

2018 Annual CONFERENCE & EXPO

SPONSORSHIP & EXHIBITOR PROSPECTUS



**Thursday, May 3 to
Sunday, May 6, 2018**

Gaylord National Resort
& Convention Center

National Harbor, Maryland

*Celebrating Diversity,
Embracing Opportunities,
Overcoming Challenges*

ALAbp.org



Engage with 1,200+ Legal Professionals



Demonstrate the Value of Your Products and Services



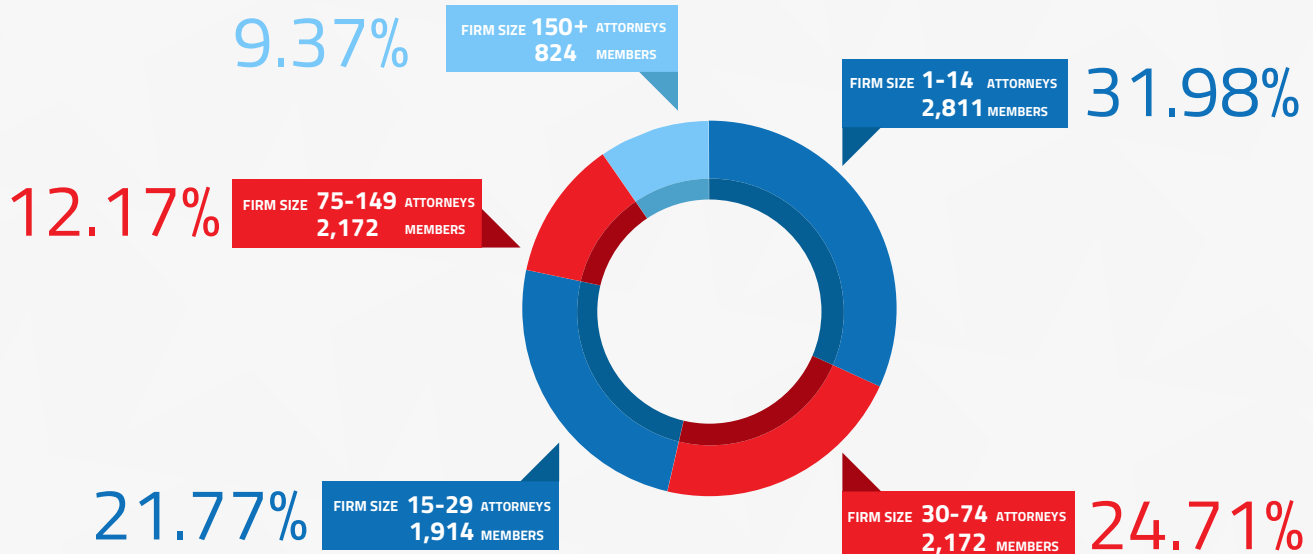
Promote Firm Profitability and Efficiency to Legal Decision-Makers



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 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



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

2018

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

Worldox

ROYAL CUP
COFFEE AND TEA

mindSHIFT
a Ricoh company

ALL-STATE LEGAL

ORION

THOMSON REUTERS

milliCare
FLOOR & TEXTILE CARE

KONICA MINOLTA

RICOH
imagine. change.

Marketing

Association of Legal Administrators
LEADING THE BUSINESS OF LAW

mindSHIFT
a Ricoh company

mindSHIFT I, a Ricoh company, is a trusted technology solutions partner serving law firms of all sizes, making your IT more predictable and your firm more productive. [Learn more.](#)

RICOH
imagine. change.

Ricoh helps law firms transform their law practice into a law business by improving workflows, enabling collaboration and supporting the new world of work and mobility. [Learn more.](#)

Content and Presentation



EXPERIENCE SPONSORSHIPS

Connect, Engage, Succeed

CONTENT

Premium Ad in Conference Journal Notebook



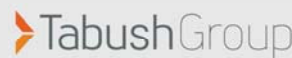
- Full-page ad on Cover 2: \$2,100
- Full-page ad on Cover 3: \$1,900
- Full-page ad on Cover 4: \$2,500
- Front and back ad on conference tab

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

Daily Conference Attendee Email Sponsorship: \$1,500/day



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: \$1,250/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.



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 Harbor Nights 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.

Capitol 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.



THOMSON REUTERS™

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.

ALA Business Partner United Reception: \$3,000

(Only 8 sponsorships available)



Provide a great start to everyone's Friday night by sponsoring the ALA Business Partner United Reception. Attendees will enjoy state spirit while business partners decorate their exhibits to celebrate their home state! Sponsors will be part of an eight-spot, check-in to include a visit to their booth to be eligible for your unique United Reception prizes. Winners will be announced that evening. Prizes must exceed \$100 value. Includes: logo on Reception Signage and app alert to promote your booth location.

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.



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.

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.



Badge Holder Sponsorship: \$10,000



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

[SOLD]



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.

[SOLD]



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.

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.

