

2020



INTELLECTUAL PROPERTY CONFERENCE

October 1-2, Washington, D.C. - Hamilton Hilton

www.ALAbp.org



NETWORK WITH LEGAL DECISION-MAKERS SPECIALIZING IN IP





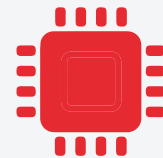
Provide Solutions to Our Member's Greatest IP Challenges



Talent and Resources



US Patent and Trademark Changes



Advances in Technology

Intellectual Property Management

GET IN FRONT OF LAW FIRMS LIKE:

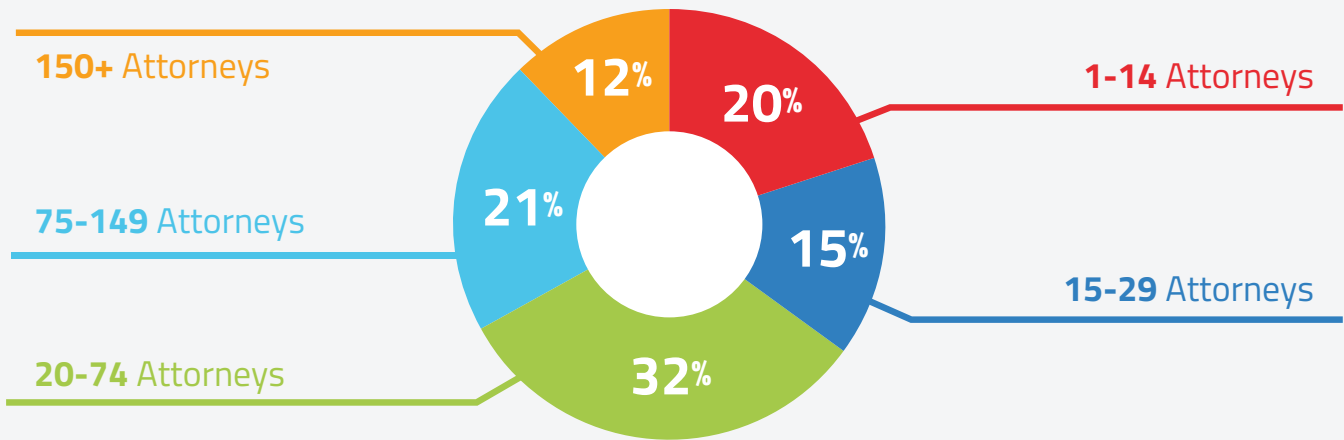
Alston & Bird LLP
 Birch Stewart Kolasch & Birch, LLP
 Crowell & Moring, LLP
 Dinsmore & Shohl LLP
 Fish & Richardson PC
 Harness Dickey & Pierce, PLC
 K&L Gates
 Littleton Joyce Ughetta Park & Kelly, LLP
 Marshall Gerstein & Borun LLP
 Nelson Mullins Riley & Scarborough, LLP
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 Sughrue Mion, PLLC
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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 2020 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

2020 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
- Basic listing in ALA Legal Marketplace (IP category only) 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

- App push notification: Prize drawing or booth visit message delivered through conference app

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
- Basic listing in ALA Legal Marketplace (IP 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
- Basic listing in ALA Legal Marketplace (IP 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 | 667-206-4266 x4

Exhibit and Advertising

Tiffany Teal | tteal@alanet.org | 667-206-4266 x6

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.

2020 ALA Intellectual Property Order Form

October 1-2, 2020 | Washington, D.C.

Sponsorship Options

- Gold Sponsor: \$4,100
- Silver Sponsor: \$3,500
- Standard Exhibitor: \$2,750

Add a Legal Marketplace Profile

- \$995/year: Premium Profile
- \$750/year: Enhanced Profile
- \$500/year: Category Sponsorship

Booth placement: 1st Choice: _____ 2nd Choice: _____

Company Name: _____

Exhibiting as (if different): _____

Web Address: _____

Physical Address: _____

City: _____ State: _____ Zip: _____

Primary Contact Person: _____

Email Address: _____ Phone: _____

Alternate Contact Person: _____

Email Address: _____ Phone: _____

Total: \$ _____

- Invoice at address above
- Invoice at following address:

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

- Pay with Credit Card Authorization Form
- Pay with credit card via phone call



2020 ALA Conference Exhibit & Sponsorship Agreement

ALA Mailing Address
8600 W. Bryn Mawr Ave., Suite 400N
Chicago, IL 60631

667-206-4266 x6

National Accounts

Tiffany Teal

tteal@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 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: This agreement is non-cancellable. All terms and conditions are final.

Print Name: _____

Signature: _____

Date: _____