



2016 Annual CONFERENCE & EXPO *Leading the Business of Law*

CONFERENCE MARKETING TIPS

MAKE CONNECTIONS WITH ALA MEMBERS

The ALA Business Development team is here to partner with you and “connect” you to 9,000+ ALA members, including the 1100+ expected at the 2016 Annual Conference & Expo. As you begin to plan your exhibit strategy, we would like to share a few marketing tips to help you achieve the best conference experience.

- Use the pre- and post-conference mailing lists. Introduce your company, your product or your service; invite attendees to your Business Matters! Session; mail a game piece for a traffic builder.
- Be prepared with your mail piece. Remember, approval by ALA is required for all print pieces sent using the pre- or post-conference list. See MAILING LIST page for details.
- Host a private event. Business Partner hosted events can take place before or after any ALA educational programming or social event. Complete and return the PRIVATE EVENT approval form.
- Sponsor. Add to your exhibit presence with a sponsorship that can increase awareness, enhance your organization’s image and reinforce your position with the ALA Conference attendees.
- Advertise in pre-conference, on-site and post-conference vehicles. Continue your message throughout the season. Advertise in the following vehicles:
 - Legal Management magazine
 - ALA BOLD Bites, e-news letter
 - ALA Marketplace Profiles
 - ALA Solutions Series Webcasts
 - ALAnet.org display advertising
 - ALA INSIDER Programs
- Talk to ALA staff. We’re here to help. Have an idea for a unique sponsorship? Launching a new product and want to do something outside the box in Los Angeles? Did you acquire a company? We are happy to customize a sponsorship opportunity for you that meets your marketing strategy and your budget.

YOUR ALA BUSINESS DEVELOPMENT CONTACT:

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