LEGAL LEADERSHIP & ADVANCED HR WORKSHOP

OCTOBER 21-23
SEATTLE
WASHINGTON
WESTIN SEATTLE

2019 ALA MASTER CLASS
LEADERSHIP FOR LEGAL MANAGEMENT PROFESSIONALS

ALAbp.org 667-206-4266
Essential Law Firm Leadership

Focus: Professional Growth

In order for legal management executives to succeed in the ever-changing legal market, they must seek new ways to polish personal leadership skills. Attendees will dive into their own professional growth and learn new insights vital to their careers by way of keynotes, group discussions, case studies and meetings with business partners.

1. DISCOVER new connections and share bright ideas. ALA brings together legal managers, c-level executives and business partners to innovate and solve leadership challenges.

2. NETWORK on and off the expo floor. Participate in ALA’s Legal Leadership Conference from start to finish. Business partners can expect an immersive experience through networking breaks, lectures, group discussions and case studies.

3. ACHIEVE together with ALA members and attendees. Join a collaborative environment focused on issues such as establishing a boardroom presence, handling conflict, difficult conversations and more.

Join the ALA community and create your next business partnership in Seattle.

ALAbp.org | 667-206-4266
## Sponsorship Packages

### Premier Sponsorship $3,950

**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 Attendee Scholarship and Meet-Up**
- Scholarship and Attendee Shadow
- (2) Two ALA Scholarship recipients will agree to meet your team during the exclusive 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 signage, website and session introduction slides

### Performance Sponsorship $2,750

**Exhibit Package**
- 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

**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 signage, website and session introduction slides

### Alliance Sponsorship $1,950

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

**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 signage, website and session introduction slides
- Signage at registration counter and throughout the meeting space near session rooms

### Advanced HR Workshop Sponsorship $2,500 (Exhibitor price $1,500)

- (1) One full attendee registration
- (1) One 6-foot table at workshop
- Access to attendee pre- and post-show allowable mailing lists (name, title, company name, mailing address)
LEAD EXPERIENCE SPONSORSHIPS

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

**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.

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

**Exclusive Networking Break Sponsorship – $1,500**
Logo on signage near break area, and optional promotional insert in attendee bag.

**Opening Session Panel Sponsorship – $2,500**
Recognition on stage by ALA and logo on stage signage, and option to welcome crowd with short message.

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

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**Contact Us Today**

**Tiffany Teal**
a-l | ttteal@alanet.org
667-206-4266 x6

**Justin Kiss**
 j-z | jkiss@alanet.org
667-206-4266 x2

**Robert Leighton**
VIP | rleighton@alanet.org
667-206-4266 x4

ALAbp.org | 667-206-4266
# 2019 ALA CONFERENCES
## ORDER FORM & AGREEMENT

<table>
<thead>
<tr>
<th>Chapter Leadership Institute</th>
<th>Intellectual Property Conference</th>
<th>ALA C4 Legal Industry Conference</th>
<th>ALA Master Class Leadership for Legal Management Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD - $10,000</td>
<td>GOLD - $4,100</td>
<td>PREMIER PLUS - $6,950</td>
<td>PREMIER - $3,950</td>
</tr>
<tr>
<td>SILVER - $4,995</td>
<td>SILVER - $3,500</td>
<td>PREMIER - $5,950</td>
<td>PERFORMANCE - $2,750</td>
</tr>
<tr>
<td>STANDARD - $2,700</td>
<td>STANDARD - $2,750</td>
<td>PERFORMANCE - $4,500</td>
<td>ALLIANCE - $1,950</td>
</tr>
</tbody>
</table>

**ADD ITEM/EVENT SPONSORSHIP:**
- [ ] $____________________

**Book Before 2/25/19 & Save!**
- [ ] 2 conferences - take $300 off
- [ ] 3 conferences - take $1200 off
- [ ] 4 conferences - take $2500 off

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**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:_____________

Exhibiting as (if different than company name):________________________________________________

Company name:_________________________________________________________________________________

Primary contact person:___________________________________________Title:_________________________

Web address:_____________________________________________________________________________________

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.
- [ ] Special Instructions:______________________________
- [ ] Pay with credit card authorization form (have a Business Development Rep email me the form)
- [ ] Pay with credit card via phone.

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

OR

Fax to 443-281-0660

Written confirmation will follow.

<table>
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<tr>
<th>Signature (x) _________________________________</th>
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<tr>
<td>Print Name _________________________________</td>
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<tr>
<td>Title _________________________________</td>
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<tr>
<td>Date _________________________________</td>
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**Total $____________________**

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**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. This agreement cannot be cancelled or transferred.

**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 any and all lost discounts. Any account sent referred to a collection attorney for any reason, Client (exhibiting or sponsoring company) and the undersigned agree to pay any and all lost discounts. Any account sent referred to a collection attorney for any reason, Client (exhibiting or sponsoring company) and the undersigned agree to pay any and all lost discounts. Any account sent referred to a collection attorney for any reason. Client (exhibiting or sponsoring company) and the undersigned agree to pay any and all lost discounts. Any account sent referred to a collection attorney for any reason.

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<tbody>
<tr>
<td>Exhibit and Advertising</td>
</tr>
<tr>
<td>Tiffany Teal Accounts A-I <a href="mailto:tteal@alanet.org">tteal@alanet.org</a></td>
</tr>
<tr>
<td>Justin Kiss Accounts J-Z <a href="mailto:jkiss@alanet.org">jkiss@alanet.org</a></td>
</tr>
<tr>
<td>ALA VIP Member Contact</td>
</tr>
<tr>
<td>Robert Leighton <a href="mailto:rleighton@alanet.org">rleighton@alanet.org</a></td>
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