your foot traffic and place your logo within an ALA branded decal in prime position within the Exhibit Hall.

Escalator Floor Decal Sponsorship - \$TBD



(Only 2 spaces available)

Add a branded floor decal to the top or bottom of escalators in the Colorado Convention Center.



MOBILE/DIGITAL



Countdown Clock Sponsorship: \$2,500

Countdown to the 2017 Annual Conference with our attendees on ALA's homepage (alanet.org).



Limited Edition Push Notification: \$1,000

Send a text message to every attendee with the conference app to remind them to stop by your booth.



App Alert: \$250

Every attendee with the conference app will receive an alert through their smartphones with a message of your choice.

MOBILE APP SPONSORSHIPS



Premier Sponsor: \$6,500

- Daily Push Notification
- Logo on Daily Snapshot Email
- Recognition in Know Before You Go Email
- Upgraded app listing
- Banner ad (first placement)
- Logo on splash page



Supporting Sponsor: \$3,500

- Two Conference push notifications
- Banner ad (2nd placement)
- Upgraded app listing



App Schedule Sponsor: \$1,500

- Watermark of logo on schedule in app and journal



2017 ALA Annual Conference Pricing

ALA GOLD SPONSOR \$26,000

Total Value: Nearly \$50,000



Exclusive Exhibit Exposure

- Premium placement 10'x30' booth (\$11,500 value)

Exclusive Attendee Access

- 12 full-access badges (\$20,000 value)
- 12 welcome reception tickets (\$1,200 value)

Brand Awareness

- Full-page sponsorship recognition advertisement in *Legal Management* magazine (\$3,000 value)
- Full-page advertisement in the *ALA Conference Journal* (\$1,500 value)
- Premium listing in ALA Legal Marketplace (\$995 value)

Brand Impressions

(company logo included in all options below)

- ALA Annual Conference website, *ALA Conference Journal* cover, ALA Annual Conference mailers (\$5,000 value)
- Top logo placement on ALA Exhibit Hall entrance unit
- Logo greets attendees on slide deck at opening general session (\$500 value)
- Outbound conference emails (up to 3)

Direct Marketing

- Access to attendee pre-and post-mail list (name, title, company name, mailing address) (\$3,000 value)
- Logo, link and 25-word caption on two outbound ALA Conference Connection emails (\$4,000 value)

Content and Presentation Results

- Featured content (press release, white paper, case study) in ALA Legal Marketplace with three social post promotions (\$2,500 value)

ALA SILVER SPONSOR \$16,000



Exclusive Exhibit Exposure

- Premium placement 10'x20' booth (\$7,750 value)

Exclusive Attendee Access

- 8 full-access badges (\$15,000 value)
- 8 welcome reception tickets (\$800 value)

Brand Awareness

- Half-page advertisement in the *ALA Conference Journal* (\$1,000 value); full-page (add \$500)
- Enhanced listing in ALA Legal Marketplace (\$750 value; make it a Premium Profile for \$245 extra)

Brand Impressions

(company logo included in all options below)

- ALA Annual Conference website (\$1,000 value)
- Premium logo placement on ALA Exhibit Hall entrance unit

Direct Marketing

- Access to attendee pre-and post-mail list (name, title, company name, mailing address) (\$3,000 value)
- Logo, link and 25 words on one outbound ALA Conference Connection email (\$2,000 value)

ALA BRONZE SPONSOR \$7,500



Exclusive Exhibit Exposure

- Premium placement 10'x10' Corner (\$3,950 value)

Exclusive Attendee Access

- 4 full-access badges (\$5,000 value)
- 4 welcome reception tickets (\$400 value)

Brand Awareness

- Half-page advertisement in the *ALA Conference Journal* (\$1,000 value); full-page (add \$500)

Brand Impressions

(company logo included in all options below)

- ALA Conference website (\$1,000 value)
- Logo placement on ALA Exhibit Hall entrance unit

Direct Marketing

- Access to attendee pre-and post-mail list (name, title, company name, mailing address) (\$3,000 value)

