



2017

REGIONAL LEGAL MANAGEMENT CONFERENCES

Join ALA's commitment to firm success through the business of law

WEST - Regions 4, 5, 6

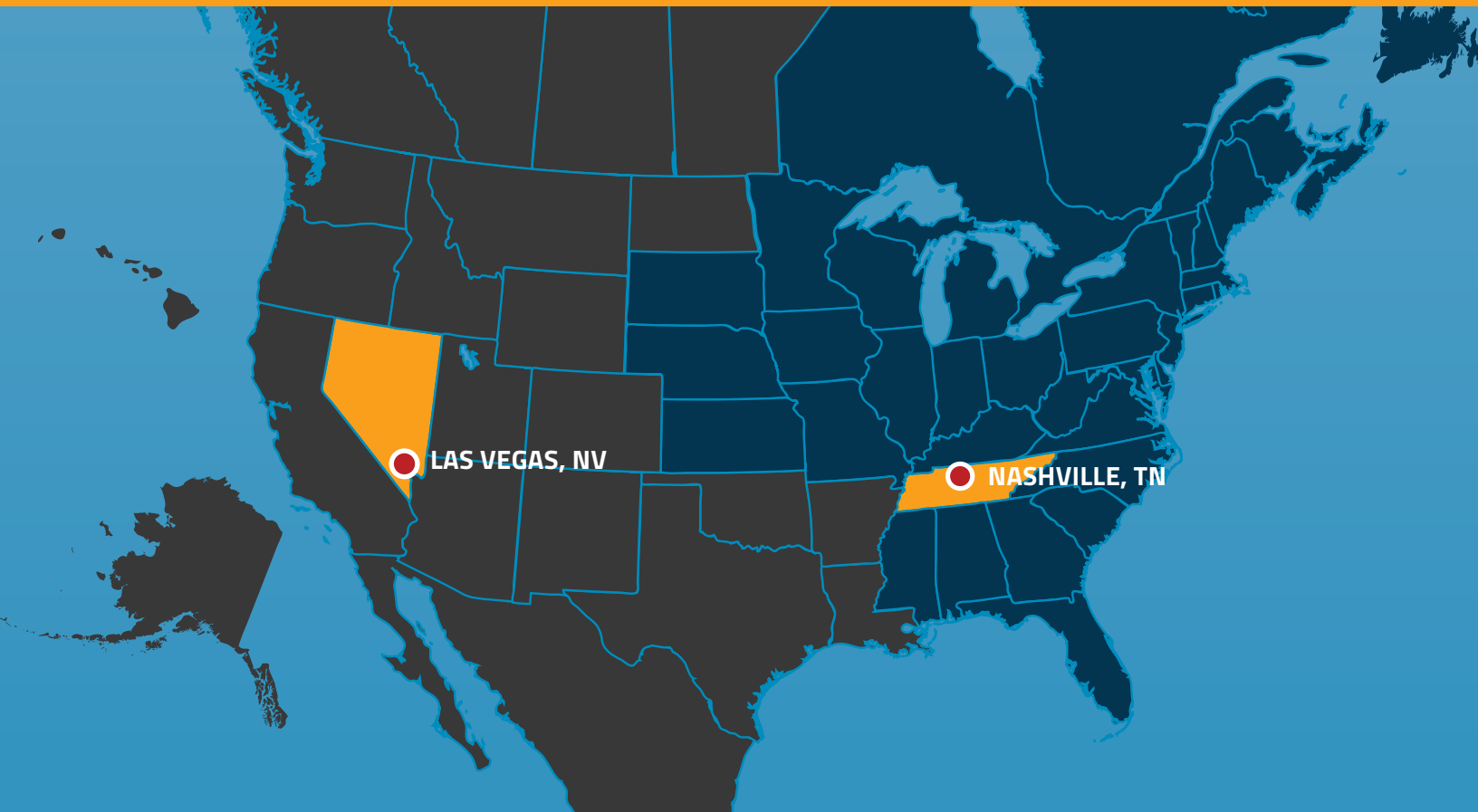
LAS VEGAS
NEVADA

September 7-9
Venetian Las Vegas

EAST - Regions 1, 2, 3

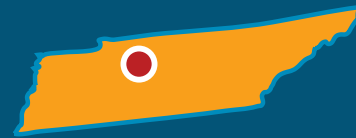
NASHVILLE
TENNESSEE

October 12-14
Renaissance Nashville





LAS VEGAS, NV



NASHVILLE, TN

Firms in attendance in 2016

Adams Sterling PLC

Allen Matkins Leck Gamble Mallory & Natsis LLP

Boies Schiller & Flexner, LLP

Bonnett Fairbourn Friedman & Balint, PC

Chapman and Charlesbois, PC

Field Law LLP

Goodsill Anderson Quinn & Stifel, LLP

Lane Powell PC

Lowe Graham Jones, PLLC

Miller Stratvert Law Firm

Parker Butte & Lane, PC

Renaud Cook Drury Mesaros, PA

Sisink Boyd LLP

Udall Shumway PLC

Walther Family Law

Adler Cohen Harvey Wakeman & Guekguezian, LLP

Alston & Bird, LLP

Arnall Golden Gregory LLP

Baker Donelson Bearman Caldwell & Berkowitz, PC

Bove & Langa, PC

De la Parte & Gilbert, PA

Duane Morris LLP

Field LLP

Franklin & Prokopik, PC

Menaker & Herrmann, LLP

Nexsen Pruet, LLC

Paine Bickers, LLP

Royston Mueller McLean & Reid, LLP

Weiner Brodsky Kider PC

Whiteman Osterman & Hanna, PC

Estimated Attendance: 250+

WHY EXHIBIT?

