

2019

Exclusive sponsorship
benefits can heighten
attendee engagement!

Premium Booth Placement

Exclusive Attendee Engagement



Brand Awareness

Brand Impressions



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Providing your business a competitive edge.

A firm's number one asset is its information. How you manage your information can determine your firms' success. Let Konica Minolta help!

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imagine. change.



Marketing

Content & Presentation

Association of Legal Administrators
LEADING THE BUSINESS OF LAW

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MARKETING

Push Your Business Forward

SPONSORSHIPS



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: \$1,500/day

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



Full-Page Ad in Conference Journal Notebook: \$1,500 Half-Page: \$1,000

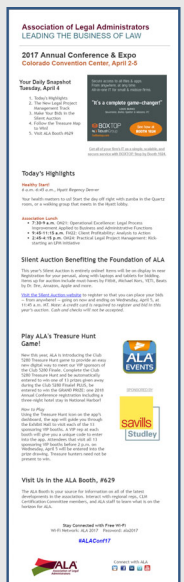
Sponsor may provide one full-page, full-colored ad to be located in a “special advertising section” within the notebook journal. Ads will be placed on a first-come, first-served basis (multiple opportunities).



Know Before You Go Sponsorship: \$1,250/placement

(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.





EVENTS



ALA Opening Reception Exclusive Sponsorship: \$7,500



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.

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 on-site.

ALA Regional Huddle Sponsorship: \$5,000



ALA recharge lounges transform into speed-intros and chapter meet-ups. Sponsors will help facilitate attendee meet-ups up to two 20-minute periods during the meeting. Your company will introduce the Huddle and help to facilitate the speed-meet. Includes: 3' x 6' sponsor sign, 2-minute intro to up to 30 attendees, handouts and mention on the website and conference journal.

Coffee Breaks: \$3,500



A 24" x 36" sign greets attendees at each coffee station for each coffee break throughout the conference. Comes with one app alert and the ability for the sponsor to provide handouts or giveaways at the break tables.

Association Luncheon Sponsor: \$10,000



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: \$6,000



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 National Harbor, 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: \$3,000

(Supplier provided)



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. Bags must be approved by ALA prior to production.

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.

Signage Sponsorship: \$2,500

(Only 4 sponsorships available)



Provide attendees a little push in the right direction. Your logo will adorn each direction sign near the session rooms.

Legal Management Magazine

\$1,500-\$6,000 annually (Inquire for details)

Published 10 times per year, and reports on topics within ALA's five knowledge areas:

- Legal Industry/Business Management
- Human Resources Management
- Financial Management
- Communication and Organizational Management
- Operations Management

Establish thought leadership and build your brand. Contact your business development representative today.



www.legalmanagement.org

Legal Management Annual Guide Full-page Advertisement: \$4,500

Prints/Mails July 2018. ALA's most popular articles published in one unique resource, mailed to every member.



ADVERTISING



ALA Legal Marketplace Premium: \$995 Enhanced: \$750

The ALA Legal Marketplace helps you connect your product and services to a qualified audience of legal professionals. Gain visibility with members as they search and find the products and services they need all year long. Your microsite can share social links, LinkedIn info, product and services, video, and much more.



MOBILE & DIGITAL



Rotating Banner Ad Display: \$2,500

Build on-site brand awareness with a banner inside the ALA Conference App.

2017 Stats: 1,182,271 impressions and 481 banner clicks!



Limited Edition Push Notification: \$1,100

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

2017 Stats: More than 700-click average per push!



App Alert: \$250

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

2017 Stats: More than 400-click average per alert!



YEAR-ROUND ADVERTISING



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THE MAGAZINE OF ALA

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MOBILE APP SPONSORSHIPS



Premier Sponsor: \$6,500

- Daily push notification
- Logo on Daily
- Recognition in email
- Upgraded app
- Banner ad (first placement)
- Logo on splash



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