Total Value: Nearly \$15,000

Total Value: Nearly \$30,000

667-206-4266

ALA VIP Member Contact

Robert Leighton: rleighton@alanet.org x2

Exhibit and Advertising

Sean Soth: ssoth@alanet.org x1

David Dallmer: ddallmer@alanet.org x3

Shah Faridi: sfaridi@alanet.org x4

Exhibit Fees

10' x 10'	\$3,900
10' x 10' (Corner)	\$4,050
10' x 20' (Corner)	\$7,750
10' x 30' (Corner)	\$11,500
20' x 20' (Island)	\$15,250

Each Exhibit Features

- Four full registrations (\$5,000 value)
- Access to pre-and post-show attendee mail list (\$3,000 value)
- 8-foot back drape, 3-foot side drape
- ID sign
- Listing in ALA Conference Journal, website and mobile app

Exhibit & Sponsorship Agreement

2017 Annual ALA Conference & Expo, April 2-5, 2017 Colorado Convention Center



Exhibit Space & Sponsor Packages *(mark selections)*

GOLD SPONSOR

(Incl 10x30 booth)

☐ \$26,000



SILVER SPONSOR

(Incl 10x20 booth)

☐ \$16,000



BRONZE SPONSOR

(Incl 10x10 booth):

☐ \$7,500



Standard Exhibits

- ☐ 10x10: \$3,900
- ☐ 10x10 Corner: \$4,050 *(Subject to availability)*
- ☐ 10x20: \$7,750
- ☐ 10x30: \$11,500
- ☐ 20x20: \$15,250

Item & Events

- ☐ _____ Event Sponsorship @ \$ _____
- ☐ _____ Item Sponsorship @ \$ _____

TOTAL \$

Advertising

Legal Management Conference Exclusive

- ☐ Full Page Ad \$3,000

Conference Journal Placement

- ☐ Full Page Ad \$1,500
- ☐ Half Page Ad \$1,000

Banner Ad (alanet.org)

- ☐ 3-month home page button \$2000

Education

- ☐ Business Matters! Session \$1,500
(30 min)
- ☐ Solution Series Webcast: \$4,500

Content

Legal Marketplace

- ☐ Premium Profile \$995
- ☐ Enhanced Profile \$750

SIGN UP

Please complete, sign and email to your Business Development Representative;

OR

Fax to 443-281-0660

Written confirmation will follow.

Agreement: It is understood that this application will become a binding contract upon acceptance by ALA, and incorporated into this contract are the following terms, conditions and the rules and regulations (found at <http://bit.ly/1SggUal>). The individual signing this agreement represents and warrants that he/she is authorized to execute this binding agreement on behalf of the exhibiting company, and should they be removed from his or her position, the contracting organization is required to fulfill the obligations under this agreement.

Payment Policy: Applications must be accompanied by payment in full. CONTRACTS WILL NOT BE PROCESSED WITHOUT PROPER PAYMENT. No exceptions will be made.

Acceptance: The ALA reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an applicant is not accepted by ALA, all money paid will be returned to the applicant.

Space Assignments: Priority for space assignments is based on previous ALA commitment and date of received agreement (see rules and regulations bit.ly/ACExRules).

Cancellations: Must be made in writing and receive approval from ALA. Full cancellation, without penalty, is available until July 31, 2016. If space is canceled by an exhibitor on or before November 1, 2016, a refund will be made for 50% of the total balance of exhibit space reserved. There will be no refunds made to companies canceling November 2, 2016 or later.

Contact Information

Booth placement *(See floorplan for availability)*: 1st Choice: _____ 2nd Choice: _____

Company name: _____

Exhibiting as (if different than company name): _____

Company address: _____

City: _____ State: _____ Zip: _____

Web address: _____

Primary contact person: _____ Title: _____

Email address: _____ Phone: _____

Alternate contact person: _____ Title: _____

Email address: _____ Phone: _____

Billing Information

☐ **Invoice my company at the provided address.** I understand that payment is due upon receipt of invoice. Make checks payable to the Association of Legal Administrators, Attn: Account Receivables-ALA, P.O. Box 95583, Chicago, IL 60694-5583, for U.S. Dollars only.

☐ Credit Card:

I authorize ALA to charge \$ _____ to the credit card below.

Card type: ☐ Visa ☐ MasterCard ☐ AMEX

Card number: _____ Exp: _____ Security code: _____

Billing address if different then above: _____

City: _____ State: _____ Zip: _____

Signature (X) _____

Date: _____ **Print Name** _____ **Title:** _____