[SOLD]



YEAR-ROUND ADVERTISING

LEGAL MANAGEMENT
THE MAGAZINE OF ALA

Search [] APRIL 2017

Table of Contents Features Columns Departments ALA Now

GET YOUR GAME ON

Gamification is more than just a buzzword. When implemented correctly, it can help your firm achieve its strategic goals.

ALALA

APRIL 2017

VOLUME III ISSUE 4

DOWNLOAD FULL ISSUE

INSURE YOUR SUCCESS

Employee Benefits: Six Benefits Beyond the Astronomical Premiums

Premiums are super high. Over the past 10 years, your premiums have probably

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Categories

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- ALALA Exhibitor 2017
- Business Operations & Management
- Facilities



ADVERTISING

Legal Management Magazine

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



www.legalmanagement.org

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

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!



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



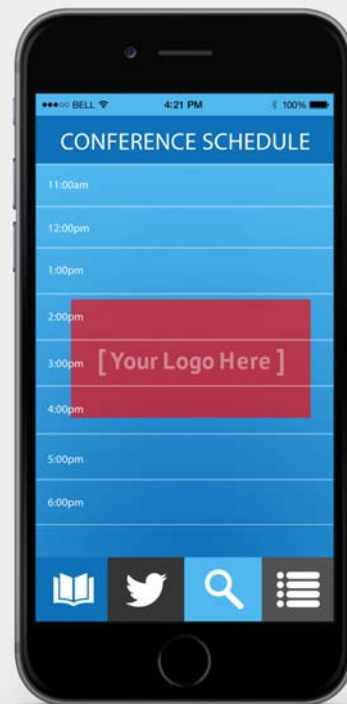
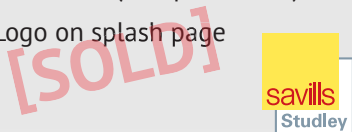
Supporting Sponsor: \$3,500

- 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



ALA GOLD SPONSOR \$26,000

Total Value: More than \$50,000



Gold Level Placement

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

Exclusive Attendee Access

- 12 full-access badges (\$20,000 value)

Brand Awareness

- Premium placement full-page ad in ALA Conference Journal (\$2,500 value)
- Full-page sponsorship recognition advertisement in *Legal Management* magazine (\$1,900 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 three)

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)

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-word caption 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)

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

Exhibit Fees

■ 10' x 10'	\$3,900	
■ 10' x 10' (Corner)	\$4,050	Limited Availability
■ 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.

Total Value: Nearly \$30,000

Exhibit & Sponsorship Agreement

2018 Annual ALA Conference & Expo, Thursday, May 3 to Sunday, May 6, Gaylord National Resort & 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

- | | | |
|--|----------|---|
| <input type="checkbox"/> 10x10 | \$3,900 | ■ |
| <input type="checkbox"/> 10x10 Corner* | \$4,050 | ■ |
| <input type="checkbox"/> 10x20 Corner | \$7,750 | ■ |
| <input type="checkbox"/> 10x30 Corner | \$11,500 | ■ |
| <input type="checkbox"/> 20x20 Island | \$15,250 | ■ |

*Subject to availability

Item & Events

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

Advertising

Conference Journal Placement

- Full-page Ad \$1,500
- Half-page Ad \$1,000

Awareness

Legal Management Digital

- Full-year full-page (10 issues) \$7,000
- Full-year in-page (10 issues) \$5,000

Legal Management Print Guide

- Full-page Ad \$4,000

Presentation

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

Search

Legal Marketplace

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

TOTAL \$ _____

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: _____

Signature (X) _____

Date: _____ Print Name _____ Title: _____

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.

Special Instructions: _____

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: _____

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

OR

Fax to 443-281-0660

Written confirmation will follow.

Contact Business Development Team

667-206-4266

Exhibit and Advertising

Sean Soth Accounts A-I ssoth@alanet.org
Justin Kiss Accounts J-Z jkiss@alanet.org

ALA VIP Member Contact

Robert Leighton: rleighton@alanet.org

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 www.ALAbp.org). 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: Complete exhibit assignments and sponsorship deliverables must be accompanied by payment in full.

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: Agreement must be received and confirmed by ALA before space is reserved. Priority for space assignments is based on previous ALA Annual Conference commitment and 2014-2015-2016-2017 event and advertising investment. (See rules and regulations www.ALAbp.org.) Failure to pay invoice within term may result in loss of booth assignment.

Cancellations: Must be made in writing and receive approval from ALA through a mutually signed change order. Full cancellation, without penalty is available until **7/31/2017**. If space is canceled between **8/1/2017** and **11/1/2017**, 50 percent of the total agreement is due to ALA. If exhibitor has paid in full and cancels between **8/1/2017** and **11/1/2017**, 50 percent of total will be refunded. There will be no refunds of any kind made to exhibitors canceling after **11/1/2017**. After **11/1/2017** the full agreement amount is due to ALA, plus any and all collection fees and lost discounts as outlined below. (see Collections)

Collections: Should the account be referred to a collection attorney for any reason, Client (exhibiting or sponsoring company) and the undersigned agree to pay agreement total, attorney fees, any and all lost discounts. Any account sent referred to a collection attorney will be restricted from future ALA events as determined by ALA.