

MAY 22-25 Los Angeles Convention Center

2016 ALA CONFERENCE & EXPO SPONSORSHIP AND EXHIBITOR PROSPECTUS



Meet Your Next Customer in LA



Demonstrate the Value of Your Products & Services

Promote Firm Profitability & Efficiency to Legal Decision Makers

80%

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 administrators 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).





91% of exhibitors find ALA Annual Conference to be their most important expo of the year



The majority of 2015 exhibitors were looking to meet new customers and 89% met their objective

EXPERIENCE SPONSORSHIPS "Think Outside the Booth"



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 300x200px 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 300x200px Button and a 200 character message.



<complex-block><section-header><complex-block><complex-block><complex-block></complex-block></complex-block></complex-block></section-header></complex-block>	The shark of the second	en eel AUT (201 Annual Carlonna III) decare o de sed los das Lad los d decares o de sed los das Lad los d autornos de sed los das Lad los d autornos de sed los des composes por tob
Manual of the second of t	Market 232:201 Market 232:201 Market 232:201 Market 232:201 Market 232:201 Market 201	en eel AUT (201 Annual Carlonna III) decare o de sed los das Lad los d decares o de sed los das Lad los d autornos de sed los das Lad los d autornos de sed los des composes por tob
An une of the second se	where it is a second se	en eel AUT (201 Annual Carlonna III) decare o de sed los das Lad los d decares o de sed los das Lad los d autornos de sed los das Lad los d autornos de sed los des composes por tob
An une of the second se	where it is a second se	en eel AUT (201 Annual Carlonna III) decare o de sed los das Lad los d decares o de sed los das Lad los d autornos de sed los das Lad los d autornos de sed los des composes por tob
And Canadian Series of Ser	mad (contrast dat. in Contrast data for 100) inst during flag. In the contrast for 100 in the contrast of 100 interaction of	en eel AUT (201 Annual Carlonna III) decare o de sed los das Lad los d decares o de sed los das Lad los d autornos de sed los das Lad los d autornos de sed los des composes por tob
And Canadian Series of Ser	mad (contrast dat. in Contrast data for 100) inst during flag. In the contrast for 100 in the contrast of 100 interaction of	en eel AUT (201 Annual Carlonna III) decare o de sed los das Lad los d decares o de sed los das Lad los d autornos de sed los das Lad los d autornos de sed los des composes por tob
	All of the second secon	en eel AUT (201 Annual Carlonna III) decare o de sed los das Lad los d decares o de sed los das Lad los d autornos de sed los das Lad los d autornos de sed los des composes por tob
	Instruction Resources Conventions in the Ne Seasons Micconnell comes Michaeles Agus, Day Con- er van Antibuliers Agus, Day Con- er van Antibuliers Agus, Day Con- munitari, Sang agus in the format instruction and agus agus agus agus material conferences Agus materials agus	en eel AUT (201 Annual Carlonna III) decare o de sed los das Lad los d decares o de sed los das Lad los d autornos de sed los das Lad los d autornos de sed los des composes por tob
A contrast of the second seco	Incoment in the second second second second rest or match to leave a second second second to leave a second second matches, and second	decare is the end live days lask for the set Carlemence App to experte year soft
	une schladeline Russ Cap Gen er an mark to barro, register and e marks to barro, register and e marks to barro and RUX 2011 Am- terior and the schlad schlad schlad market, and resolve and schlad reaching, and resolve and schlad reaching, and resolve and schlad reaching, and resolve and schlad reaching and the schlad	decare is the end live days lask for the set Carlemence App to experte year soft
And the the section of the section o	ers or mark to been, explain and evaluate to been an in the tensor much Conference App motion, one can set Apr 2014 be- taining, and receive and with with a collection, the tensors, and to apply the party and the tensors and tensors to set up the second tensors. The set of the second tensors of the app	decare is the end live days lask for the set Carlemence App to experte year soft
