



**2016**

# ALA INTELLECTUAL PROPERTY CONFERENCE FOR LEGAL PROFESSIONALS

WASHINGTON, DC - SEPTEMBER 15 - 16

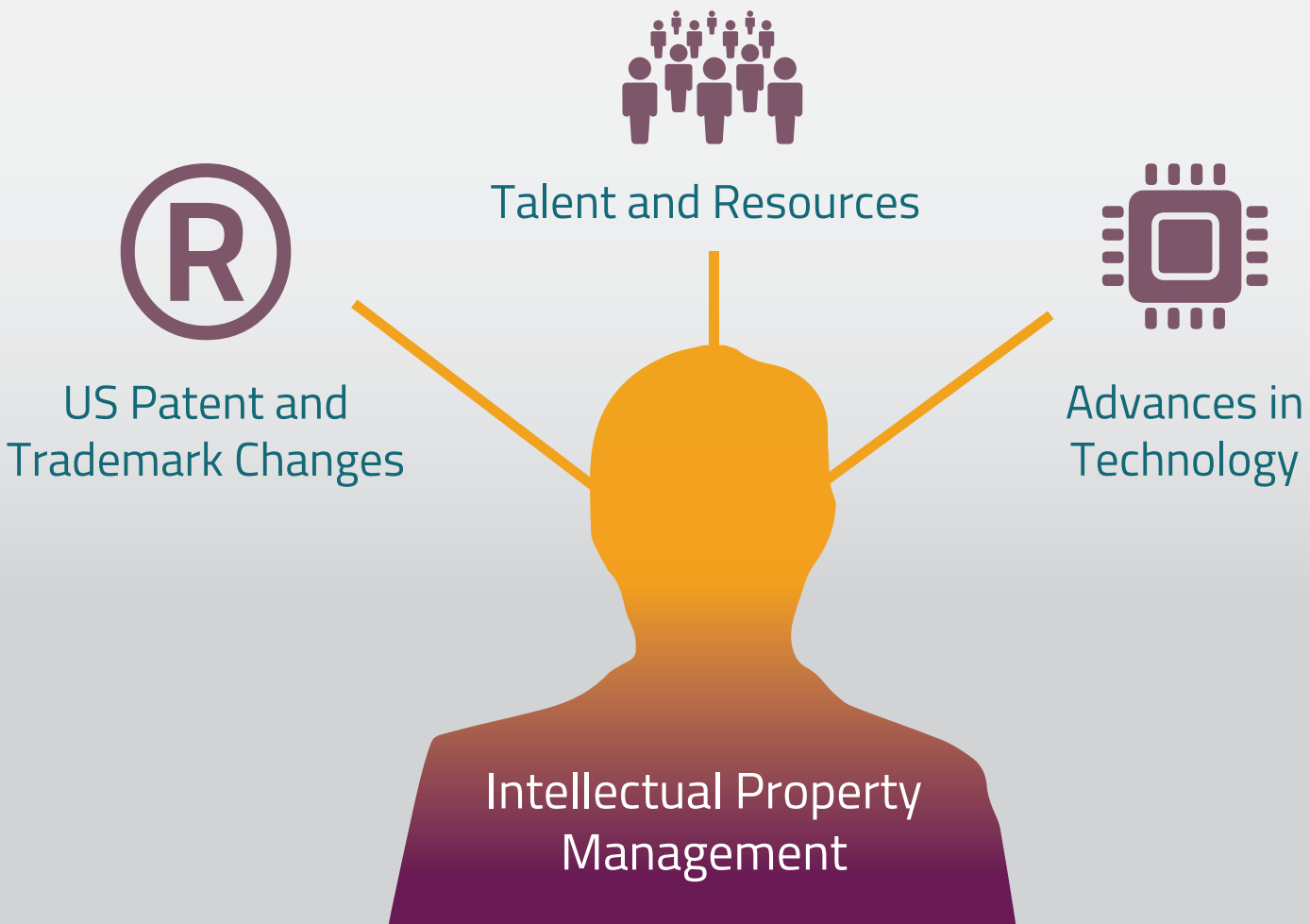
Join ALA for the only IP-focused forum for legal administrators in the nation



**THE CAPITAL HILTON**  
Washington, DC  
September 15 - 16



Provide Solutions to our Members Greatest IP Challenges



## Tabletop Exhibit

**\$2,500**

- 2 Registration Badges
- 1 Tabletop Display
- Access to networking events and educational sessions
- Presence on ALA Legal Marketplace IP Conference exhibitor category
- Pre and post-show attendee lists

## Sponsorship Opportunities

### Hotel Key Card Sponsor

**\$5,000**

Put your company name and logo into the hand of EVERY attendee staying in the conference hotel.

### Tote Bag Sponsor

**\$2,500**

Greet every attendee with a functional bag that will see use long after the conference concludes.

### Badge Holder Sponsor

**\$1,500**

Gain an impression during every conference conversation.

### Pen/Stylus Sponsor

**\$750**

Start the conversation at the IP Conference and continue it in every attendee's respective law firm.

