

ALM Conferences 2012 Sponsorship Opportunities

Platinum Sponsorship (exclusive)\$37,500

- Two speakers on topics to be mutually agreed upon with Conference Producer
- Nominate one conference Co-Chairperson who is a recognized industry expert, of proper seniority and position (preferably in-house counsel), to be approved by Conference Producer.
- Collaborate with Conference Producer to develop program agenda, develop content and identify potential speakers to be approved by Conference Producer. (time permitting)
- Information or giveaways distributed to attendees
- Premier onsite visibility including conference opening and closing remarks and introduction of speaker panels
- Enhanced visibility throughout marketing campaign
- Tabletop exhibit space (This is not intended as a manned exhibit booth. The conference is a networking opportunity, not a trade show.)
- Ten complimentary passes to the entire event
- One-time use of the attendee postal mailing list provided after the event
- Sponsor's logo placed on all advertisements in ALM publications
- Sponsor's logo listed in the program brochure
- Sponsor's logo and 200 word write-up posted on website

Conference Co-Chairperson Sponsorship (exclusive)\$25,000

- Nominate one conference Co-Chairperson who is a recognized industry expert, of proper seniority and position (preferably in-house counsel), to be approved by Conference Producer.
- Collaborate with Conference Producer to develop program agenda, develop content and identify potential speakers to be approved by Conference Producer. (time permitting)
- Information or giveaways distributed to attendees
- Premier onsite visibility including conference opening and closing remarks and introduction of speaker panels
- Enhanced visibility throughout marketing campaign
- Tabletop exhibit space (This is not intended as a manned exhibit booth. The conference is a networking opportunity, not a trade show.)
- Five complimentary passes to the entire event
- One-time use of the attendee postal mailing list provided after the event
- Sponsor's logo placed on all advertisements in ALM publications
- Sponsor's logo listed in the program brochure
- Sponsor's logo and 200 word write-up posted on website

Keynote Sponsorship.....\$22,500

- Collaborate with Conference Producer to develop keynote presentation. The keynote speaker must be a top General Counsel or someone of equal stature in the legal industry and be approved by the Conference Producer.
- Introduction of keynote speaker at event
- Information or giveaways distributed at the keynote session
- Tabletop exhibit space (This is not intended as a manned exhibit booth. The conference is a networking opportunity, not a trade show.)
- Five complimentary passes to the entire event
- One-time use of the attendee postal mailing list provided after the event
- Sponsor's logo placed on all advertisements in ALM publications
- Sponsor's logo listed in the program brochure (including next to the listing of the keynote)
- Sponsor's logo and 150 word write-up posted on website

Luncheon or Cocktail Reception Sponsorship\$17,500

- Price includes the cost of the luncheon or reception
- Information or giveaways may be distributed during luncheon or reception
- One speaker on topic to be mutually agreed upon with Conference Producer. This speaking opportunity may be as either part of a specific conference session or during the Lunch for the Luncheon sponsorship.
- Tabletop exhibit space (This is not intended as a manned exhibit booth. The conference is a networking opportunity, not a trade show.)
- One-time use of the attendee postal mailing list provided after the event
- Five complimentary passes to the entire event
- Sponsor's logo placed on all advertisements in ALM publications
- Sponsor's logo listed in the program brochure (including next to the luncheon, brunch or reception listing)
- Sponsor's logo and 150 word write-up posted on the website

Gold Sponsorship\$14,500

- One speaker on topic to be mutually agreed upon with the Conference Producer
- Tabletop exhibit space (This is not intended as a manned exhibit booth. The conference is a networking opportunity, not a trade show.)
- One-time use of the attendee postal mailing list provided after the event
- Three complimentary passes to the entire event
- Sponsor's logo placed on all advertisements in ALM publications
- Sponsor's logo listed in the program brochure
- Sponsor's logo and 100 word write-up posted on website

Binder Sponsorship\$7,500

- ALM will produce a branded binder cover and spine with the sponsor's logo
- Sponsor can provide one tab with any promotional or educational copy to have inserted in each conference binder
- Tabletop exhibit space (This is not intended as a manned exhibit booth. The conference is a networking opportunity, not a trade show.)
- Sponsor's tabletop presence will be near ALM Events registration (proximity will depend on the logistics of the venue) to facilitate the handing out of the binders during registration.

- One-time use of the attendee postal mailing list provided after the event
- Two complimentary passes to the entire event
- Sponsor's logo and 50 word write-up posted on the website

Delegate Conference Bags, Badge Lanyards or Notepads/Pens Sponsorship \$7,500 each

- Bags, badge lanyards or notepads and pens to be supplied by sponsor. Production and associated costs for bags, badge lanyards and notepads and pens will be the responsibility of the sponsor.
- The sponsored item will be supplied to each attendee
- Tabletop exhibit space (This is not intended as a manned exhibit booth. The conference is a networking opportunity, not a trade show.)
- One-time use of the attendee postal mailing list provided after the event
- Two complimentary passes to the entire event
- Sponsor's logo and 50 word write-up posted on the website

Breakfast or Break Sponsorship \$7,500 each

- Tabletop exhibit space (This is not intended as a manned exhibit booth. The conference is a networking opportunity, not a trade show.)
- One-time use of the attendee postal mailing list provided after the event
- Two complimentary passes to the entire event
- Sponsor's logo listed in the program brochure (including next to the sponsored function)
- Sponsor's logo and 50 word write-up posted on the website

Business Development Sponsorship\$6,500

- A 1500-word article which will be distributed in a special, designated section of the conference binder. All articles will be formatted to have the same "look-and-feel". ALM will provide a PDF of the article to the sponsor (with our conference logo) for their own website. All articles will be posted on the conference website. They will be accessible from the conference home page, and from the last two marketing email blasts for the conference.
- Sponsor can provide one brochure or short piece of documentation for distribution onsite to all attendees (brochures/documentation will be placed in the registration bag if appropriate, or at each seat before the program starts on day 1).
- The producer will name each Business Development Sponsor and read a 25-word description from the podium sometime during the conference. Sponsor must provide this description via email prior to the conference.
- Tabletop exhibit space (This is not intended as a manned exhibit booth. The conference is a networking opportunity, not a trade show.)
- One-time use of the attendee postal mailing list provided after the event
- One complimentary pass to the entire event
- Sponsor's logo and 50 word write-up posted on the website