



2016 Annual
CONFERENCE & EXPO
Leading the Business of Law

REACH YOUR CUSTOMERS AND PROSPECTS BEFORE THEY ARRIVE IN LOS ANGELES

Business partners exhibiting at the 2016 ALA Annual Conference & Expo will automatically receive attendee lists pre- and post- conference. These lists will *not* include email addresses. The 2016 Annual Conference pre-conference list will be sent to the primary contact of your company (the person who signed the exhibit/sponsorship agreement) on the following dates:

March 21, 2016 ... *after the early-bird deadline*
May 5, 2016 ... *still time to mail first class*
May 18, 2016 ... *FYI as you prepare for Conference*
June 7, 2016 ... *the finalist*

If you use the conference name, dates and/or location, this is how it must appear:

2016 ALA Annual Conference & Expo
May 22-25, 2016
Los Angeles Convention Center
Los Angeles, California

ALL printed marketing materials, such as special event invitations, **must be approved** by ALA's Marketing Department. This allows ALA to ensure proper use of our conference name, conference dates, conference location and logo(s). Plan to have your marketing piece approved prior to the distribution of the pre-conference attendee list. Email a PDF to Mary Miller at mmiller@alanet.org. Approval will take place within 48 hours (two business days) of submission.

ALA Gold, Silver, and Bronze Sponsors can also add their sponsor logo to any mailing piece or email campaign. Contact your business development contact to receive your logo.