### Attendee Kit Insert

**\$500**

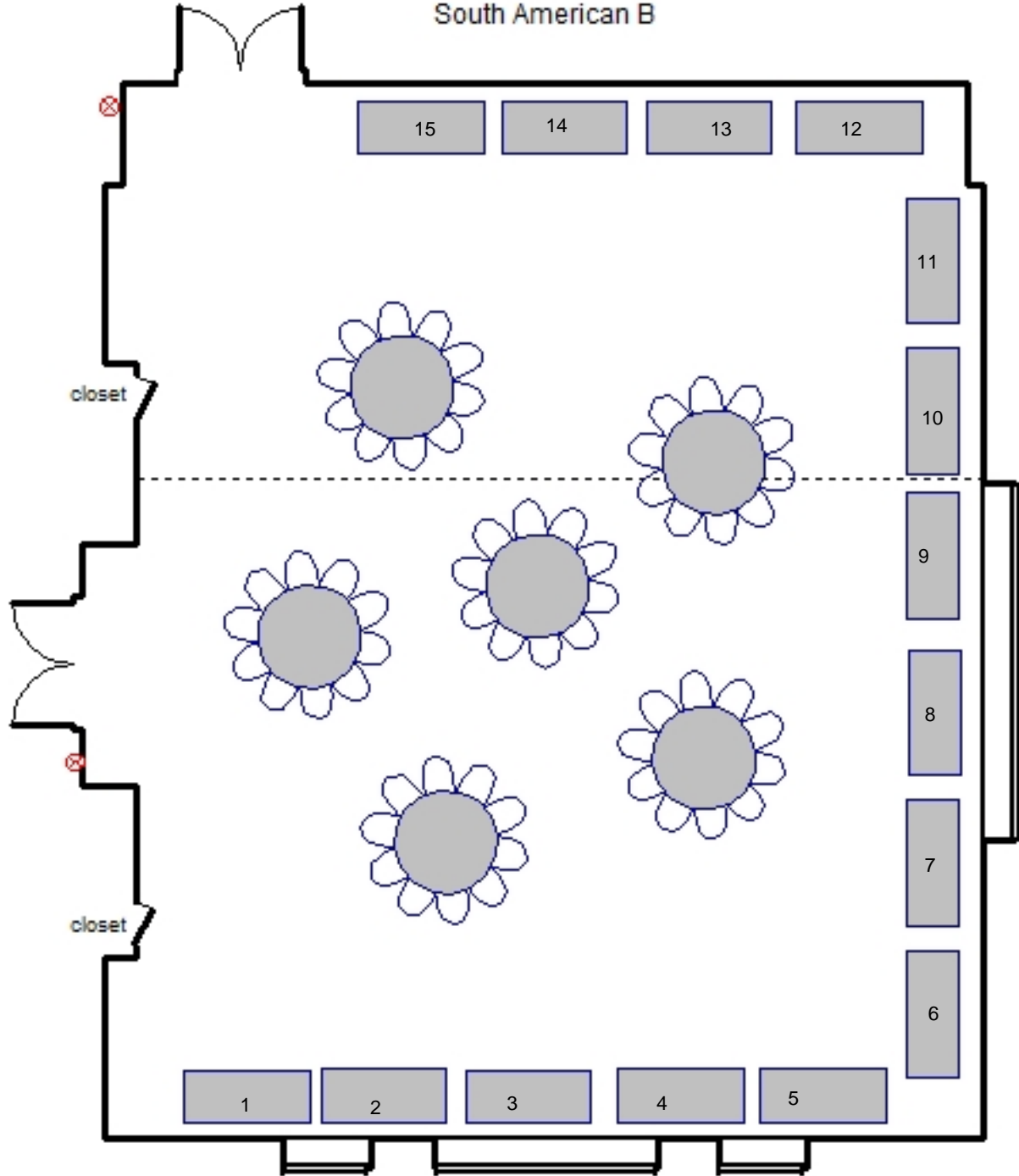
Get your marketing message across in each and every attendee kit.

### App Alert

**\$250** (each alert)

Take booth traffic into your own hands with a direct alert to each attendee's smartphone or tablet.

South American A  
South American B





Mark Your  
Selections  
with an  
(X)

Business of Law  
Conference  
**EAST**  
September 8-10  
Boston, MA



Business of Law  
Conference  
**WEST**  
October 6-8  
Phoenix, AZ



Business of Law  
Conference  
**CENTRAL**  
October 27-29  
Indianapolis, IN



IP for Legal  
Professionals  
**IP**  
September 15-16  
Washington, DC



## 2016 ALA Specialty Conferences Exhibit and Sponsorship Agreement

**GOLD**  
\$4,000

**SILVER**  
\$3,000

**BRONZE**  
\$1,800

**Business Matters  
Session** \$1,500  
*(Limited Availability)*

**Item Sponsorship**  
*Write-in Desired  
Sponsorship*

**Event Sponsorship**  
*Write-in Desired  
Sponsorship*

**Event Totals**

Item Sponsorship @ \$_____	Item Sponsorship @ \$_____	Item Sponsorship @ \$_____	Item Sponsorship @ \$_____
Event Sponsorship @ \$_____	Event Sponsorship @ \$_____	Event Sponsorship @ \$_____	Event Sponsorship @ \$_____
<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>

**IP EXHIBITS**  
\$2,500







Invoice  Charge     Invoice  Charge     Invoice  Charge     Invoice  Charge

**Premier-Level Exhibitor Options** (Discounts available to exhibitors sponsoring all three shows)

**GOLD PACKAGE:** \$10,000     **SILVER PACKAGE:** \$8,500     **BRONZE PACKAGE:** \$5,400

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

**Date:** \_\_\_\_\_ **Print Name** \_\_\_\_\_ **Title:** \_\_\_\_\_

### 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: \_\_\_\_\_

**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 <https://www.alanet.org/sc/blc/exhibitors/RulesRegulations.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 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](https://www.alanet.org/sc/blc/exhibitors/RulesRegulations.pdf)).

**Cancellations:** Up to 50% of this agreement may be cancelled with written notice until 8/8/16. After 8/8/16 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/RulesRegulations.pdf>).