



MAY 22-25
Los Angeles Convention Center

2016 ALA CONFERENCE & EXPO

SPONSORSHIP AND EXHIBITOR PROSPECTUS



Meet Your Next Customer in LA



Engage With 1200+ Legal Professionals



Demonstrate the Value of Your Products & Services



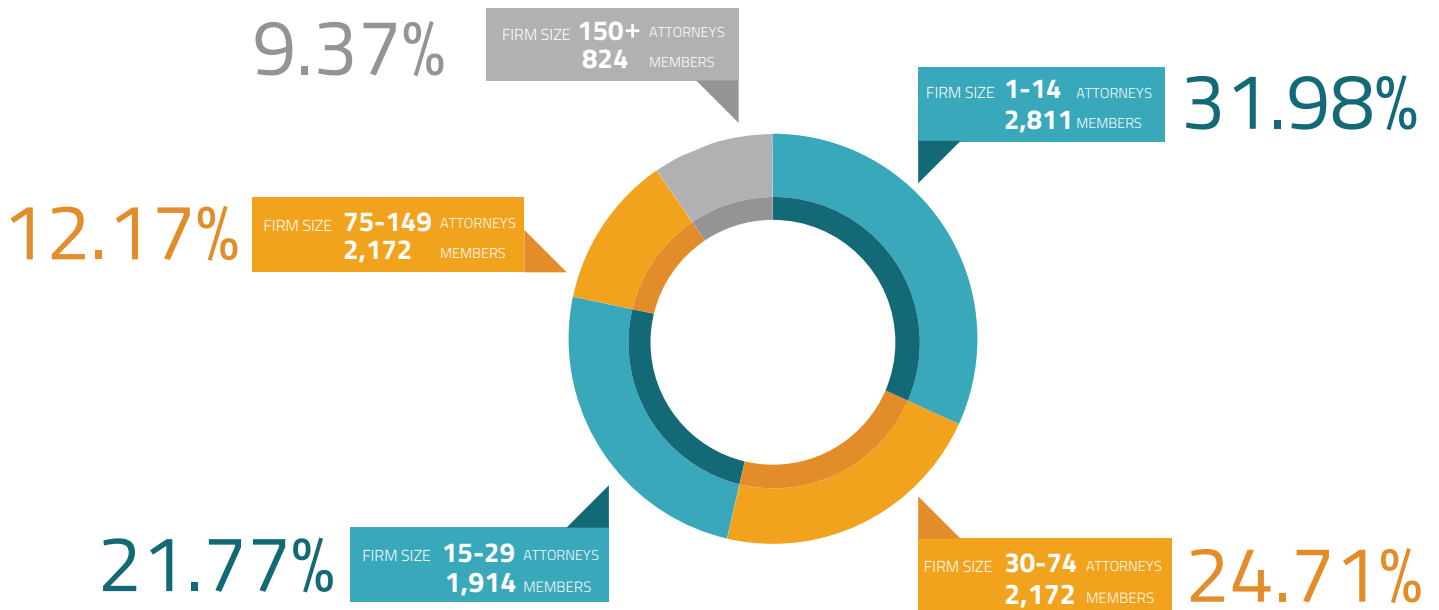
Promote Firm Profitability & Efficiency to Legal Decision Makers



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"



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.

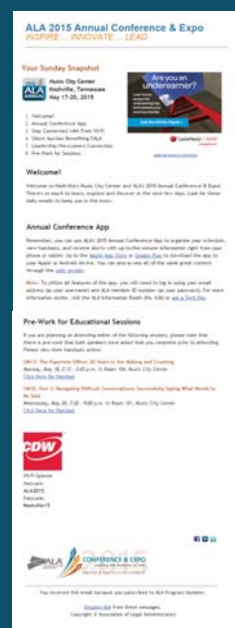
Daily Conference Attendee Email Sponsorship- \$2,000/day (1 exclusive sponsor per email)



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.



Full Page Ad in Conference Journal Notebook - \$1,200

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



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.



Outstanding Performance Awards Dinner Sponsor- \$7,500

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)



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 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.



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 - \$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.



SIGNAGE

Walk of Fame Floor Decal 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.

Escalator Wrap Sponsorship - \$3,500

(Only 2 spaces available)



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



MOBILE/DIGITAL



“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.

ALA SHOW SPONSOR
\$26,000

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 Management* 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)

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

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

Exhibit Fees

10x10	\$3,800
10x10 (Corner)	\$3,950
10x20 (Corner)	\$7,750
10x30 (Corner)	\$11,500
20x20 (Island)	\$15,250

Each Exhibit Features

- 4 full registrations (\$5,000 value)
- Access to pre/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

Exhibit & Sponsorship Agreement

2016 Annual ALA Conference & Exposition, May 22-25, 2016 Los Angeles 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 *(mark selections)*

- 10x10: \$3,800
- 10x10 **Corner**: \$3,950 *(Subject to availability)*
- 10x20: \$7,750
- 10x30: \$11,500
- 20x20: \$15,250

Advertising *(mark selections)*

- Full Page Ad** \$3,000
In Conference Issue of Legal Management
- Full Page Ad** \$1,500
In ALA Conference Program
- Half Page Ad** \$1,000
In ALA Conference Program
- Enhanced Profile** \$1,500
In ALA Legal marketplace
- Standard Listing** \$750
In ALA Legal Marketplace

Item & Event Sponsorships

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

Total \$ _____ **Signature (X)** _____

Date: _____ **Print Name** _____ **Title:** _____

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 incorporated into this contract are the following terms, conditions and the rules and regulations (found at bit.ly/ACExRules). 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: 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 previous ALA commitment and date of received agreement (see rules and regulations bit.ly/ACExRules).

Cancellations: Must be made in writing and receive approval from ALA. Full cancellation, without penalty, is available until July 31, 2015. If space is canceled by an exhibitor on or before November 1, 2015, a refund will be made for 50% of the total balance of exhibit space reserved. There will be no refunds made to companies canceling November 2, 2015 or later.

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) _____

Special instructions: _____