



2016 Human Resources Conference for Legal Professionals

February 18-20 Wyndham Orlando Resort



2016 Human Resources Conference for Legal Professionals Exhibit Packages

New Sponsorship Packages to Help Your Organization Make the Right Impression!

Human Resources Management makes up the second largest portion of job responsibilities represented by ALA members. Join more than 200 legal administrators looking to increase efficiency and profitability for their law firms. The Human Resources Conference for Legal Professionals is an exclusive biannual conference, so don't miss your chance to participate in 2016!

GOLD

ALA HR EXHIBITOR – \$4,000

Exclusive Exhibit Exposure

- Prime placement, 6 ft. tabletop exhibit

Exclusive Attendee Access

- Up to (3) all-access badges

Staff Power-up Option

- Purchase up to (4) additional all-access badges for your team

Direct Marketing

- Access to attendee pre-and post-mail list (name, title, company name, mailing address)
- 1 pre-show email blast to all attendees (logo, website link, 25 character max)

Brand Impressions

- Top logo placement on ALA Conference signage
- Logo and description in the conference mobile app
- Logo on ALA website
- Priority placement and listing in ALA Legal Marketplace (HR Conference Category)

Standout Sponsorship

- Banner ad in rotation on HR Conference app
- Greet the crowd at the welcome reception (1 minute max). Logo present on welcome reception signage

SILVER

ALA HR EXHIBITOR – \$3,000

Exclusive Exhibit Exposure

- Good placement, 6 ft. tabletop exhibit

Exclusive Attendee Access

- Up to (2) all-access badges

Staff Power-up Option

- Purchase (1) additional all-access badge for your team

Brand Impressions

- Logo placement on ALA Conference signage
- Logo and description in the conference mobile app
- Logo on ALA website
- Listing in ALA Legal Marketplace (HR Conference Category)

Direct Marketing

- Access to attendee pre-and post-mail list (name, title, company name, mailing address)

BRONZE

ALA HR EXHIBITOR – \$1,800

Exclusive Exhibit Exposure

- Standard placement, 6 ft. tabletop exhibit

Exclusive Attendee Access

- Up to (1) all-access badge

Brand Impressions

- Logo and description in the conference mobile app
- Listing in ALA Legal Marketplace (HR Conference Category)

Direct Marketing

- Access to attendee pre-and post-mail list (name, title, company name, mailing address)

667-206-4266

ALA VIP Member Contact

Robert Leighton: rleighton@alanet.org x2

Exhibits and Advertising

Sean Soth: ssoth@alanet.org x1
Dave Dallmer: ddallmer@alanet.org x3
Shah Faridi: sfaridi@alanet.org x4

Items & Event Sponsorships

- **Sunshine State Refreshment Break Sponsor** (\$2,500)
- **Badge Holder Sponsor** (\$2,500)
- **Attendee Registration Sponsorship** (\$2,000)
- **General Session Sponsor** (\$1,500)
- **Pocket Agenda Sponsor** (\$750)
- **App Alert** (\$250/ each alert)

Exhibit & Sponsorship Agreement

2016 Human Resources Conference for Legal Professionals

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Exhibit Space & Sponsor Packages *(mark selections)*

— GOLD —
SPONSOR
 (Incl. up to 3 badges)
 \$4,000

— SILVER —
SPONSOR
 (Incl. up to 2 badges)
 \$3,000

— BRONZE —
SPONSOR
 (Incl. 1 badge):
 \$1,800

Item & Event Sponsorships

- _____ Event Sponsorship @ \$ _____
 _____ Item Sponsorship @ \$ _____

Contact Information

Table 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: _____

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.

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: _____

Total \$ _____ **Signature (X)** _____

Date: _____ **Print Name** _____ **Title:** _____

Special Instructions: _____

SIGN UP

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

OR

Fax to 443-281-0660

Written confirmation will follow

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 rules and regulations (found at bit.ly/ACEx-Rules); 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 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 previous ALA commitment and date of received agreement (see rules and regulations; bit.ly/ACExRules).

Cancellations: Must be made in writing and receive approval from ALA. If space is canceled by an exhibitor on or before December 4th, 2015 a refund will be made for 50% of the total balance of exhibit space reserved. There will be no refunds made to companies canceling December 5th, 2015 or later.