

# 2018



# INTELLECTUAL PROPERTY CONFERENCE

September 27-28, Washington, D.C.

[www.ALAbp.org](http://www.ALAbp.org)



**NETWORK WITH LEGAL DECISION-MAKERS SPECIALIZING IN IP**





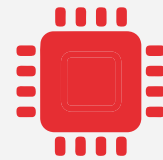
## Provide Solutions to Our Member's Greatest IP Challenges



Talent and Resources



US Patent and  
Trademark Changes



Advances in  
Technology

Intellectual Property  
Management

### GET IN FRONT OF LAW FIRMS LIKE:

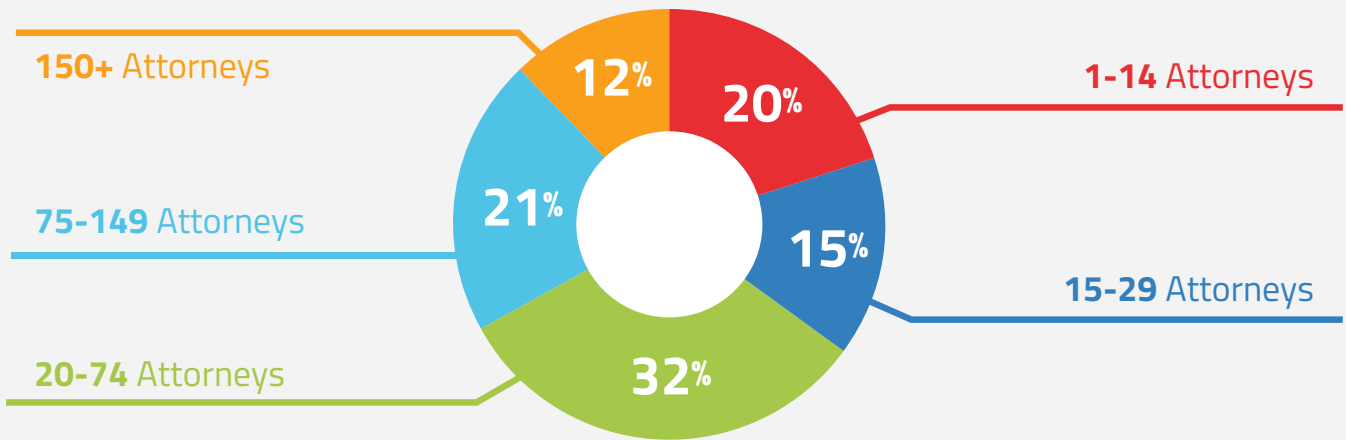
Alston & Bird LLP  
 Birch Stewart Kolasch & Birch, LLP  
 Crowell & Moring, LLP  
 Dinsmore & Shohl LLP  
 Fish & Richardson PC  
 Harness Dickey & Pierce, PLC  
 K&L Gates  
 Littleton Joyce Ughetta Park & Kelly, LLP  
 Marshall Gerstein & Borun LLP  
 Nelson Mullins Riley & Scarborough, LLP  
 Pillsbury Winthrop Shaw Pittman, LLP  
 Shook Hardy & Bacon, LLP  
 Sughrue Mion, PLLC  
 WilmerHale

### MEET ATTENDEES WITH JOB TITLES LIKE:

IP Training & Procedural Development Manager  
 IP Workflow Coordinator  
 IP Practice Support Trainer  
 Patent Practice Support Manager  
 Senior IP Paralegal  
 IP Services Director  
 IP Administrator  
 Executive Director  
 Chief Financial Officer  
 Senior Patent Administration Manager

and more...

# SIZE OF LAW FIRMS IN ATTENDANCE



ALA's 2018 Intellectual Property Conference for Legal Management Professionals is the only IP-focused forum for administrators working in a legal practice setting. The conference features specialized solutions and education that address changes to the shifting IP landscape, seasoned experts and industry leaders at the forefront of IP law, and opportunities to share ideas and explore trends in profitability, innovation, strategy and leadership.

## RECENT SPONSORS



# GOLD

## \$4,100

## 2018 IP Conference Exhibit Packages

Sponsorship Packages to Help Your Organization Make the Right Impression!