100%

ALA members represent 100% of the AM Law 200

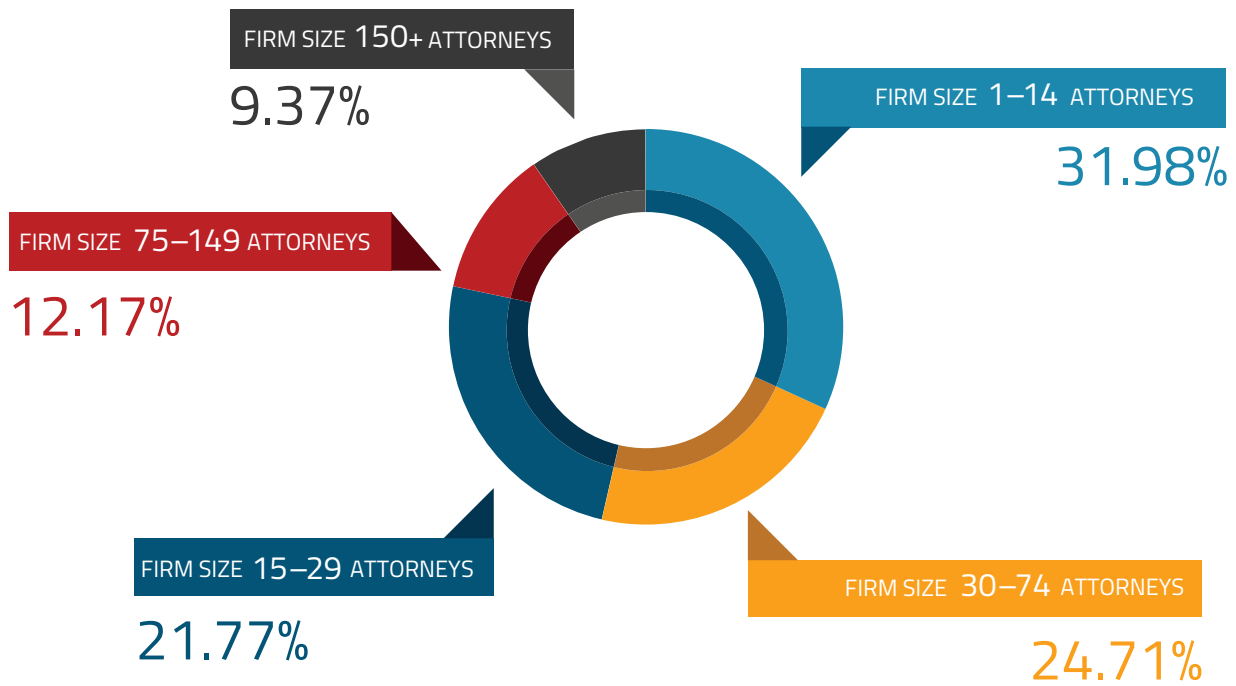


80% of ALA members make the final purchasing decision for their firm



Meet key decision-makers for the law firms you want to work with

100% of ALA members have buying influence in their law firms purchasing decisions.



ALA Members Offer a Powerful Network of Legal Professionals Involved In:



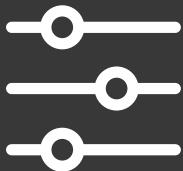
H.R. Management



Financial Management



Practice Management



Systems Management



Facilities Management



Managing Partner/General Counsel

GOLD
\$4,000

2017 Regional Legal Management Conference Exhibit Packages

Sponsorship Packages to Help Your Organization Make the Right Impression!



Exclusive Exhibit Exposure

- Prime placement 6 Ft. tabletop exhibit

Exclusive Attendee Access

- Up to (3) all-access badges

Staff Power-up Option

- Purchase up to (4) additional all-access badges

Brand Impressions

- Top logo placement on ALA Conference signage
- Logo and description in the conference mobile app
- Logo on ALA website
- Priority placement and listing in ALA Legal Marketplace (RLM Conference Category Only)

Direct Marketing

- Access to attendee pre and post mail list (name, title, company name, mailing address)
- Inclusion in 1 pre-conference email to all attendees (logo, website link, 25 character max)

Standout- Sponsorship

- Banner ad in rotation on RLM Conference App
- Prize drawing announcement during Dessert Break in Exhibit Hall

SILVER
\$3,150

Exclusive Exhibit Exposure

- Enhanced placement 6 Ft. tabletop exhibit

Exclusive Attendee Access

- Up to (2) all-access badges

Staff Power-up Option

- Purchase (1) additional all-access badge

Brand Impressions

- Logo placement on ALA Conference signage
- Logo and description in the conference mobile app
- Logo on ALA website
- Listing in ALA Legal Marketplace (RLM Conference Category Only)

