



# 2019

**ANNUAL  
CONFERENCE  
& EXPO**



**APRIL 14–17**  
GAYLORD TEXAN RESORT &  
CONVENTION CENTER  
**GRAPEVINE, TX**

**SPONSORSHIP &  
EXHIBITOR PROSPECTUS**

**#ALAConf19**  
[alanet.org/conf19](http://alanet.org/conf19)



**ALAbp.org**



# 2018 Advanced Registration



## BY THE NUMBERS

All stats as of February 5, 2018



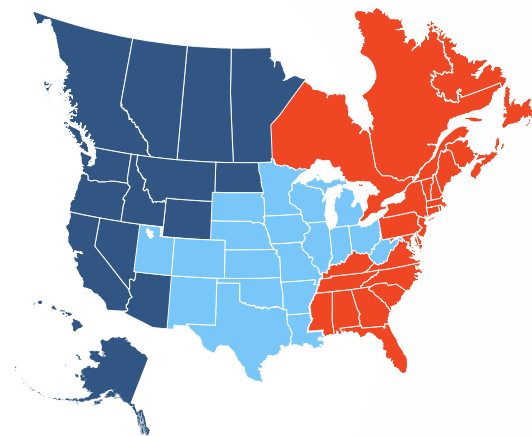
of ALA Members are responsible for making the final purchasing decision for their law firm

Nearly **800** attendees, from nearly **600** firms.

Expected attendance: **More than 1,000**

**11** Countries Represented

Antigua & Barbuda, Australia, Brazil, Canada, Dominican Republic, Ghana, Honduras, Jamaica, Mexico, Nigeria, United States

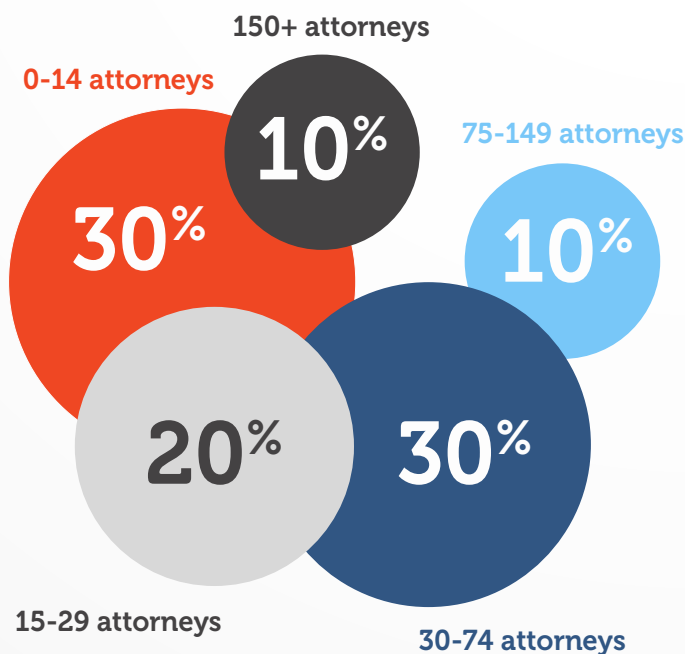


**50%**  
Eastern

**22%**  
Central

**22%**  
Western

### Size of Firms in Attendance



**100%**

of ALA members influence the final purchasing decision

Nearly

**20%**

of ALA attendees hold c-level position



# Sponsor & Exhibit Pricing



## ALA GOLD SPONSOR \$26,000

**Total Value: \$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)

**Total Value: Nearly \$30,000**

## ALA BRONZE SPONSOR \$7,500



### Exclusive Exhibit Exposure

- Premium placement 10'x10' Corner (\$4,150 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'	\$3,950	
■ 10' x 10' (Corner)	\$4,150	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.

# Exhibit & Sponsorship Agreement

ALA 2019 Annual Conference & Expo, Sunday, April 14 to Wednesday, April 17



## Exhibit Space & Sponsor Packages *(mark selections)*

**GOLD SPONSOR**  
(Incl 10'x30' booth)

\$26,000



**SILVER SPONSOR**  
(Incl 10'x20' booth)

\$16,000



**BRONZE SPONSOR**  
(Incl 10'x10' booth):

\$7,500



## Standard Exhibits

- 10'x10' \$3,950
- 10'x10' Corner\* \$4,150
- 10'x20' Corner \$7,750
- 10'x30' Corner \$11,500
- 20'x20' Island \$15,250

*\*Subject to availability*

## Advertising

### Conference Journal Placement

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

### Presentation

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

### Search

#### Legal Marketplace

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

## Item & Events

- \_\_\_\_\_ Event Sponsorship @ \$ \_\_\_\_\_
- \_\_\_\_\_ Item Sponsorship @ \$ \_\_\_\_\_

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

**Billing Amount: \$** \_\_\_\_\_ **Dates:** \_\_\_\_\_

**Credit Card: Please Complete Credit Card Authorization Form**

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

Tiffany Teal Accounts A-I [tteal@alanet.org](mailto:tteal@alanet.org)  
Justin Kiss Accounts J-Z [jkiss@alanet.org](mailto:jkiss@alanet.org)

### ALA VIP Member Contact

Robert Leighton: [rleighton@alanet.org](mailto: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](http://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 2014-2015-2016-2017-2018 event and advertising investment. (See rules and regulations [www.ALAbp.org](http://www.ALAbp.org).) Failure to pay invoice within term may result in loss of booth assignment. Shared space or subletting of booths is prohibited.

**Cancellations:** Must be made in writing and receive approval from ALA through a mutually signed change order. Full cancellation, without penalty is available until **8/31/2018**. If space is canceled between **9/1/2018 and 11/1/2018**, 50 percent of the total agreement is due to ALA. If exhibitor has paid in full and cancels between **9/1/2018 and 11/1/2018**, 50 percent of total will be refunded. There will be no refunds of any kind made to exhibitors canceling after **11/1/2018**. After **11/1/2018** 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.