And the the section of the section o	ers or mark to been, explain and evaluate to been an in the tensor much Conference App motion, one can set Apr 2014 be- taining, and receive and with with a collection, the tensors, and to apply the party and the tensors and tensors to set up the second tensors. The set of the second tensors of the app	decare is the end live days lask for the set Carlemence App to experte year soft
	multi bitrep par in the team multi Conference App motion, we can use APA 2011 for factorized, and record parts of a solution to the team of the team of the control teams. As we will be control teams.	ual Carleence App to approte per lob
means an end of the theorem of the end of t	modes, one can see ALEX 2013 here backness, and receive alexis with on or tablet, the toring parts has a 'Again or instituted the parts has a optimized and another. The can optimize all homores of the age	up to the solution which action right it pro-
means an end of the theorem of the end of t	modes, one can see ALEX 2013 here backness, and receive alexis with on or tablet, the toring parts has a 'Again or instituted the parts has a optimized and another. The can optimize all homores of the age	up to the solution which action right it pro-
In standard operating that go the standard behavior of periods of the standard behavior of the standard behaviore of the standard behavior	chantingto, and receive alerts offi- es of tablet, the to the <u>posts</u> has a "Again at Restand Brokes. Not one raph the <u>posts</u> around. In: To obtain all heatures of the age	up to the solution which action right it pro-
In deep is a data data. The same and a single of the data age are provided in the data data data data data data data dat	- Again at Antical Incide. The can ogly the path strategy. - To obtain at heaterns of the age	tions or Comple Has by the other the state
• where the signal is a set of the set of	ngt the path states. - To obtain all heatures of the and	
bits hydro Bancel of Bance, and Bancel High Sang Lange and Bancel High Bancel High Bancel High Bancel Ba	- To obtain all heatures of the and	and a read of the same first contact
The spin and spin an		one will be at he is being our work
Whith for Educational Sestion and provide a simplify their different term of the simplify the simp		entire E-hundrer (at pass pass-still). Fur-
In the photon photon photon of the dense photon ph	matter ander, stat the 42.8 below	ense hoets (Ho. 538) or all, a Jack Sile-
In the photon photon photon of the dense photon ph	Work for Educational S	essions
a sea constraints and the last server takes used that are compare prior to defined on a constraint database in the search of the prior compare prior to defined with the Annual Search of the Search of the Search of the Search of the Annual Search of the Search of the Search of the Search of the Annual Search of the Search of the Search of the Search of the Annual Search of the Search of the Search of the Search of the Annual Search of the Search of the Search of the Search of the Annual Search of the Search of the Search of the Search of the Annual Search of the Search of the Search of the Search of the Annual Search of the Search of th		
(1) The Remote Difference of Remote the Relating and Learning Market Remote	a prevent that both presses in-	
Hong, Ang, J.C. (2017). Self J. on: 14 Hear 10, Analis Dig Lenne (2017). Physical International International Academic Systems (2017). Biology Anal. J.C. (2017). Self J. on: 14 Annu (10), Annu (20) Lenne January, Nat. J.C. (2017).	e des tiet heidads wifee	
A Post AD Ambedie Die Net 1: Februaries (2016) all Secondaries families (2016) (2016) Gel Amada, Ang JJ, C. J. 498 (2016) for these (2016) Ameri Chy, Gener J. 2016, 357, 2016)	The Paperters (1994) 20 North In	the Autors and Counting
(1), Tayl Y, Bangalog Difficult Lowersening Contracted by Large Wind Wood) Gel Montolog, Ang JJ, E.B. (100 p. n.). In Agen (10), Anny 20); Sener J. Hank St. Stanlard		198, Maria Dig Dense
Mel ennales, May JE, F.M., Still son: V Asam (H), Asary Displacement J. Nucl. Sci. 2000.00		and the second sec
a Amor for Parched		
	integration and a state of the second second	are this during Day Canter
WO	Park TA Phylod	
W		
DW .		
	JW .	
	and the second se	
A General	larmon .	
toget-		
u alte	-	
outine 15	diar 15	
10015	100	
CONVERTICE & EXPO	BALA CONVERTAG	A COPU
Santa Danis, organizati	Ganter Jacob	-Cons.F
Fail testion this shall fair and you take that is 424 Propert Sphere.	Tax Incident Distant Includes	en taine bat in KA Program Springer.
limited in her they record	Instructor by	an dava resistant.
Capyright & Association of Legal Administration	Constitute & American	ten of Legal Administration 1

