SEPT 18-20
BOSTON
MASSACHUSETTS
BOSTON PARK PLAZA

C4 THE LEGAL INDUSTRY
CONFERENCE
CONNECT • COLLABORATE • CREATE • CHANGE

THE BRIGHTEST IDEAS ARE BORN FROM COLLABORATION

FINANCE
MARKETING
SOURCING
TECHNOLOGY
CYBERSECURITY
PARTNERSHIPS

ALAbp.org 667-206-4266
Law firm performance through design thinking.

Why ALA? Why now?

Business is evolving at an incredible pace. As the industry leader in the business of law, the ALA C4 conference will provide attending law firms a collaborative environment to work with each other and subject matter experts from leading business partners. The objective is to collectively deliver new solutions for the industry!

Why the ALA C4 conference?

1. ALA reaches a large audience of legal managers focused on law firm success. C4 will deliver collaborative best practices from business partners and members to solve industry’s challenges.

2. The ALA C4 Conference provides leading law firms and business partners a gathering space for education, networking and innovative connection opportunities.

3. ALA C4 Conference will address changes in finance, technology and marketing.

Join the ALA community and create your next business partnership in Boston.
Exhibit Package

- Premier Partner Pod in Legal Solutions Pavilion
- Includes pub height table, (2) two pub-height stools. Sponsor may bring one 3-foot-wide banner stand OR a monitor display.
- (3) Three full attendee registrations

ALA C4 Attendee Scholarship and Meet-Up

- C4 Scholarship and Attendee Shadow
- (4) Four ALA C4 Scholarship recipients will agree to meet your team during the exclusive C4 Business Partner match-up times. Engagement includes:
  - Preshow email intro to members from ALA
  - In show meeting (time and location to be agreed upon by sponsor/attendee. NOTE: ALA not responsible for meeting making, but prompt and efficient meet-up will be encouraged.

Direct Marketing to Attendees

- Access to attendee pre-and post-show allowable mailing lists (name, title, company name, mailing address)

Brand Leadership

- Your logo included on C4 signage, website and session introduction slides

Facilitation and Collaboration

- One organizational registrant will facilitate a C4 Topic Breakout along with an ALA SME

C4 Performance Sponsorship $4,500

- Includes Performance Partner Pod in Legal Solutions Pavilion
- Includes pub height table, (2) pub-height stools. Sponsor may bring one 3-foot-wide banner stand OR a monitor display.
- (2) Two full attendee registrations

ALA C4 Attendee Scholarship and Meet-Up

- C4 Scholarship and Attendee Shadow
- (2) Two ALA C4 Scholarship recipients will agree to meet your team during the exclusive C4 Business Partner match-up times. Engagement includes:
  - Preshow email intro to members from ALA
  - In show meeting (time and location to be agreed upon by sponsor/attendee. NOTE: ALA not responsible for meeting making, but prompt and efficient meet-up will be encouraged.

C4 Alliance Sponsorship $1,950

- (1) One full attendee registration
- Access to attendee post-show allowable mailing lists (name, title, company name, mailing address)

SPONSORSHIP PACKAGES

C4 Premier Plus Sponsorship $6,950

- Includes all Premier Sponsorship deliverables
- Brief (60-second) address to audience sharing how your organization impacts legal performance

C4 Premier Sponsorship $5,950

- Includes all Premier Sponsorship deliverables
- Brief (60-second) address to audience sharing how your organization impacts legal performance

C4 Performance Sponsorship $4,500

- Includes Performance Partner Pod in Legal Solutions Pavilion
- Includes pub height table, (2) two pub-height stools. Sponsor may bring one 3-foot-wide banner stand OR a monitor display.
- (2) Two full attendee registrations

ALA C4 Attendee Scholarship and Meet-Up

- C4 Scholarship and Attendee Shadow
- (2) Two ALA C4 Scholarship recipients will agree to meet your team during the exclusive C4 Business Partner match-up times. Engagement includes:
  - Preshow email intro to members from ALA
  - In show meeting (time and location to be agreed upon by sponsor/attendee. NOTE: ALA not responsible for meeting making, but prompt and efficient meet-up will be encouraged.

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EXPERIENCE SPONSORSHIPS

C4 Registration Sponsorship – $2,500
Welcome attendees to the C4 Conference, high logo visibility at the registration desk and website throughout the conference.

C4 Connect Reception Sponsorship – $3,000
Logo on entrance signage, napkins and bar areas during reception.

Official Attendee Badge Holder Sponsorship – $2,500
One-color logo on each attendee badge holder.

C4 Attendee Portfolio Sponsorship – $2,000
Logo alongside ALA C4 Logo on each portfolio and (1) one post card inserted in each.

Exclusive Networking Break Sponsorship – $1,500
Logo on signage near break areas and optional promotional handout.

Know Before You Go Email Sponsorship – $1,500
Logo and 50-word message in outbound C4 email.

Contact Us Today

Tiffany Teal
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Robert Leighton
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2019 ALA CONFERENCES
ORDER FORM & AGREEMENT

Chapter Leadership Institute
July 25-27, 2019
Louisville, KY

Intellectual Property Conference
September 26-27, 2019
Washington, D.C.

ALA C4 Legal Industry Conference
September 18-20, 2019
Boston, MA

ALA Master Class Leadership for Legal Management Professionals
October 21-23, 2019
Seattle, WA

[Options for sponsorship levels]

ADD ITEM/EVENT SPONSORSHIP:
@ $_____________________

Please include all conferences and sponsorships in the total.

TOTAL $ [Blank]

Signature (x) ____________________________
Print Name ____________________________
Title ____________________________ Date _________________

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: ____________________________
Alternate contact person: ____________________________ Title: ____________________________
Email address: ____________________________ Phone: ____________________________
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.
☐ Special Instructions: ____________________________
☐ Pay with credit card authorization form (have a Business Development Rep email me the form)
☐ Pay with credit card via phone.

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) Failure to pay invoice within term may result in loss of booth assignment. Shared space or subletting of booths is prohibited.

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.

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 be removed from his or her position, the contracting organization is required to fulfill the obligations under this agreement. This agreement cannot be cancelled or transferred.

Please complete, sign and email to your Business Development Representative;

OR
Fax to 443-281-0660
Written confirmation will follow.

667-206-4266
Exhibit and Advertising
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