Direct Marketing

- Access to attendee pre and post mail list (name, title, company name, mailing address)

EXHIBITOR
\$1,950

Exclusive Exhibit Exposure

- Standard placement 6 Ft. tabletop exhibit

Exclusive Attendee Access

- Up to (1) all-access badge

Brand Impressions

- Logo and description in the conference mobile app
- Listing in ALA Legal Marketplace (RLM Conference Category Only)

Direct Marketing

- Access to attendee pre and post mail list (name, title, company name, mailing address)

Items & Event Sponsorships

- **Badge Holder Sponsor** (\$3,000/conference)
- **Welcome Sponsor** (\$2,500)
- **Attendee Registration Sponsorship** (\$2,000/conference)
- **Business Matters Session** (\$1,500)
- **General Session Sponsor** (\$1,500/conference)
- **Pocket Agenda Sponsor** (\$750)
- **App Alert** (\$250/ each alert)

667-206-4266

ALA VIP Member Contact

Robert Leighton: rleighton@alanet.org x2

Exhibit and Advertising

Sean Soth: ssoth@alanet.org x1



Mark Your
Selections
with an
(X)

Regional Legal
Management
Conference
EAST 1,2,3
NASHVILLE, TN
October 12-14

Regional Legal
Management
Conference
WEST 4,5,6
LAS VEGAS, NV
September 7-9

Super
Specialty
Conference
SPECIALTY
CHICAGO, IL
October 5 - 7

<input type="checkbox"/>	GOLD BUNDLE	Includes All Three Conferences	Discount Price \$11,000
<input type="checkbox"/>	SILVER BUNDLE	Includes All Three Conferences	Discount Price \$9,300

GOLD
SILVER
EXHIBITOR

<input type="checkbox"/>	GOLD \$4,000	<input type="checkbox"/>	GOLD \$4,000	<input type="checkbox"/>	GOLD \$4,100
<input type="checkbox"/>	SILVER \$3,150	<input type="checkbox"/>	SILVER \$3,150	<input type="checkbox"/>	SILVER \$3,500
<input type="checkbox"/>	EXHIBITOR \$1,950	<input type="checkbox"/>	EXHIBITOR \$1,950	<input type="checkbox"/>	EXHIBITOR \$2,750
<input type="checkbox"/>	Business Matters Session \$1,500 <i>(Limited Availability)</i>	<input type="checkbox"/>	Business Matters Session \$1,500 <i>(Limited Availability)</i>	<input type="checkbox"/>	Business Matters Session \$1,500 <i>(Limited Availability)</i>
<input type="checkbox"/>	Legal Marketplace Premium Upgrade \$995	<input type="checkbox"/>	Legal Marketplace Premium Upgrade \$995	<input type="checkbox"/>	Legal Marketplace Premium Upgrade \$995
Item Sponsorship <i>Write-in Desired Sponsorship</i>	Item Sponsorship @ \$ _____	Item Sponsorship @ \$ _____	Item Sponsorship @ \$ _____	Item Sponsorship @ \$ _____	Item Sponsorship @ \$ _____
Event Sponsorship <i>Write-in Desired Sponsorship</i>	Event Sponsorship @ \$ _____	Event Sponsorship @ \$ _____	Event Sponsorship @ \$ _____	Event Sponsorship @ \$ _____	Event Sponsorship @ \$ _____
Event Totals	\$	\$	\$	\$	\$

Total \$ _____

2017 ALA Regional & Specialty Conference Exhibit and Sponsorship Agreement

SIGN UP

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

OR

Fax to 443-281-0660

Written confirmation will follow

Agreement: It is understood that this application will become a binding contract upon acceptance by ALA, and in incorporated into this contract are the following terms, conditions and the Rules and Regulations (found at <https://www.alanet.org/sc/blc/exhibitors/Rules-Regulations.pdf>). 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 their position, the contracting organization is required to fulfill the obligations under this agreement.

Payment Address:

Association of Legal Administrators
Attn: Account receivables-ALA
P.O. Box 95583
Chicago, IL 60694-5583.

Payment Policy: Applications must be accompanied by payment in full. CONTRACTS WILL NOT BE PROCESSED WITHOUT PROPER PAYMENT. No exceptions will be made.

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: Priority for space assignments is based on date of received agreement (see Rules and Regulations bit.ly/ACExRules).

Cancellations: Up to 50% of this agreement may be cancelled with written notice until 6/1/17 After 6/1/17 all exhibitors or sponsors will be responsible for the full amount and terms of their agreement. Exhibiting company is responsible for payment of the total amount due to ALA as represented in terms of this agreement, regardless of exhibitor attendance or lack of attendance at the events represented in this agreement. All terms, conditions, and Rules and Regulations can be found at (<https://www.alanet.org/sc/blc/exhibitors/Rules-Regulations.pdf>).

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: _____

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.

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: _____

Signature (X)

Date: _____ Print Name _____ Title: _____

Special Instructions: _____