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)



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

NEW - ALA Live Red Carpet Reception Sponsor - \$12,000

Roll out the Red Carpet for this sponsorship. Includes a reminder postcard to each attendee during registration, signage at the entrance, logo on event screens, carpet, napkins, and 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.

City of Angels 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.



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.

Lights, Camera, ALA Action Luncheon Sponsor- \$5,000

Captivate the crowd with this exclusive speaking opportunity during the State of the Union 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)



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.



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.



Water Bottle (Supplier- provided) - \$2,500

Each attendee will receive your branded, collapsible water bottle in their conference tote bags (goes great with the Hydration Station Sponsorship).

Handshake Sponsorship (Multiple Opportunities) - \$1,500

Every deal starts and ends with a handshake, so make sure your logo and booth # are visible to each attendee every time they visit a hand sanitizer unit in the exhibit hall.



"You Are Here" Sign (Multiple Opportunities) - \$1,500

Help attendees navigate the exhibit floor and stay on schedule with our 2 "You Are Here" boards located in the exhibit hall.

Autograph 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.

West Coast Welcome Sponsorship (Supplier-provided) - \$1,500

Welcome our attendees to Los Angeles with a welcome gift placed inside of each conference tote bag.





Sponsorship - \$1,500 Become a star in Los Angeles and place your logo within an ALA branded decal in prime position with the exhibit hall.

Walk of Fame

Floor Decal

Escalator Wrap Sponsorship - \$3,500 (Only 2 spaces available)

Guide traffic to and from the exhibit hall on the adjacent escalator.





"California Dreaming" Countdown Sponsorship -\$2,500

Countdown to the 2016 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 (1st placement)
- Logo on splash page.



Supporting Sponsor - \$3,500

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



App Schedule Sponsor - \$1,500

 Watermark of logo on schedule in app and journal.







Total Value: Nearly \$50,000



Exclusive Exhibit Exposure

• Premium Placement 10x30 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* Managment magazine (\$3,000 value)
- Full-page advertisement in the ALA Conference Journal (\$1,500 value)
- Enhanced listing in ALA Legal Marketplace (\$750 value); make it a Gold Profile for \$750 extra

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 Expo entrance unit
- Logo greets attendees on slide deck at opening general session (\$500 value)

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

- One expo solutions session (\$1,200 value)
- Short video interview with senior staff to be featured on ALA website and social media (\$2,500 value)

ALA SHOW SPONSOR \$16,000

Exclusive Exhibit Exposure

• Premium placement 10x20 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)
- Standard listing in ALA Legal Marketplace (\$750 value)

Brand Impressions

- (company logo included in all options below)
- ALA Annual Conference website (\$1,000 value)
- Premium logo placement on ALA Expo 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 emails (\$2,000 value)

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

ALA SHOW SPONSOR \$7,500



Exclusive Exhibit Exposure

• Premium placement 10x10 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 Expo 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

Exhibit Fees

\$3,800
\$3,950
\$7,750
\$11,500
\$15,250

Each Exhibit Features

- 4 full registrations (\$5,000 value)
- Access to prepose show attendee main tist (\$5,000)
 8-foot back drape, 3-foot side drape
- ID sign
- Listing in ALA Conference Journal, website and mobile app



 \square