### Exclusive Exhibit Exposure

- Prime placement 6-foot tabletop exhibit

### Exclusive Attendee Access

- Includes tabletop exhibit and (3) all access badges

### Staff Power Up Option

- Purchase up to (4) additional all access badges for \$299 each

### 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 (Specialty Conference category only)

### Direct Marketing

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

### Standout-Sponsorship

- Prize drawing announcement during Dessert Break in Exhibit Hall

# SILVER

## \$3,500

### Exclusive Exhibit Exposure

- Enhanced placement 6-foot tabletop exhibit

### Exclusive Attendee Access

- Includes tabletop exhibit and (2) all access badges

### Staff Power Up Option

- Purchase (1) additional badge for \$399

### 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 (Specialty Conference category only)

### Direct Marketing

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

# STANDARD

## \$2,750

### Exclusive Exhibit Exposure

- Standard placement 6-foot tabletop exhibit

### Exclusive Attendee Access

- Includes tabletop exhibit and (1) all access badge (sponsorship upgrade required to purchase additional badges)

### Brand Impressions

- Logo and description in the conference mobile app
- Listing in ALA Legal Marketplace (Specialty Conference category only)

### Direct Marketing

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

**667-206-4266**  
**To Reserve**  
**Your Spot Today!**

### ALA VIP Member Contact

Robert Leighton [rleighton@alanet.org](mailto:rleighton@alanet.org) 667-206-4266 x4

### Exhibit and Advertising

Sean Soth Accounts A-I [ssoth@alanet.org](mailto:ssoth@alanet.org) 667-206-4266 x1

Justin Kiss Accounts J-Z [jkiss@alanet.org](mailto:jkiss@alanet.org) 667-206-4266 x2

# EVENT SPONSORSHIPS



## General Session Sponsorship

**\$1,500**

Reach every attendee, in person! Your logo greets attendees from the stage while a member of your staff delivers a short welcome message (optional). Also includes App Push Notification, and the ability for your team to place a seat drop (optional, sponsor must provide materials and place on seats).



## Kickoff Reception Sponsorship

**\$3,000**

Your logo appears at the entrance to the hall and on every bar throughout the Kickoff Reception. Over 90% of attendees will participate in the reception, so create a big impact and get your exhibit off to a great start! Includes (1) ALA App Push Notification as you welcome everyone into the exhibit hall!



## Attendee Registration Sponsorship

**\$1,500**

Make an impression with every attendee at the registration desk! Your company logo will appear at the registration desk signage, while each attendee will receive an App Push Notification from you welcoming them to the city and conference.

# DIRECT MARKETING



## ALA App Sponsor

**\$3,500**

Connect with every attendee, multiple times before and during the conference with the ALA App Sponsorship! Your landing page will greet each attendee with a custom message each time they load the app to check the agenda or schedule. Includes (1) daily push notification for 3 days of the conference. Invite attendees to your booth, promote your appearance, and even thank them on the way home with the ALA App Sponsorship. *At ALA's 2017 Regional Legal Management and Specialty Conferences, the ALA Events App averaged 8,000 sessions per conference.*



## App 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/each alert**

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

# ITEM SPONSORSHIP



## Badge Holder Sponsor

**\$2,000**

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



Mark Your  
Selections  
with an  
(X)

RLMC East  
Regions  
**EAST 1,2,3**  
CHICAGO, IL  
September 13-15

RLMC West  
Regions  
**WEST 4,5,6**  
AUSTIN, TX  
October 18-20

Intellectual  
Property  
**IP**  
WASHINGTON, DC  
September 27-28

Chapter Leader  
Institute  
**LEADERSHIP**  
DENVER, CO  
July 19-21

SAIFF  
REGISTRATIONS  
TABLE TOP

<b>GOLD</b>	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$4,100	<input type="checkbox"/> \$10,000	3	<input checked="" type="checkbox"/>
<b>SILVER</b>	<input type="checkbox"/> \$3,150	<input type="checkbox"/> \$3,150	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,995	2	<input checked="" type="checkbox"/>
<b>STANDARD</b>	<input type="checkbox"/> \$1,950	<input type="checkbox"/> \$1,950	<input type="checkbox"/> \$2,750	<input type="checkbox"/> \$2,500	1	<input checked="" type="checkbox"/>
<b>Item/Event Sponsorship</b> <i>Write-in Desired</i>	SPONSORSHIP @ \$ _____	SPONSORSHIP @ \$ _____	SPONSORSHIP @ \$ _____	SPONSORSHIP @ \$ _____		
<b>Event Totals</b>	\$ _____	\$ _____	\$ _____	\$ _____		
<b>Legal Marketplace</b>	<input type="checkbox"/> <b>12mo. Microsite profile in Legal Marketplace + \$995</b>					
<b>Total</b>	\$ _____					

**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: \_\_\_\_\_

Special Instructions: \_\_\_\_\_



## 2018 ALA 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 incorporated into this contract are the following terms, conditions and the Rules and Regulations (found on ALAnet.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 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 on ALAnet.org).

**Cancellations:** Up to 50% of this agreement may be cancelled with written notice until 6/1/18. After 6/1/18 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 on ALAnet.org.