Full-Page Ad in Conference Journal Notebook: $1,500

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).

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.

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.

Daily Conference Attendee Email Sponsorship: $1,500/day

Reach every conference attendee as the exclusive daily email sponsor. Includes one 300x200 px button and a 200-character message.

Know Before You Go Sponsorship: $1,250/placement

(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 300x200 px button and a 200-character message.

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.
**ALALIVE Harbor Nights Opening Reception Exclusive Sponsorship:** $7,500

Includes a reminder postcard to each attendee during registration, signage at the entrance, logo on event screens, carpet, napkins, 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.

**Capitol 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 on-site.

**ALA Regional Huddle Sponsorship:** $5,000

ALA recharge lounges transform into speed-intros and chapter meet-ups. Sponsors will help facilitate attendee meet-ups up to two 20-minute periods during the meeting. Your company will introduce the Huddle and help to facilitate the speed-meet. Includes: 3’ x 6’ sponsor sign, 2-minute intro to up to 30 attendees, handouts and mention on the website and conference journal.

**ALA Business Partner United Reception: $3,000**

(Only 8 sponsorships available)

Provide a great start to everyone’s Friday night by sponsoring the ALA Business Partner United Reception. Attendees will enjoy state spirit while business partners decorate their exhibits to celebrate their home state! Sponsors will be part of an eight-spot, check-in to include a visit to their booth to be eligible for your unique United Reception prizes. Winners will be announced that evening. Prizes must exceed $100 value. Includes: logo on Reception Signage and app alert to promote your booth location.

**Association Luncheon Sponsor: $10,000**

Captivate the crowd with this exclusive speaking opportunity during the State of the Association lunch presentation. High logo visibility during the presentation.

**Coffee Breaks: $3,500**

A 24” x 36” sign greets attendees at each coffee station for each coffee break throughout the conference. Comes with one app alert and the ability for the sponsor to provide handouts or giveaways at the break tables.

**Attendee Registration Sponsorship: $6,000**

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 National Harbor, 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.
Conference Pen Sponsorship: $1,500  
Supplier-provided  
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.

Conference Tote Bags: $3,000  
Supplier provided  
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. Bags must be approved by ALA prior to production.

Badge Holder Sponsorship: $10,000  
Gain an impression during every conversation with your company logo presented proudly on every attendee badge and lanyard.

Signage Sponsorship: $2,500  
(Only 4 sponsorships available)  
Provide attendees a little push in the right direction. Your logo will adorn each direction sign near the session rooms.

Conference Pen 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.
ALA Legal Marketplace

**Premium:** $995
**Enhanced:** $750

The ALA Legal Marketplace helps you connect your product and services to a qualified audience of legal professionals. Gain visibility with members as they search and find the products and services they need all year long. Your microsite can share social links, LinkedIn info, product and services, video, and much more.

**Rotating Banner Ad Display:** $2,500
Build on-site brand awareness with a banner inside the ALA Conference App.

**Limited Edition Push Notification:** $1,100
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.

**2017 Stats:**
- More than 700 click average per push!
- More than 400 click average per alert!

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**Legal Management Magazine**

Published 10 times per year, and reports on topics within ALA’s five knowledge areas:
- Legal Industry/Business Management
- Human Resources Management
- Financial Management
- Communication and Organizational Management
- Operations Management

Establish thought leadership and build your brand. Contact your business development representative today.

**Legal Management Magazine**

[www.legalmanagement.org](http://www.legalmanagement.org)
MOBILE APP SPONSORSHIPS

Premier Sponsor: $6,500
- Daily push notification
- Logo on Daily Snapshot email
- Recognition in Know Before You Go email
- Upgraded app listing
- Banner ad (first placement)
- Logo on splash page

Supporting Sponsor: $3,500
- Two conference push notifications
- Banner ad (2nd placement)
- Upgraded app listing

App Schedule Sponsor: $1,500
- Watermark of logo on schedule in app and journal

[SOLD] savills Studley
Exhibit & Sponsorship Agreement
2018 Annual ALA Conference & Expo, Thursday, May 3 to Sunday, May 6, Gaylord National Resort & Convention Center

Exhibit Space & Sponsor Packages (mark selections)

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD SPONSOR</td>
<td>(Incl 10x30 booth)</td>
<td>$26,000</td>
</tr>
<tr>
<td>SILVER SPONSOR</td>
<td>(Incl 10x20 booth)</td>
<td>$16,000</td>
</tr>
<tr>
<td>BRONZE SPONSOR</td>
<td>(Incl 10x10 booth)</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

Standard Exhibits

- 10x10: $3,900
- 10x10 Corner*: $4,050
- 10x20 Corner: $7,750
- 10x30 Corner: $11,500
- 20x20 Island: $15,250

*Subject to availability

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:_____________
Billing address if different then above:_________________________________________________________
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:__________________________________________________________
- 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:_____________

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). 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 event and advertising investment. (See rules and regulations www.ALAbp.org) Failure to pay invoice within term may result in loss of booth assignment.

Cancellations: Must be in writing and receive approval from ALA through a mutually signed change order. Full cancellation, without penalty is available until 7/31/2017. If space is canceled between 8/1/2017 and 11/1/2017, 50 percent of the total agreement is due to ALA. If exhibitor has paid in full and cancels between 11/1/2017 and 12/31/2017, 50 percent of total will be refunded. There will be no refunds of any kind made to exhibitors canceling after 11/1/2017. After 11/1/2017 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.